B2B MARKETING
AWARDS SUBMISSION 2012

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Category name: Best Lead Nurturing Campaign

Name of campaign or initiative: The Trend Micro / Dell Subscription Conversion Campaign

Name of company entering: CleverTouch Marketing Ltd

clevertouch

TREND MICRO™

B2B Marketing™ AWARDS 2012 FINALIST

SUMMARY

Trend Micro was presented with a whole new customer marketing opportunity when they signed an agreement with Dell to load Trend's *Worry Free* antivirus software on their range of PCs. As part of the agreement Trend were given access to Dell's European SMB customer data, but it was limited to the contract duration.

Trend's challenge was to find a way to maximise the opportunity by marketing to the contacts in an engaging and effective way in spite of the potential for contacts to be unknowledgeable and unaware of the brand previously.

In response to this CleverTouch devised a solution utilising the marketing automation platform, Silverpop, which revolved around the segmentation of contacts into five streams based upon their position in the buying cycle. After this point contacts were entered into an email campaign that contained dynamic sections within each email that was personalised according the person's own actions historically, leading to higher engagement and an optimised nurture process.

Deployed in 9 languages across 28 countries, with over 250 individual communications and reaching up to 10,000 new data contacts monthly, this campaign is an example of how best practice lead nurturing can be achieved in a large scale, complex campaign.

About the client company

Trend Micro's mission is to develop, deliver and support the most flexible and customizable internet security solutions to address the ever-changing threats on the web. The company's operations encompass more than 30 countries, 7 R&D centres, and employs close to 5,000 employees. With over 20 years of experience Trend Micro are recognized as the market leader in server security.

Strategy – broader business issues the company is facing

Trend Micro (Trend) signed an agreement with Dell to load *Worry Free* antivirus software on its range of PCs in the European SMB business. They were given limited access to Dell's customer data as part of the agreement which was only available to them for the duration of contract.

Trend were presented with the challenge of finding an effective way to reach out to these Dell customers that maximised the opportunity, in spite of the small amount of data available.

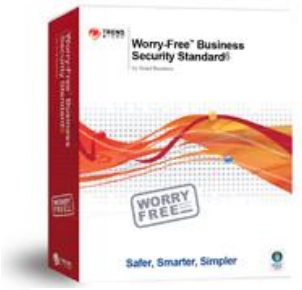


IMAGE 1: Trend's *Worry Free antivirus software*

Objectives of the campaign

Customers could choose to either buy Trend's Worry Free product with their new PC, or opt to take out a 30 day trial. The ultimate goal was to convince the buyers to source additional solutions from the Trend portfolio, and for the trialists to buy the software after the 30 day trial.

To achieve this, the campaign had the following objectives:

- *Process and clean Dell data to improve quality of intelligence held by Trend about customer / prospect, supporting the build out of the Trend European SMB database*
- *Launch fully targeted marketing campaigns to SMBs across Europe in 9 languages giving opportunity for upsell / cross-sell of other Trend solutions*

The target audience

The target was Dell customers who had chosen to trial or purchase Trend's software. The data was of a contained size but diverse and relatively unknown: purchasing contacts and technical users; companies of all sizes; covering 28 countries.

Many might not have selected Trend as preferred antivirus protection; from a Trend perspective they were often indifferent and cold to the brand. The challenge was to communicate to such a diverse audience on a personal level, and convince them of the Trend value proposition.

Media, channels or techniques used

Trend chose the marketing automation platform, Silverpop, and deployed the following:

- email program to generate immediate warm prospects from the cold leads
- custom-designed Advisor Tool designed to obtain market intelligence and support lead nurturing

Email Program

After the initial PC purchase, contacts were directed into 1 of 5 segments in the email program to ensure they received a targeted message.

***POS Segment*:** Purchased antivirus software with their PC.

Customer Communication Segment: Key stream for nurturing contacts who had purchased the software initially or after 30 day trial. A monthly newsletter was sent that focused on topical security issues, the wider security market and Trend news with the aim of heightening the perception of the brand and increasing engagement throughout the nurturing cycle.

In-trial Segment: Designed for customers participating in the 30 day software trial.

Post-trial Segment: One of two options after completion of the In-trial Segment, this stream was aimed at customers who purchased the software after the trial.

Win back campaign: Targeted at customers who did not purchase software after the trial.

IMAGE 2: Trend Campaign Workflow *(removed)*
These details were provided to judges in the original submission but are commercially sensitive and therefore confidential.

Email Content

Emails contained a combination of static and dynamic content, allowing them to be personalised for the customer according to information held on their profile in Silverpop.

Throughout all five segments, a key call to action was the completion of the Advisor Tool survey. Participants answered 9 questions that were saved each time they progressed to the next question, with the end goal being a personalised security recommendation. This was shown immediately on screen and emailed to them as a report.

