



Case Study

How Wasabi Boosted their Engagement by 114% with FastPass

An interview with tech marketer, Isabel Freedman, Alliance Marketing Manager, Media & Entertainment at Wasabi

Wasabi is a leading cloud data storage provider that makes data storage simple, affordable, fast and secure, offering customers a bottomless cloud that grows with their business. As Alliance Marketing Manager, Media & Entertainment, Isabel is responsible for working with Wasabi's extensive list of technology partners, which includes creating and managing partner content and webinars to build awareness and pipeline

What challenges were you facing that prompted your decision to use FastPass?

We were looking to enhance customer experience by making our registration process as easy as possible for our current customers, as well as new prospects, with the ultimate goal of increasing engagement.

Within our technology platform, we have our own account login process, so we wanted to reduce the opportunity for confusion and the number of barriers in the way of our content for current customers.

It was important that we make the login and registration process easier for both new and existing leads to give our sales team the ability to build their pipeline and nurture new opportunities.

Challenge

Wasabi needed to increase content engagement, generate ROI, and enhance their customer experience.

Solution

Wasabi uses BrightTALK's FastPass to simplify webinar registration so they can convert more leads, enhance the viewer experience and increase their content engagement, ultimately building their pipeline.

Results

Wasabi saw a **114%** uplift in engagement by enabling FastPass, with **43%** of all leads delivered through FastPass.

How was the process of setting up and using FastPass?

Our BrightTALK team reached out to us to let us know when FastPass was first released and walked us through the new registration process and its benefits on our next call. After learning more FastPass process and benefits, it was immediately something we were interested in!

We turned it on straight away and started using it. It only took a few clicks to implement FastPass, and then we were good to go! Since then, we have been using FastPass in all our webinar promotions.

How are you leveraging FastPass with your webinar promotions?

We implemented FastPass on our webinar landing pages to make it easier than ever to sign up for a webinar. We are also able to utilize the FastPass form directly in our emails to drive conversions directly through our email promotions.

What results have you seen from using FastPass?

FastPass has become a highly effective tool for us, significantly increasing our organic and direct channel subscribers.

It has been very simple to implement FastPass into our existing workflow. Since enabling FastPass, we haven't needed to change anything else about our marketing and promotional email campaigns. We're still sending the same kind of emails on the same cadence; the only thing we are doing differently is using FastPass. Our total engagement has increased by 114% since we started using FastPass and 43% of all leads have been delivered from FastPass.

“We implemented FastPass on our webinar landing pages to make it easier than ever to sign up for a webinar. We are also able to utilize the FastPass form directly in our emails to drive conversions directly through our email promotions.”

—Isabel Freedman

Alliance Marketing Manager, Media & Entertainment Wasabi

Not only have we seen a boost in engagement and lead delivery, but the FastPass process has also decreased registration friction, making it easier for new and existing prospects to register and engage with our content. Plus, the increase in registrations and engagements ensures ROI in our BrightTALK channel.

Overall, FastPass has been a success! In a short time, we have been able to grow our pipeline and build our channel subscriber base, while providing an improved and seamless registration experience for our network.

Isabel Freedman

Alliance Marketing
Manager, Media &
Entertainment



A big thank you to Isabel for sharing this success story with us. We look forward to hearing about more of her wins using BrightTALK in the future!



About BrightTALK

BrightTALK is a B2B marketing platform for content marketing and demand generation. Marketers use a single platform to engage professional audiences with webinars and virtual events that deliver pipeline and revenue growth. With a global audience of 50M+ subscribers, BrightTALK extends your reach to win more customers.

Industry leaders such as Dell, Cisco, Citrix and BNY Mellon trust BrightTALK to drive marketing and sales performance.