

B2B Marketing AWARDS 2012 FINALIST

cyance
brighter business marketing

Category number: 16

Category name: Best International Audience Campaign

Programme/initiative name: EMEA Lead Nurturing

Agency: Cyance Ltd

Client: Kensington

Microsite: http://clicksafe.kensington.com/

Summary

Kensington's objective was to sell 30,000 laptop security locks across Europe, we created all the campaign content and delivered multi lingual multi-channel new business lead nurturing campaigns, across EMEA, exceeding year one targets by month four of the campaign!

With no brand awareness and little understanding of the product in the target audience the task was already challenging. With the added complexity of marketing into Germany, France, Belgium, Netherlands, Luxembourg and the UK with little in market resource the challenge was even greater. Using a highly targeted customised content approach to overcome cultural differences, the integration of social, email and telephone in 4 languages has generated leads with a value in excess of £3million across EMEA.

By moving the conversation from buying a piece of physical security to a board level discussion around data protection and issues affecting shareholder value if laptops are lost or stolen, we have increased both the value and volume of orders. Kensington's brand awareness has benefited, not just with end purchasers, but also with channel partners; and Europe is now a key growth market.

Simply this campaign deserves to win as it delivered outstanding ROI, a delighted client and happy customers in a tough international market!

Word Count: 201 words

The Company

Kensington are a market leading computer security computer? accessories vendor, with a 70% market share of laptop locks worldwide.

The Challenges

Kensington faced a number of issues in developing their ClickSafe security business. These challenges included: -

- the Kensington brand had low awareness in Europe,
- laptop locks are relatively unknown with businesses often not seeing the need for physical security, believing encryption was sufficient protection;
- and finally the attach rate of laptop locks to laptop sales was only 5%.

Kensington had a high sales target across EMEA; but no clear idea of who their target audience was, which geographies had the most potential, or what messaging would stimulate sales. They appointed Cyance to help drive sales.

Our approach: Research and creating the proposition

The first step required was to research the markets across Europe. Cyance found that global laptop loss was dramatically increasing, damaging brands, destroying share value and creating a huge compliance risk around the data held on laptops. Independent research shows that up to 12% of shareholder value can be lost through data security issues, and many big brands have suffered adverse publicity due to these issues in recent months including Santander, Sony and Pfizer; as a result data security was now on European corporate boards' agendas.

Now we understood the NEED and the pain, we could develop the correct messaging. However, our original research also told us that we needed to increase our reach into the decision making unit beyond the IT buyer, and into the boardroom.

Research showed due to the economic climate that the country focus should be: Germany, France, The Netherlands, Belgium, Luxembourg and the UK.

Target Audience

Cold data was sourced using local suppliers:

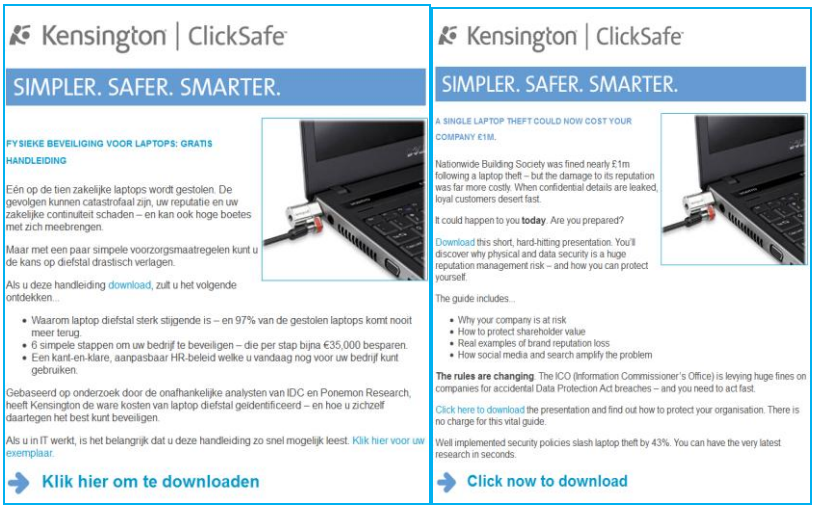
- large companies with over 250 employees for all markets, plus
- government (UK, Belgium)
- secondary/tertiary education (France and the UK as beginning to adopt ipads with high potential for theft)
- Full contact information where available for the C suite: IT, CEO, CFO, (name, job title, company, address, email, phone number: switchboard, direct dial or mobile). However in Germany and France the depth of data was not as comprehensive as the UK for senior decision makers so tele-research was used.

