B2B CASE STUDY

Cybersecurity Company: **Reaching Data-Heavy Industries**

Device ID that found decision-makers at the places they work and gather.

OVERVIEW

Client
Cybersecurity company

Campaign length
Six months

Geography
National

Total investment
$51,000

Products used
Device ID

OBJECTIVE

Build national brand awareness among high-value audiences who need cybersecurity solutions.

100+
monthly conversions from a national B2B audience.

STRATEGY AND SOLUTIONS

To build brand recognition and reach high-intent prospects, we geofenced places tied to industries that handle **sensitive data**: banks and financial institutions, law firms, tech and SaaS companies, and major **tech conferences and trade shows**.

The campaign significantly raised the brand's visibility in a competitive market and engaged exactly the audience it was built for.



RESULTS

3.4M+
impressions

4,080
clicks to the website

0.12%
click-through rate (display average: 0.06–0.08%)

100+
monthly conversions

Selling to businesses? We can reach decision-makers at their offices, conferences, and trade shows.

Results from a single advertiser; individual results vary.