

# How a Cyber Security Training Company increased Enrolments by 68% with Net New Data & Enrichment

*"This is one of our most successful marketing campaigns ever. The product survey was extremely focused and helped us get the right insights needed to enhance our competitive strategy. Way to go Span Global Services! We are definitely incorporating your strategy intelligence as part of our quarterly plans."*

- Carolyn Leslie, Global Sales Manager

**43%**

Campaign engagement increased by 43%

**68%**

Confirmed training enrolments up by 68%

**1.2M+**

1.2M+ Net New Data added in 6 Months



## Client

The client is the world's largest security awareness training and simulated phishing platform that helps in managing social engineering challenges. They have a user-friendly platform for security awareness training that helps phish users in identifying their Phish-prone percentage and improve over time with measurable results. It gives users access to the world's largest security awareness training library with fresh & relevant content.



## Objective

Our client was looking to multiply their customer reach & grow their sales closures exponentially. The idea was to lead the Cyber Security training space considering their portfolio offerings that were way ahead in relevance and pricing in comparison to their competitors. They approached us for a data-driven strategy to strengthen communication with their target audience.





## Solutions Offered

### Data Enrichment + Net New Data



### Titles

IT Executive Contacts, CISSP Contacts

### Geography

USA

### Opt-Out Campaign

To ensure 100 percent data compliance, we rolled out an opt-out campaign on behalf of the client



## Results



1.2M+ accurate and qualified Net New contacts were delivered in a span of 6 Months



Campaign engagement increased by 43%



Confirmed training enrolments up by 68%



Improved sales opportunities by 35%



The bounce rate was reduced to less than 9%



Identified interests of specific segments



The click-through rate increased by 17%



84X increase in Campaign ROI