Different data protection restrictions required the use of the double opt in for Germany (for phone and email data) whilst the soft opt in was used for the remaining countries.

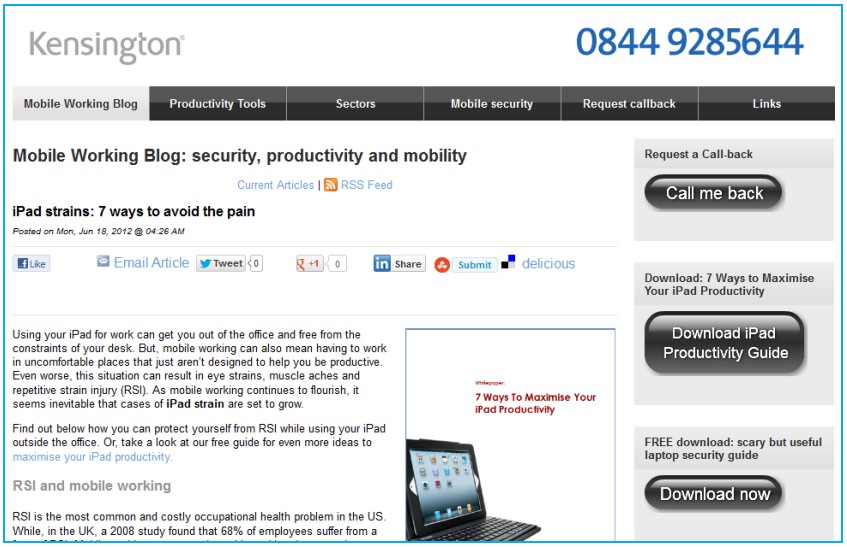
Matching content and messaging to the buying process

Cyance used this research to create original content positioning Kensington as a thought leader and gave their brand a voice to infiltrate the hard-to-reach senior executive audience. Recognising today's busy workplace people are saturated with email, we developed a complete multi-channel approach to allow potential end user prospects to engage with the campaign messaging based on their personal media preference, which also varied by country. In order to keep costs down all creative was created centrally but then adapted for local markets, not just translation into French, German and Dutch, but also adapting the messaging itself to reflect cultural differences.

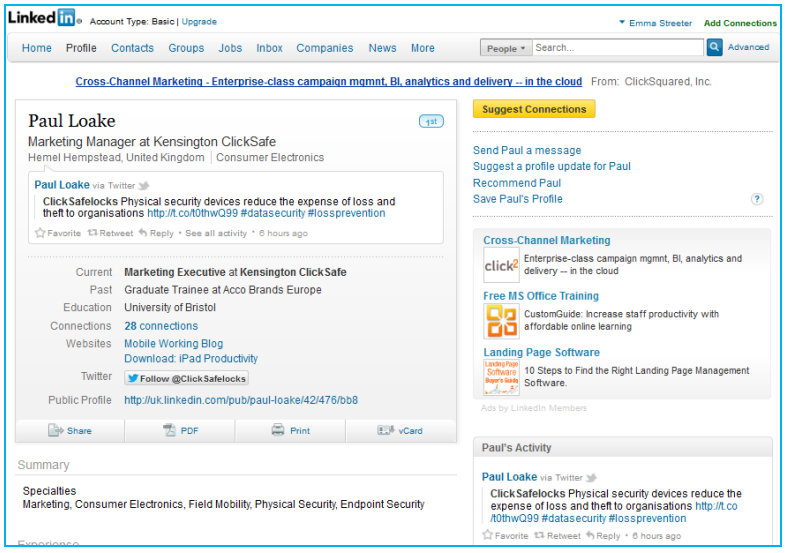
As the campaign developed results were used to further customise the messaging. Security headlines worked best in Germany and Benelux; whereas mobility was the hot topic in the UK and France.