The tool had multiple benefits:

- Offered a tailored recommendation to the contact
    - Giving opportunity to upsell / cross-sell (2nd objective)
- Responses saved in contact's profile on Silverpop
    - Information used to personalise the dynamic content in all emails after that point
- Dynamic content reinforced recommendation given in security report
- Email links led to unique URLs meaning contact's activity was tracked and added to Silverpop profile
- Ability to customise emails to contain relevant content based upon each individual increased engagement and optimised nurture process
- Responses improved data held on European SMB database and increased Trend's market knowledge for use in future initiatives (1st objective)

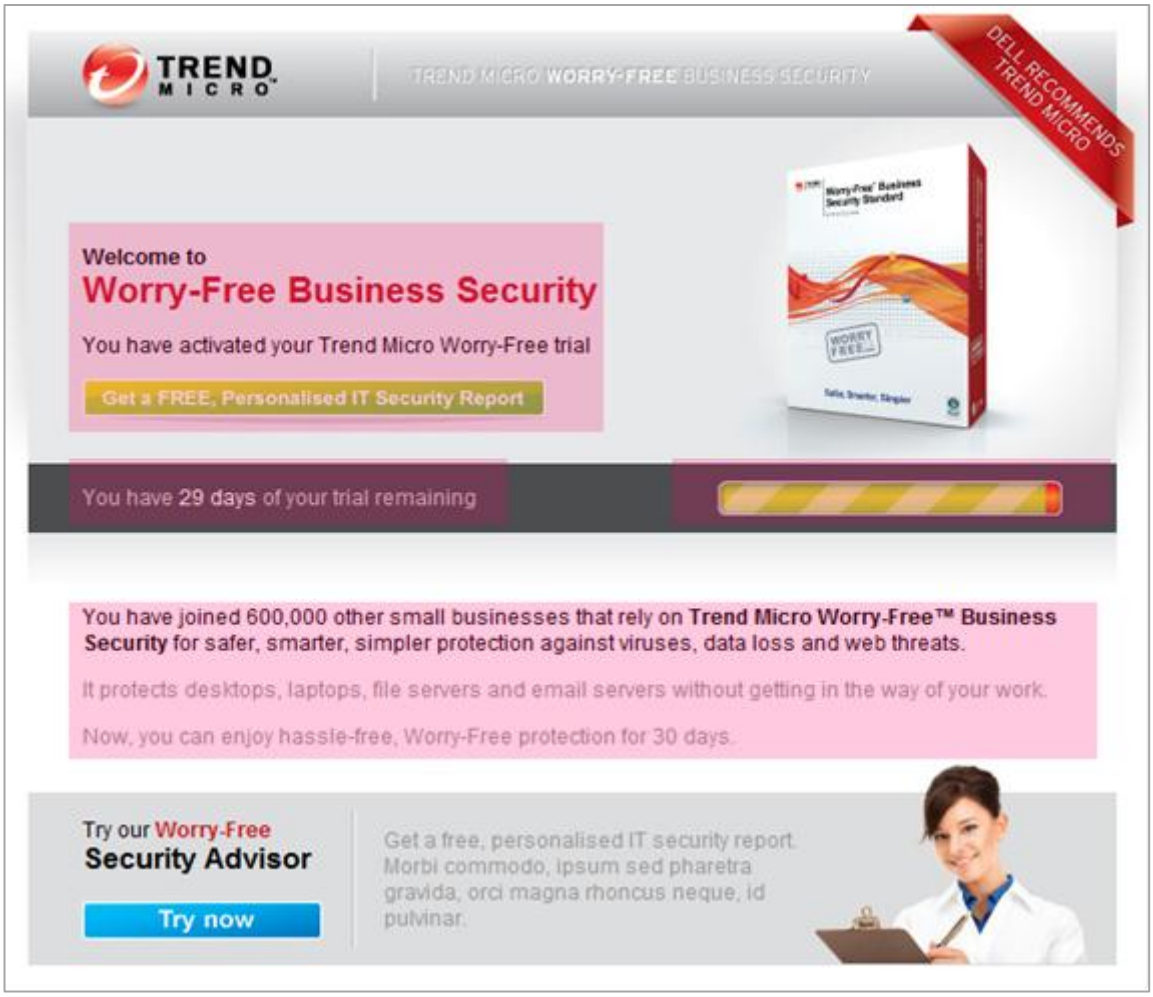


IMAGE 3: Email showing dynamic content *(signified by pink boxes)*



IMAGE 4: Website landing page showing dynamic content *(signified by pink boxes)*

Why was this media chosen?

Trend needed to maximise the access they had to Dell data to gain short and long term benefits by way of increased sales and enhanced industry knowledge. The complexity of this solution ensures all contacts are targeted and nurtured with engaging information.

New contacts enter the database daily totalling up to 10,000 each month. It is spread across 28 countries, in 9 languages with fives routes to purchase resulting in over 250 scheduled communications containing dynamic content personalised for each contact.

