

# How Keeper Security's Webinars Generate Leads While Driving Brand Recognition and Engagement

## CASE STUDY



"I think of ActualTech as a bridge that connects us to our audience. We run multiple webinars every year, and each one has been a huge success. We're getting a significantly higher amount of leads generated from those events compared to cold outreach campaigns."

**ADRIEN JULIENNE,**

Sr. Marketing Manager, Demand Gen at Keeper Security



## Keeper Security

Keeper is a next-gen password and Privileged Access Management (PAM) solution for perimeter-less and multi-cloud IT environments to protect businesses and individuals from cyber threats. Both zero knowledge and zero trust are at the core of Keeper's mission. Keeper's unique security and encryption model ensures data privacy, and its cloud-based platform ensures it's easy to deploy and maintain.

## Challenge

### Building an audience and generating leads

Keeper's security architecture is highly secure, certified, tested, and audited. It's SOC2 and ISO27001 certified, FedRAMP and StateRAMP Authorized, as well as GDPR and CCPA compliant. The veracity of the product speaks for itself—or it should. But for years, finding the right podcast to connect with Keeper's audience was a challenge.

In the cybersecurity industry, trust is a hard-earned commodity. Customers don't want to gamble on an unknown solution when the safety of their homes and businesses is at stake. In this space, brand recognition is everything and cold outreach often falls flat unless the company already has significant mindshare with its target audience.

So how did Keeper Security begin building trust? They partnered with ActualTech.

ActualTech Media's hot-topic, lead generation webinars span a wide variety of enterprise technology niches, including cybersecurity. These events enable Keeper's team to connect with engaged IT professionals without worrying about sourcing attendees or organizing the event themselves. But most importantly, ActualTech operates from a place of established trust with its audience—and that serves as a major brand lift whenever Keeper takes the stage.



**“Our audience trusts ActualTech Media. The fact that ActualTech has that existing relationship is huge for us in terms of brand recognition and engagement. If we were to try to replicate that success on our own, it would require way more work to promote, create content, and host each event.”**

# Solution

## Innovative attendee engagement strategies drive leads

In 2023, Keeper Security sponsored five ActualTech [MegaCast](#) webinars on topics like zero trust, cloud and network security, emerging threats, and more. During each summit-style, multi-vendor virtual event, a Keeper solutions engineer shared an in-depth demo showcasing how the platform complements a healthy security posture.

Cybersecurity is a constantly evolving space with new challenges every day, so Keeper's insights and innovations are always a hot topic for the CISOs, CTOs, and other IT professionals who attend the ActualTech events. Promotion is handled by ActualTech and each event draws a targeted audience that spans multiple industries.



### Ransomware: Best Practices for Prevention, Mitigation, and Recovery

#### FEATURING

KnowBe4 Synology UNITRENDS



With all of the heavy lifting done in terms of planning, promoting, and hosting, Adrien Julianne, Sr. Marketing Manager of Demand Generation at Keeper Security, is free to focus on developing wildly creative engagement strategies. As always, his ActualTech webinar moderator, Jess Steinbach, is always happy to roll up her sleeves and help.

For example, during a [DevOps and SecOps EcoCast](#), ActualTech incentivized demo requests by giving a gift card to every attendee who signed up for a KeeperPAM™ Demo. But there was a twist. Periodically during the demo, Jess played some virtual hockey. For every puck she got in the net, the gift card's value increased by \$10. Engagement for this event was through the roof as people cheered Jess on. By the end of the event, she had scored five goals, and everyone who signed up for a demo received \$50.



When Adrien follows up with leads during post-webinar email campaigns, he frequently hears how fun and memorable the event was. But more importantly, the ROI numbers prove it: the events work.

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**“Seeing the amount of interest that people show in our product and the high level of engagement is proof that ActualTech’s webinars work. We’re able to engage IT professionals from all different types of industries and company sizes. And the number of live attendees is significantly higher than a lot of other webinars we’ve done in the past.”**





## Results

### 800+ guaranteed leads from each webinar

After each webinar session, ActualTech sends Adrien a 'Red-Hot Leads' report that details KPIs like total registrations, total live event viewers, demo sign-ups during the event, who asked for pricing information, who asked for more information, and more.

With each MegaCast guaranteeing a minimum of 800 leads, it's easy for Keeper's sales team to qualify leads and make informed follow-up calls. Adrien says that ActualTech webinars continue to generate a greater opportunity pipeline than any other cold outreach campaign.

As for brand recognition, Keeper's informative presentations have cemented it as a thought leader in the cybersecurity industry. Year after year, Keeper renews its spot in the annual calendar of multi-sponsor MegaCast webinars to stay top of mind and improve brand exposure.

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**“Each webinar can target a different segment of our audience, and each one has been equally successful. Because ActualTech enables us to connect directly with the audience, we’re seeing a higher impact in terms of lead gen compared to other initiatives, like cold outbound email, for example.”**



**See how ActualTech can  
help you leverage webinar  
programs to drive leads and  
opportunity pipeline.**

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STRATEGY CALL**