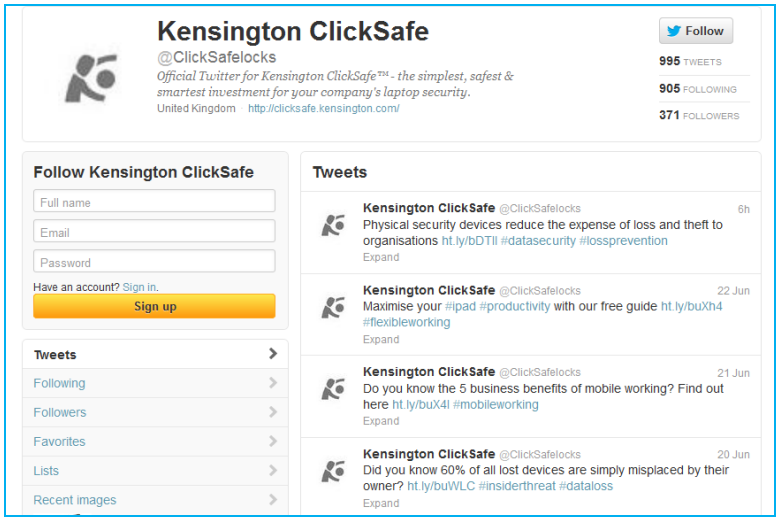


Alongside emails, campaign assets and collateral were produced, again reflecting local market issues. In Holland results showed early adoption of laptop locks; research revealed that culturally cycling to work and locking your bike, made it an easier sell! In France more images were needed than text, whereas Germany required more whitepapers. In the UK a regular blog worked well.

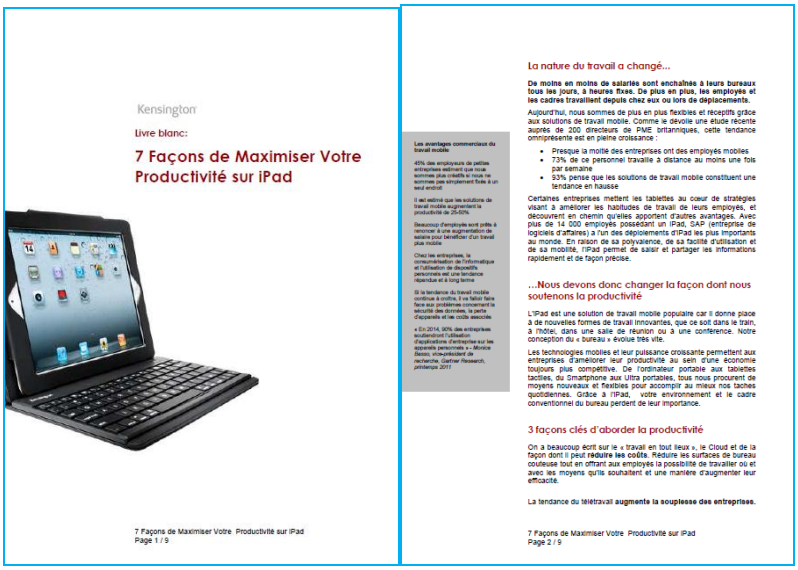


Cyance used Social Media to take this content into a new community, by setting up and hosting a Data Security LinkedIn group, as well as product local language microsites; all of which contained strong calls to action and encouraged potential clients to become engaged with Kensington. The sales funnel was designed to optimize website traffic, attract, qualify and score the right leads, capture behaviour and nurture prospects through every stage of the buying process.





