

Data Drives Brand Awareness

Combining Data and Digital to Increase Growth

Jazz  Networks

About Jazz Networks

Jazz Networks is a cybersecurity vendor which focuses on Insider Threat Management and Control. The company provides unparalleled cybersecurity that protects what matters most – people, data, and reputation.

The Jazz Platform offers the deepest visibility and immediate end-to-end protection of your organization's kill chain.

In the short period they have been operating in the market, Jazz Networks has managed to win several awards, including Best Overall Performance by the US Cyber Command.

BACKGROUND

Jazz Networks was well aware of CPB's reputation in the industry and when a project need came along for data and digital marketing, CPB was the obvious choice of partner.

THE QUOTE

Jazz Networks has found ProspectaBase data, combined with TechKnow Online, to be a valuable part of its outreach marketing strategy. ProspectaBase data is accurate and intelligence-rich and TechKnow's varied content and vast reach to thousands of UK IT professionals allows us to communicate to the right audience with the right message at the right time. Because it covers a wide range of IT related topics, we believe TechKnow subscribers perceive real value in the content and view TechKnow as a useful resource.

THE CHALLENGE

Being very new to the UK market, Jazz Networks needed expert marketing support to help develop brand awareness and to create a pull for their products from the industry.

Jazz Networks approached ProspectaBase, via CPB UK Ltd, looking for help to grow the UK business.

As a start-up, Jazz Networks required accurate and reliable UK data to give to their sales team to allow them to start generating sales opportunities.

CPB & ProspectaBase provided the perfect combination of UK end-user data, as well as a digital advertising platform to help Jazz raise brand awareness.

THE SOLUTION

Jazz Networks chose to purchase a data subscription package and provided ProspectaBase with their ideal target demographics. A data list comprising an engaged target audience was cut, which perfectly reflected these needs.

The Jazz Networks sales team used this data to run a campaign consisting of both telemarketing and emarketing.

Jazz Networks also took advantage of prominent advertising in CPB's online news website, TechKnow.Online, which put them in front of an audience of c. 160,000 engaged IT personnel. This additional exposure married well with the telemarketing and emarketing campaign being carried out in-house.

THE OUTCOME

Jazz received a significant amount of clicks and interactions from TechKnow.Online, which allowed them to begin nurturing potential future prospects.

The ProspectaBase data subscription has allowed the team to start warming the data up themselves to pursue future opportunities.

OUR PEDIGREE

Having been a major player in the IT industry for more than 20 years, ProspectaBase has developed an unrivaled database of engaged IT contacts.

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