



CLIENT STORY

# Nurturing By The Experts

A Multi-touch Lead Generation Approach



## About Trend Micro

A global leader in IT security, Trend Micro develops innovative solutions, making the world a safer place for businesses and consumers to exchange information. With over 25 years of security expertise, Trend Micro is the market leader in server security, cloud security and small business content security.

## BACKGROUND

Trend Micro first engaged CPB in 2011. Since then, CPB has provided a range of tactical and strategic services spanning account qualification to prospect nurturing.

Trend Micro is eager to maintain its focus on prospects of real potential and therefore employs CPB's specialist IT marketing capabilities to provide a regular feed of qualified opportunities to its sales team.

## THE QUOTE

*"The results have been excellent and the CPB Campaign Management Team has always set up the various campaigns quickly and efficiently.*

*The daily reporting and client portal provides a great overview of the campaign activity and I have no hesitation in continuing working with them in the future"*

## THE CHALLENGE

Over the years Trend Micro has tasked CPB with Improving its sales pipeline through improving customer retention, onboarding new customers and increasing brand loyalty.

Trend also required CPB to be instrumental in Trend Micro's educational call out programmes, which impart product knowledge and strengthen customer relationships.

## THE SOLUTION

CPB provides a multi-touch lead generation service, which allows Trend Micro to build stronger relationships with prospects and customers.

Delivery of leads is done via CPB's unique Sales Management (SLM) portal. The SLM gives Trend Micro current visibility of all campaign activity, statistics and status via an online interface. All activity is reported via the SLM and this proves to be a valuable and essential tool in Trend Micro's marketing armoury.

## OUR PEDIGREE

Having worked in the IT industry for over 20 years, CPB is experienced in delivering marketing campaigns across a plethora of solutions, products and services in IT, network security and infrastructure

## THE OUTCOME

The lead generation process, where CPB makes the initial calls and the sales team follow up the identified prospects, has served Trend Micro well with many CPB leads progressing to bids, quotes and sales.

Since 2011, Trend Micro has trusted CPB to deliver a wide range of marketing services. This breadth of experience and continuity of service has enabled Trend Micro to develop over 300 genuine customers – virtually one prospect for every 'man day' spent by CPB's team.

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