Cyance developed and delivered this highly successful multi lingual, multi-channel brand awareness and product lead generation campaign across the UK, France, Germany and Benelux for Kensington, who had limited internal marketing resource. Our approach was underpinned by the Cyance team of native language telemarketers to raise awareness, increase demand, generate & nurture and deliver leads to channel partners across Europe. Kensington ensured that not only were all campaign staff well briefed, but dealt quickly with issues as they arose through the campaign, demonstrating that vendors can outsource their marketing providing they invest time and effort.



Campaign Timescales

Start: March 23rd 2011 for UK and France, and is still an active campaign.

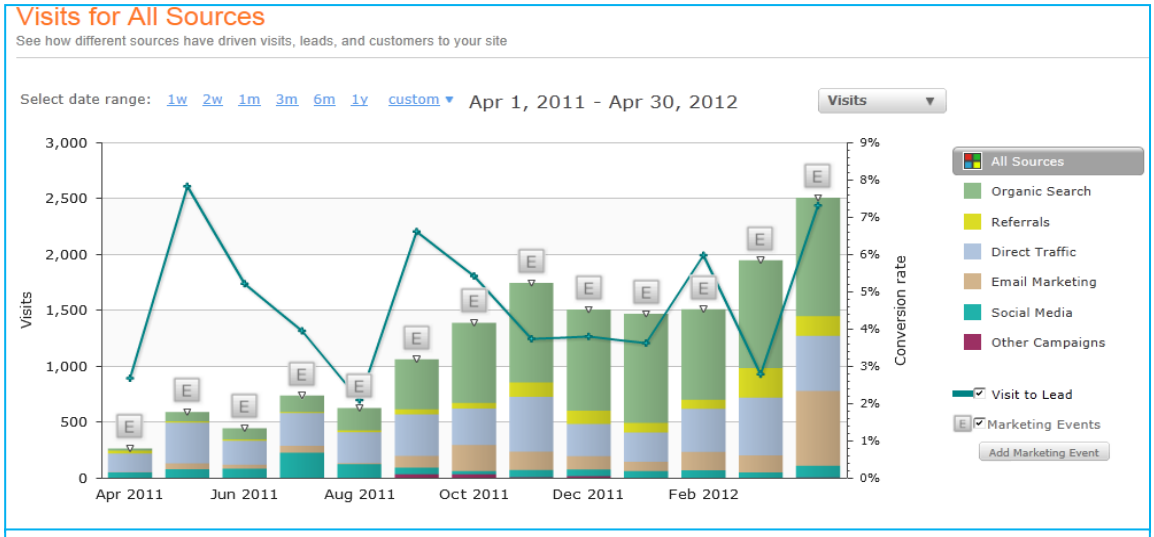
Start: Sept 12th 2011 for Germany and Benelux, and is still an active campaign.

Budgets

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

Results

Using the Cyance marketing automation platform and unique lead nurturing process, it was straightforward to track and measure which elements of the marketing campaign were working most effectively. Using our scientific approach, Kensington were not only able to track response back to the individual social conversation, email or web link that generated the initial interest, but to continue to build the right messaging.



