

ACCELERATING AWARENESS:

PROTEGRITY'S MICROSITE SUCCESS

Overview

Protegrity, a leading global cybersecurity firm, offers a comprehensive and flexible range of data protection options. Their most recent innovation is a cross-border solution called Borderless Data™, which delivers regulatory resilience to ensure business continuity without relying on EU-US data transfer pacts. This case study explores how Protegrity partnered with Katzcy, a full-service marketing agency, to create a microsite effectively highlighting the Borderless Data™ solution within an extremely tight timeline, helping them achieve significant results.

PROTEGRITY

Protegrity's Challenge: Needed impactful site with a quick turnaround time

In a highly competitive cybersecurity market, Protegrity faced a significant challenge. They needed to launch a large-scale campaign to create awareness about Borderless Data™, but their existing landing page was failing to engage the audience effectively. Doug Vinson, Protegrity's Vice President, Global Demand, came to Katzcy to solve their problem by creating a microsite that would tell the story of the Borderless Data™ solution. He wanted it to deliver a clear message and use animations to explain what it is and how it works, and he needed it ready to launch in three weeks.

Why Protegrity Chose Katzcy: Extensive industry knowledge

When Vinson considered agencies to complete this project, he immediately considered Katzcy. He said, "I didn't have to explain to you what we do. You understand the cyber security market," which eliminated the need for Protegrity to provide extensive industry insights and background information. Katzcy's ability to ask direct relevant questions regarding the content and design ensured seamless collaboration, and their promise to deliver results quickly aligned with Protegrity's needs.

Katzcy's Process: Continual communication and quick turnaround

As soon as the statement of work (SOW) was signed, Katzcy met with the Protegrity team to determine the site's scope, desired effects, content, and flow. The Katzcy team kept the Protegrity team continually in the loop, frequently sending them content scripts and mock-ups to ensure their vision would be realized.

In the end, Katzcy met Protegrity's tight turnaround time and delivered a site that exceeded Vinson's expectations.



You guys did this super fast. The pace at which you were able to get engaged and immediately come up with a proof of concept, lay it out, and iterate with us was superb.

Protegrity's Satisfaction: "On a scale of 1 to 10, it was a 12!"

Protegrity's immense satisfaction with the entire process and the final result was evident in Vinson's glowing remarks, "On a scale of 1 to 10, it was a 12!" He underscored his confidence in Katzcy's capabilities, emphasizing, "You did it for less and in a fraction of the time. So, I would go back to you again and again."

Protegrity's Positive Results: Views, traffic, and selling

The borderlessdata.org microsite delivered impressive results for Protegrity:



Increased Views:

The microsite garnered 84,000 views within 3 months, significantly increasing Protegrity's online visibility.



Top Website Page:

It became the second most-visited page on the Protegrity website, indicating its effectiveness in driving traffic and engagement.



Effective Traffic:

Most visitors to the microsite came from display ads—showcasing the successful collaboration between Protegrity and Katzcy.



Selling the Concept:

The microsite effectively conveyed Protegrity's complex product, helping potential customers better understand and buy into the borderless data security concept.

Conclusion

The partnership between Protegrity and Katzcy resulted in a highly successful microsite, solving their challenges and generating exceptional results. The microsite's rapid development, coupled with Katzcy's profound grasp of the cybersecurity landscape and their innovative customized solution, significantly elevated Borderless Data™ awareness and engagement levels.



If your organization is looking for a new dynamic partnership to bolster your or your product's position within the market, contact us today at info@katzcy.com.