

# KASPERSKY Lab



## CASE STUDY



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BOOSTING LEAD  
GENERATION AND ROI

# Boosting Lead Generation and ROI



## Project Background

Kaspersky Lab is a fast-growing global security software powerhouse, developing and distributing its own award-winning security solutions. Kaspersky Lab employs more than 2,800 people in over 30 countries.

Initially, Kaspersky Lab partnered with inSegment to develop and launch its first centralized international, business-to-business, Pay Per Click lead generation campaign. As the program grew more than 100-percent annually, Kaspersky Lab tasked inSegment to further increase lead generation through content syndication and additional targeted marketing campaigns.

## Goals

- Increase the number of leads for the nurturing program and increase the volume of sales-qualified leads
- Develop partnerships with IT media to promote Kaspersky Lab and its content
- Continue to grow and refine digital marketing campaigns

## Execution

inSegment built a Content Marketing Program for Kaspersky, through which Kaspersky's digital assets are being distributed to qualified prospects who are actively looking for these resources. The team has combined this syndication strategy with paid search, display, and retargeting campaigns. By tracking and testing every detail of the campaigns – from company size and location to professional title – the team at inSegment has been able to refine its campaigns, engaging users at the most opportune moments and locations throughout the internet.

## Results

Due to inSegment's content marketing strategy, Kaspersky Lab now benefits from a large lead volume, which constitutes over 90-percent of the firm's leads. After the first year of collaboration, the team at inSegment had delivered seven times as many sales-qualified leads to Kaspersky Lab as they have received prior to working with inSegment. The cost per sales-qualified lead had also decreased by more than half.

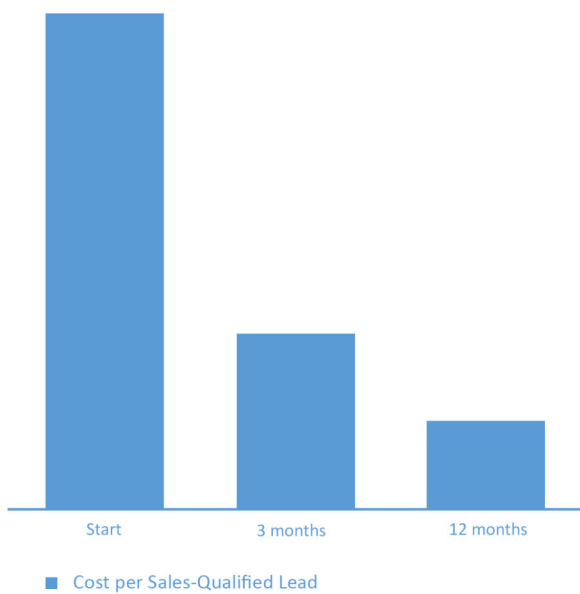
*"inSegment has performed extraordinarily well in getting us to the right properties, tweaking those properties as needed, and helping us refine... the overall quality of leads that are coming in from those properties... And I believe we've been very successful making refinements that are getting us the right results we need – and at the right cost, as well."*

**GARY MULLEN**  
Vice President of Corporate Marketing  
Kaspersky Lab

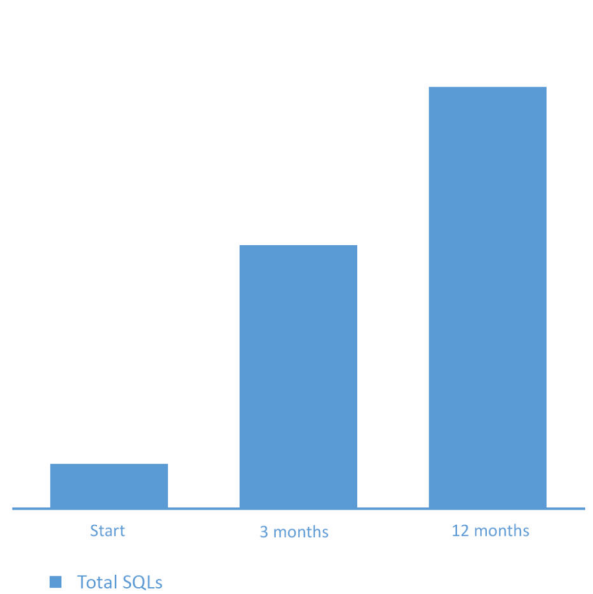
## Lead Sources:



Cost per Sales-Qualified Lead (12 months)



Total Sales-Qualified Leads (12 months)



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