

Objectives

- Solidly position MailFrontier as the anti-fraud email security expert in the minds of CIOs and other IT executives
- Demonstrate how email fraud, such as Phishing, is a vital risk to company's business bottom-line
- Provide tools to assess risk level and ROI for implementing MailFrontier solutions
- Create awareness of security risks to organization and showcase combat solution
- Create bottom-line security risk assessment
- Drive call to action

Components

- Custom supplement
- Executive roundtable events
- eSeminars
- Phishing vulnerability assessment tool

Results

- Executive Roundtable Events
- Three City Tour
- Leads (guaranteed 15 per city)
- Los Angeles—32 attendees; San Francisco—29 attendees; Chicago—34 attendees
- eSeminars
- Ten 30 minute custom eSeminars
- Estimated 3,000 leads, delivered 3,295
- Registrations – 3,295; Attendance – 1,124

Total Program Performance

- Estimated leads 3,045
- Delivered leads 3,390
- % of goal 111%