Totals for Apr 1, 2011 - Apr 30, 2012

SOURCES	VISITS	VISIT TO LEAD	LEADS
Organic Search	7,317	2.1%	157
Referrals	1,029	2.5%	26
Direct Traffic	4,440	2.9%	127
Email Marketing	1,857	20%	373
Social Media	1,039	6.4%	66
Other Campaigns	86	19%	16
Totals	15,768	4.85%	765

By measuring response rates across all touch points, and at every stage of the campaign, Cyance provided Kensington with clear measurable return on marketing investment; as well as crucial intelligence about which marketing messages were working with which target audiences. Key learning's included:

- **Email marketing** was the biggest contributor in terms of volume, with the best conversion rate, so this media continues to be used
- Over the last six months, **Organic Search** contributed 16% of leads
- **Direct Traffic and Referrals** remain relatively low

- **Social Media** is generating a 60% increase in web traffic and increases reach/awareness into the key target market of the senior executive audience and its use will be maximised in future campaigns

- **Lead quality** is improved by scoring and nurturing leads until prospects are sales ready, increasing conversion rates. Cyance are now **working with the Sales team** to improve scoring based on their feedback on take up by channel partners. This ensures they get the best possible qualified sales opportunities, reducing time to close, with the major benefit of delivering more revenue more quickly.

Client Testimonial

'The EMEA ClickSafe campaign we undertook with Cyance was a bold step into the unknown for Kensington. It was the first time we had undertaken a through the channel marketing campaign to end users, designed to deliver leads to support our channel partners. The approach was wholly integrated from collateral development, web marketing, email, social marketing to telephone lead nurturing across the UK, Benelux, France and Germany. A year on, with a pipeline worth literally millions, across the whole ClickSafe range, we are convinced this was not only a bold step, but the right step.' Stephen Hoare, European Marketing Director, Kensington

Word Count: 1,203

Supporting material supplied

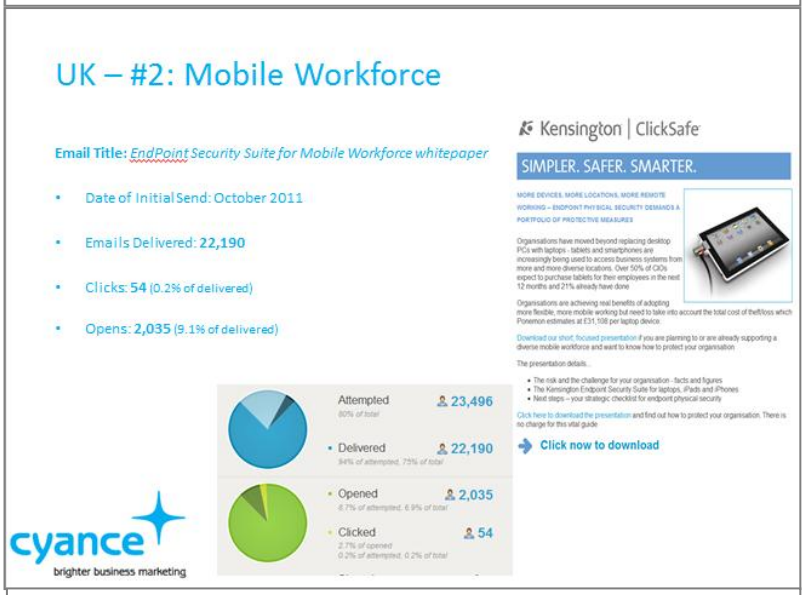
A selection of PDFs sent to Kensington Audience:

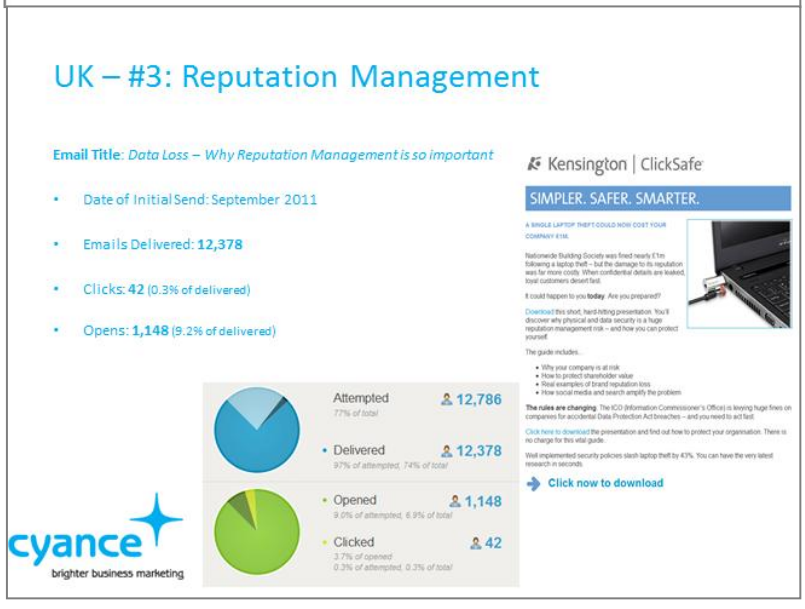
- Die Sicherheit Ihres Laptops Guide - Germany
- Kensington Endpoint Security Suite NLD
- Kensington UK Reputation Management
- Kensington 7 facons de maximiser votre productivite ipad

Appendix

1. Kensington Email Analysis



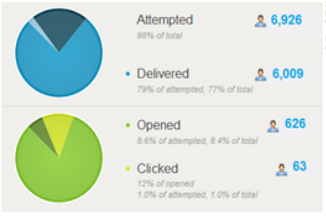




FRANCE – #1: Scary Guide

Email Title: *Scary but Helpful Guide for IT Managers – IDC Report*

- Date of Initial Send: September 2011
- Emails Delivered: **6,009**
- Clicks: **63** (1.0% of delivered)
- Opens: **626** (10.4% of delivered)





FRANCE – #2: Mobile Workforce

Email Title: *EndPoint Security Suite for Mobile Workforce whitepaper*

- Date of Initial Send: October 2011
- Emails Delivered: **10,988**
- Clicks: **51** (0.4% of delivered)
- Opens: **1322** (12% of delivered)





FRANCE – #3: iPad Productivity

Email Title: *7 Ways to maximise iPad productivity*

- Date of Initial Send: February 2012
- Emails Delivered: **12,158**
- Clicks: **54** (0.4% of delivered)
- Opens: **933** (7.6% of delivered)





GERMANY– #1: Mobile Workforce

Email Title: *EndPoint Security Suite for Mobile Workforce whitepaper*

- Date of Initial Send: October 2011
- Emails Delivered: **8,532**
- Clicks: **104** (1.2% of delivered)
- Opens: **1,166** (13.6% of delivered)





GERMANY– #2: Scary Guide

Email Title: *Scary but Helpful Guide for IT Managers – IDC Report*

- Date of Initial Send: September 2011
- Emails Delivered: **8,391**
- Clicks: **105** (1.4% of delivered)
- Opens: **831** (11.4% of delivered)





GERMANY– #3: iPad Productivity

Email Title: *7 Ways to maximise iPad productivity*

- Date of Initial Send: February 2012
- Emails Delivered: **15,860**
- Clicks: **85** (0.5% of delivered)
- Opens: **1,696** (10.6% of delivered)





Holland – #1: iPad Productivity

Email Title: *7 Ways to maximise iPad productivity*

- Date of Initial Send: February 2012
- Emails Delivered: **2,160**
- Clicks: **73** (3.3% of delivered)
- Opens: **435** (20.1% of delivered)



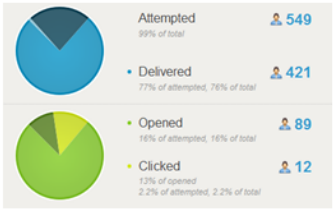


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Holland – #2: Mobile Workforce

Email Title: *EndPoint Security Suite for Mobile Workforce*

- Date of Initial Send: November 2011
- Emails Delivered: **421**
- Clicks: **12** (2.1% of delivered)
- Opens: **89** (21% of delivered)



