

CASE STUDY

Driving Success Through LeadSwell's Lead Generation Services

Six Years as the Secret Sauce for a Leading Cloud Security Company

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Background: The Partnership

Our partnership with a leading cloud security company based in Sunnyvale, California, began in 2019. Initially, LeadSwell earned its business through the company's agency of record at the time. A few quarters later, the Senior Global Campaign Manager connected with LeadSwell directly, initiating a direct relationship that has flourished over six years.

About Our Customer

Our customer specializes providing secure access to applications and services via the cloud, focusing on Zero Trust security solutions. With over 5,000 employees and a growing customer base of more than 6,700 worldwide, this leader achieved an annual revenue of approximately \$1.62 billion in 2023, with a market cap of around \$20 billion.

This Bay Area industry leader provides cloud-native security solutions targeting various markets, including finance, healthcare, manufacturing, government, retail, and energy. Their technology replaces traditional security solutions by delivering security as a cloud service, enabling secure access to applications, data, and services from any location.

Lead Generation Challenges

The customer faced challenges finding a trustworthy partner to drive content syndication and account-based marketing (ABM) leads with aggressive cost-per-lead (CPL) and ROI goals. Their previous experience with agencies made them look for a new partner who provided a solution that aligned with their budget while delivering proven results.

Selecting a Trusted Lead Generation Partner

Our enterprise customer was introduced to LeadSwell through one of the largest B2B media agencies globally. The trust established during the initial collaborations through the existing agency prompted them to consider a direct partnership. They were focused on aggressive goals and needed a partner who was adaptable and responsible to their needs while helping them scale their lead generation needs. When selecting LeadSwell, our customer prioritized trust and proven performance, which were the key factors that led to their decision.

“What sets LeadSwell apart from other lead generation companies is Matt. He’s laser focused on our success, responsive, trustworthy and always goes the extra mile to ensure our leads are great quality. He brings his experience, professionalism and energy into every engagement, and their leads deliver proven ROI.”

— SENIOR GLOBAL CAMPAIGN MANAGER, MAJOR CLOUD SECURITY COMPANY

LeadSwell Services

Our customer contracted LeadSwell for ABM-based Content Syndication services. Although LeadSwell does not have a minimum order size, the client outlined a budget typically ranging from \$20,000 to \$100,000, with a goal of driving low CPLs and impactful ROI. The onboarding experience was seamless. Our customer provided a list of top-of-funnel content to promote, such as whitepapers, eBooks, and third-party analyst reports focusing on themes like Cyber-threat Protection and Zero Trust.

After presenting their Ideal Customer Profile (ICP), budget, and lead volume goals, LeadSwell created promotional previews for their review and approval before launching the campaign. Typically, initial leads are delivered within the first week and formatted for integration into their lead management systems.

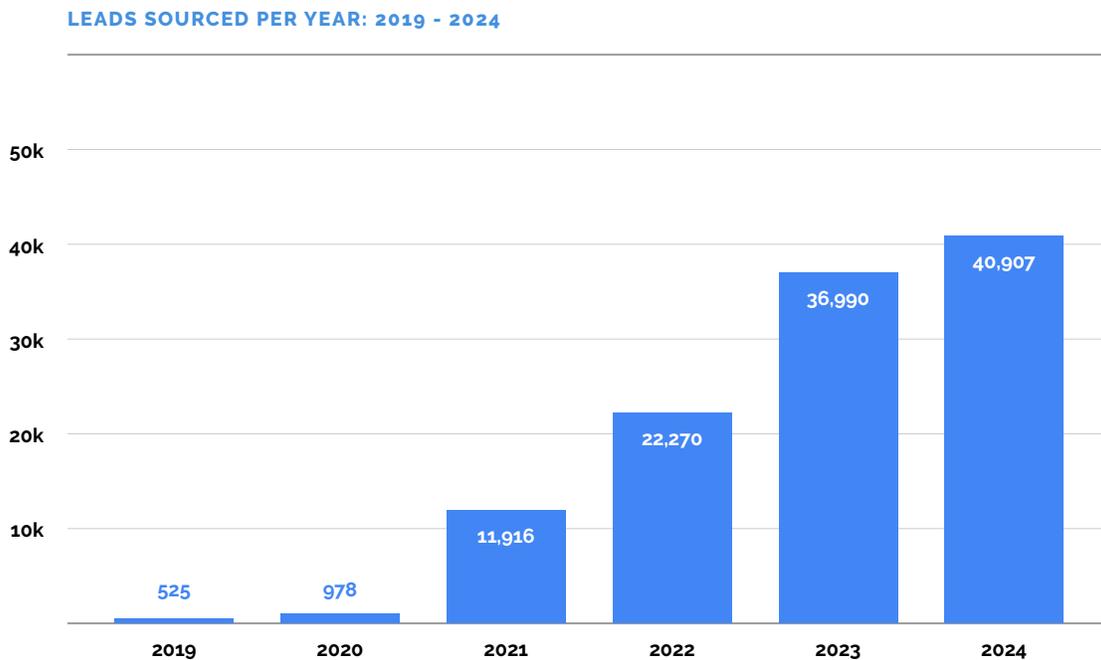
LeadSwell Driving Customer Satisfaction

Our direct contact with our customer, the Senior Global Campaign Manager, expressed that working with LeadSell has been seamless and easy. The team's responsiveness and passion for delivering a quality experience have helped yield a high-value pipeline while staying within budgets and maximizing ROI.

LeadSwell Delivers Results Year-Over-Year

Since partnering with LeadSwell, our customer has experienced significant improvements in our lead generation, including:

- **80x increase** in targeted account lead volume over five years
- **Enhanced marketing strategy** with data-driven insights from the leads generated
- Over **40,000 high-quality leads** that aligned with their ICP



These results have helped our customer achieve its ambitious marketing goals and strengthened its overall approach to customer engagement.

Customer Success Continues - Current and Future Relationship

As of today, our customer has been collaborating with LeadSwell for five years. With a foundation built on trust and mutual success, both companies are excited about the future and ongoing opportunities to build upon the “secret sauce” provided by the partnership.

In conclusion, the partnership with LeadSwell exemplifies how a strategic content syndication approach can drive significant success in lead generation, ultimately enhancing customer engagement and pipeline.

“We appreciate that Matt is involved in every aspect of every campaign; he’s a significant reason we keep coming back.”

— SENIOR GLOBAL CAMPAIGN MANAGER, MAJOR CLOUD SECURITY COMPANY

Are You READY?

LeadSwell has been providing lead generation services to enterprise and mid-market customers for over 25 years. With over 1,600 programs launched, we help our customers by leveraging our expertise to create top-of-funnel targeted engagement to feed into their programs. With a customer-first approach, LeadSwell can help you with your lead generation strategy today. Contact us at sales@leadswell.com.