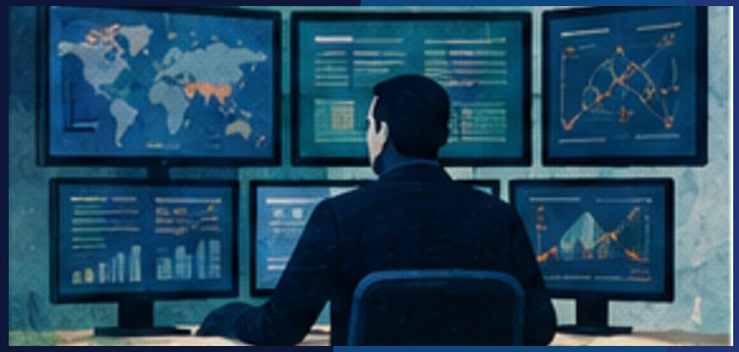
CASE STUDY

Regional Scale for Complex Buying Teams



PRODUCT CATEGORY

SASE & Zero Trust

ISMG SOLUTION

Omnichannel program

COMPANY OVERVIEW

A global technology and cybersecurity provider with solutions spanning secure networking, cloud infrastructure and Zero Trust.

CHALLENGE

The company needed to engage senior security and IT leaders across global regions while supporting an enterprise-focused Zero Trust and cloud-modernization narrative.

ISMG SOLUTION

ISMG combined content syndication, webinars, ABM, retargeting, intent optimization, lead nurturing and sales enablement across North America, EMEA and APAC.

RESULTS

- **700+ leads in the 2024 vendor program**
- **72.75% of leads were C-level, VP or Director**
- **355,563+ promotional impressions**

THE ISMG DIFFERENCE

ISMG delivered regional scale without losing enterprise precision, using intent data and multi-touch engagement to reach complex buying teams.

ISMG partners with Fortune 100 enterprises and emerging startups. To honor client confidentiality agreements, client names are disclosed only with prior authorization. References are available upon request; please contact your ISMG account manager.