ACCESSDATA X **FOUNDRY**

Client/company
AccessData develops and delivers digital forensics and e-Discovery software solutions for corporations, law enforcement, government agencies and law firms worldwide.

Client challenge
Reach CIOs and CISOs in the post-breach space. Drive awareness of AccessData solutions while generating new interest and leads.

Program strategy/solution

- MarketPulse Power Pack
  - Custom research with 10–15 survey questions and 100 respondents
  - One, four-page white paper based on MarketPulse research results
  - Audio on-demand webcast based on MarketPulse research results and syndicated for lead generation

- Visual Snack Pack
  - Standard infographic, infogram and mini motion graphic based on MarketPulse research results
- 3-Month BrandPost co-branded with CIO editorial brand
  - Program content is promoted natively across Foundry editorial feeds

"Working with Foundry, I was able to quickly and easily create new content to aid in our marketing efforts, driving increased brand awareness for AccessData among key C-level audience targets and generating new leads for my sales team."

Jessica Carter, Senior Director,
North American Marketing, AccessData
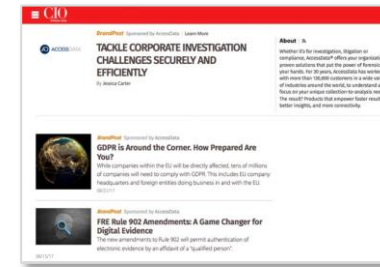
Results

20K+
Page views

300K
(RON) native promotions

.16%
Clickthrough rate

325
Guaranteed leads

2:31
Average time spent

889
Social shares