



## Case Study

# 17x the Competition: Utimaco's Guide to Exponential Webinar Growth

A discussion with Philipp Harmuth, Head of Digital and Volker Gerstenberger, Director, Marketing at Utimaco

Utimaco is one of the world's leading global platform providers of trusted cybersecurity and compliance solutions and services. As Head of Digital and Director of Marketing, Philipp and Volker are responsible for driving the digital communication channels for Utimaco, which includes creating and managing webinar content.

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

While we have extensive experience in content and webinar creation, the onset of the pandemic prompted us to reevaluate and enhance our content strategy.

Given our specific focus on verticals such as telecommunications, banking, and manufacturing, it is crucial for us to effectively engage with the right audience. BrightTALK provides the ideal platform to connect with the target audience,

## Challenge

Utimaco needed to enhance their content strategy to build pipeline.

## Solution

Utimaco uses the BrightTALK Channel and Content Leads to create quality content and target key accounts.

## Results

Utimaco saw **17x** more subscribers per content per month than their peer group.

“The BrightTALK Channel empowers us to engage with both new and existing prospects, gaining valuable insights into their needs and preferences.”

particularly tech professionals aligned with our product portfolio.

From the outset, our goal was to position Utimaco as a thought leader in our industry. This involves demonstrating our understanding of our customers' pain points and offering solutions to address their workplace challenges. We firmly believe that education is pivotal in fostering engagement and interest. BrightTALK serves as a powerful tool, allowing us to reach and educate relevant prospects effectively.

The BrightTALK Channel empowers us to engage with both new and existing prospects, gaining valuable insights into their needs and preferences. Utilizing the Channel, we can experiment with different content and trending topics, receiving real-time feedback from both prospects and customers. This feedback loop proves instrumental in identifying effective content and understanding our audience's preferences.

### **How have you built out such an effective webinar content strategy?**

Crafting an effective marketing strategy requires internal and external preparation, coupled with keen market observations. Our pursuit of becoming thought leaders demands the inclusion of expert speakers, a crucial element in building credibility and trust with our audience.

Given the expansive nature of the cybersecurity landscape and our status as a smaller player, precision in choosing the topics for recognition and determining our role is paramount. The BrightTALK Channel proves invaluable in this regard, enabling us to target campaigns and understand our audience through data-driven insights.

Our content promotion strategy spans various channels, encompassing social media, organic outreach, our digital presence, partner channels, and BrightTALK paid promotions. This comprehensive approach consistently generates a robust demand generation pipeline for us.

**“The synergy of preparation, expert speakers, and strategic promotions, aligned with the right audience, has resulted in a remarkable achievement—17X more subscribers per content per month than our peer group.”**

### **Can you tell us about your pipeline creation and follow up process?**

Strategic content preparation, coupled with targeted promotions, is the powerhouse behind our pipeline success! Content functions as the catalyst, propelling our pipeline forward, and acts as the engine, with various actions like Google searches, social media efforts, and participation in trade shows contributing to engagement and fueling the pipeline. In this landscape, BrightTALK stands out as one of our most vital channels for pipeline growth.

When professionals invest 35 to 40 minutes in viewing a Utimaco webinar, they reveal either an educational or informational interest, or they may already possess buyer's intent. This distinction is pivotal as it guides our follow-up efforts and advances the sales qualification process.

The BrightTALK platform stands out as a game-changer, and the numbers affirm the effectiveness of our concept and strategy. The wealth of additional qualifying data points, including questions asked and attachment downloads, provides us with a comprehensive view. This trove of information empowers our sales team with invaluable insights into the specific interests of our prospects.

This double-touch lead, facilitated by BrightTALK, adds an extra layer of engagement, enhancing our ability

to tailor follow-up strategies effectively. The proof lies not just in the numbers but in the meaningful connections we forge through this dynamic platform.

The success achieved in terms of lead and demand generation is compelling and plays a crucial role in identifying specific demands and directing them toward appropriate follow-up activities. Despite playing catch-up with our direct competition, the excitement and success at Utimaco persist. While we acknowledge there's more ground to cover, we are eager to forge ahead, with plans for upcoming webinars already in motion, aiming not just to match but to surpass our previous accomplishments.

### **What results have you seen since working with BrightTALK?**

The synergy of preparation, expert speakers, and strategic promotions, aligned with the right audience, has resulted in a remarkable achievement—17 times more subscribers per content per month than our peer group.

This proven strategy was employed for our [Zero Trust Architecture. Establishing a security blueprint: step by step](#) webinar that garnered

over 2,300 viewers and more than 700 additional interactions to date, including attachment downloads and questions. The webinar's success hinged on meticulous preparation, delivering the right message at the perfect time, on the right topic for the right audience. Featuring experts on the panel, the webinar not only positioned Utimaco as a solution driver but also served to educate and assist tech professionals in overcoming workplace challenges.

All in all, we are excited about the growth we have seen with BrightTALK and look forward to building on our success!

**A big thank you to Philipp and Volker for sharing their success story with us. We look forward to hearing about more Utimaco wins using BrightTALK in the future!**

Make sure to check out the related webinar for additional insights:  
[17x the Competition: Utimaco's Guide to Exponential Webinar Growth](#)



#### **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.