The management of the campaign would not have been possible through the use of a standard email platform. Marketing automation made the campaign achievable and a success in spite of its scale and complexity.

Timescales of the campaign

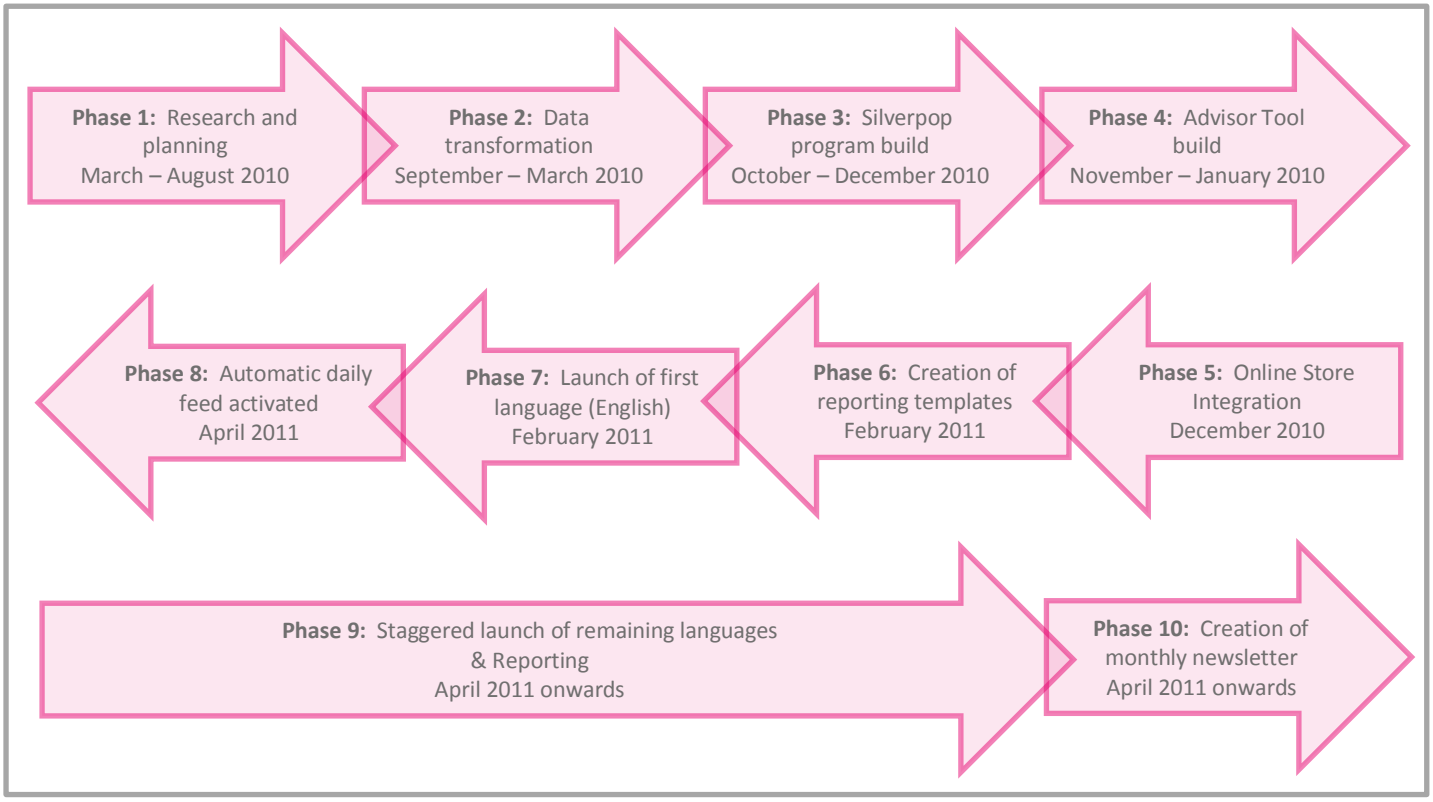


IMAGE 5: Campaign phases and time scale

Budgets

These details were provided to judges in the original submission but are commercially sensitive and therefore confidential.

Results

- 29% contacts opened one of the welcome or trial program emails *(industry average 10%)*
- 1.4% click through rate
- Germany – 40% open rate and 2% click through rate
- 17.7% open rate and over 1% click through rate of nurture newsletters

Advisor Tool

- 30.7% of contacts fully complete Advisor Tool having clicked through from an email

Further details were provided to judges in the original submission but are commercially sensitive and therefore confidential.

Client testimonial

"The EMEA-wide programme allowed Trend to optimise the value of the relationship with Dell, and apply an intelligent approach to building a Europe-wide marketing database," said James Walker, European Product Manager at Trend Micro. "This has allowed us to get a far better understanding of the SMB marketplace. Silverpop and CleverTouch have really supported the ambition to broaden our reach into a market where it has been traditionally difficult to gain marketing intelligence, and to see some very tangible results."