

## Objectives

- Provide greater impact for Cisco's Security marketing initiative and brand messaging
- Develop custom content that furthers Cisco's preference and consideration among senior IT business leaders by aiding their purchase decision-making process
- Deliver lead generation capture opportunities from Cisco's advertising, custom white papers and eSeminars for sales follow-up
- "Cisco Executive Education Series" developed to position Cisco as knowledgeable source of credible and actionable information for enterprise customers

## Components

- 6-page special report on enterprise security with ROP advertising in eWEEK, Baseline and CIO Insight
- 4-part series, custom 8-page supplements
- e-Seminars
- Initiated downloads and leads from promotion of white papers on Ziff Davis Media and Bitpipe sites

## Results

- Custom Publishing
  - High recall and readership
    - 77% recall seeing the supplement
    - 97% read the supplement
  - Credible and effective
    - 96% found content useful
    - 98% interesting to read
    - 76% learned something new
    - 98% more useful form of advertising
    - 95% preferred format of communication
    - 97% more credible form of advertising
  - Actionable
    - 89% are more likely to consider Cisco solutions as a result of reading the section
    - 80% took action after reading the piece
- eSeminars
  - Two 60 minute custom eSeminars: Estimated 1,200 leads, delivered 1,537
- White Papers
  - Estimated 1,250 registered leads, delivered 1,885

## Total Program Performance

- Estimated leads 2,450
- Delivered leads 3,422
- % of goal 140%