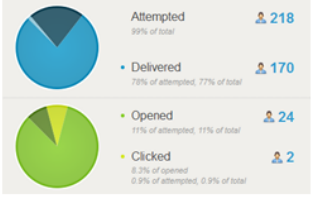


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Holland – #3: Scary Guide

Email Title: *Scary but Helpful Guide for IT Managers – IDC Report*

- Date of Initial Send: September 2011
- Emails Delivered: **170**
- Clicks: **2** (1.1% of delivered)
- Opens: **24** (14.1% of delivered)





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Benelux– #1: Mobile Workforce

Email Title: *EndPoint Security Suite for Mobile Workforce*

- Date of Initial Send: December 2011
- Emails Delivered: **506**
- Clicks: **9** (1.7% of delivered)
- Opens: **88** (17.3% of delivered)




Kensington | ClickSafe

SIMPLER. SAFER. SMARTER.

PLUS D'APPAREILS, PLUS DE LIEUX ET PLUS DE TRAVAIL À DISTANCE : LA SÉCURITÉ PHYSIQUE DES OUTILS NOMADES EXIGE UN ÉVENTAIL DE MESURES DE PROTECTION

Remplacer les ordinateurs de bureau par des portables est dépassé ! Désormais les tablettes et les Smartphones sont de plus en plus utilisés pour accéder aux systèmes des entreprises depuis des lieux très diversifiés. Plus de 50% des DSI pensent d'ailleurs acheter des tablettes pour leurs employés l'an prochain. 21% l'ont même déjà fait.

Les entreprises font de vrais bénéfices en adoptant un système de travail plus souple et plus mobile, mais elles doivent prendre en compte le coût total associé aux vols et pertes, estimé à 34 000€ par ordinateur portable (Ponemon).

Téléchargez notre présentation concise si vous prévoyez ou si vous équipez déjà des employés mobiles et diversifiés et souhaitez savoir comment protéger votre entreprise.

La présentation détaille...

- Les risques et les défis auxquels votre entreprise fait face avec des données chiffrées.
- Les solutions de sécurité Kensington pour les iPad, les iPhone et les ordinateurs portable
- Les prochaines étapes - votre checklist stratégique pour la sécurité physique des appareils.

Cliquez ici pour télécharger la présentation et savoir comment protéger votre entreprise. Ce guide essentiel est gratuit.

Cliquez maintenant pour télécharger

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Benelux– #2: Scary Guide

Email Title: *Scary but Helpful Guide for IT Managers – IDC Report*

- Date of Initial Send: December 2011
- Emails Delivered: **196**
- Clicks: **4** (2.0% of delivered)
- Opens: **25** (12.7% of delivered)




Kensington | ClickSafe

SIMPLER. SAFER. SMARTER.

SÉCURITÉ PHYSIQUE D'ORDINATEURS PORTABLES : GUIDE GRATUIT

Un ordinateur portable d'entreprise sur dix se fait voler. Le résultat peut être catastrophique, nuisant à votre réputation, à la viabilité de votre entreprise et vous laissant potentiellement passible d'une amende énorme.

Pourtant, quelques simples précautions peuvent considérablement réduire le risque de vol.

Téléchargez ce guide et vous découvrirez :

- Pourquoi le vol d'ordinateurs portables est en plein essor – et que 97% de ceux-ci ne sont jamais récupérés
- 6 simples étapes pour protéger votre entreprise - économisant 35 000€ à chaque fois
- Une politique RH toute prête et personnalisable que vous pouvez appliquer à votre entreprise dès aujourd'hui

S'appuyant sur les recherches d'analystes indépendants d'IDC et de Ponemon Recherche, Kensington a identifié le coût réel associé au vol d'ordinateur portable, et comment vous pouvez vous en protéger.

Si vous êtes dans l'informatique, il vous faut télécharger ce guide immédiatement. Il suffit de cliquer ici pour votre copie.

Cliquez maintenant pour télécharger

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