



CASE STUDY

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# Imperva Cybersecurity Software and Services

Endeavor Paid Media Reboot Results in Explosive  
Opportunity and Pipeline Growth for Leading  
Cybersecurity Company

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## Client Overview

Imperva is a global Cybersecurity leader that provides software and services to protect enterprise data and application software around the world.



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## Services



**Conversion  
Optimization**



**Data Visualization  
& Reporting**



**ABM  
Advertising**



**Strategy &  
Planning**



**Paid  
Search**



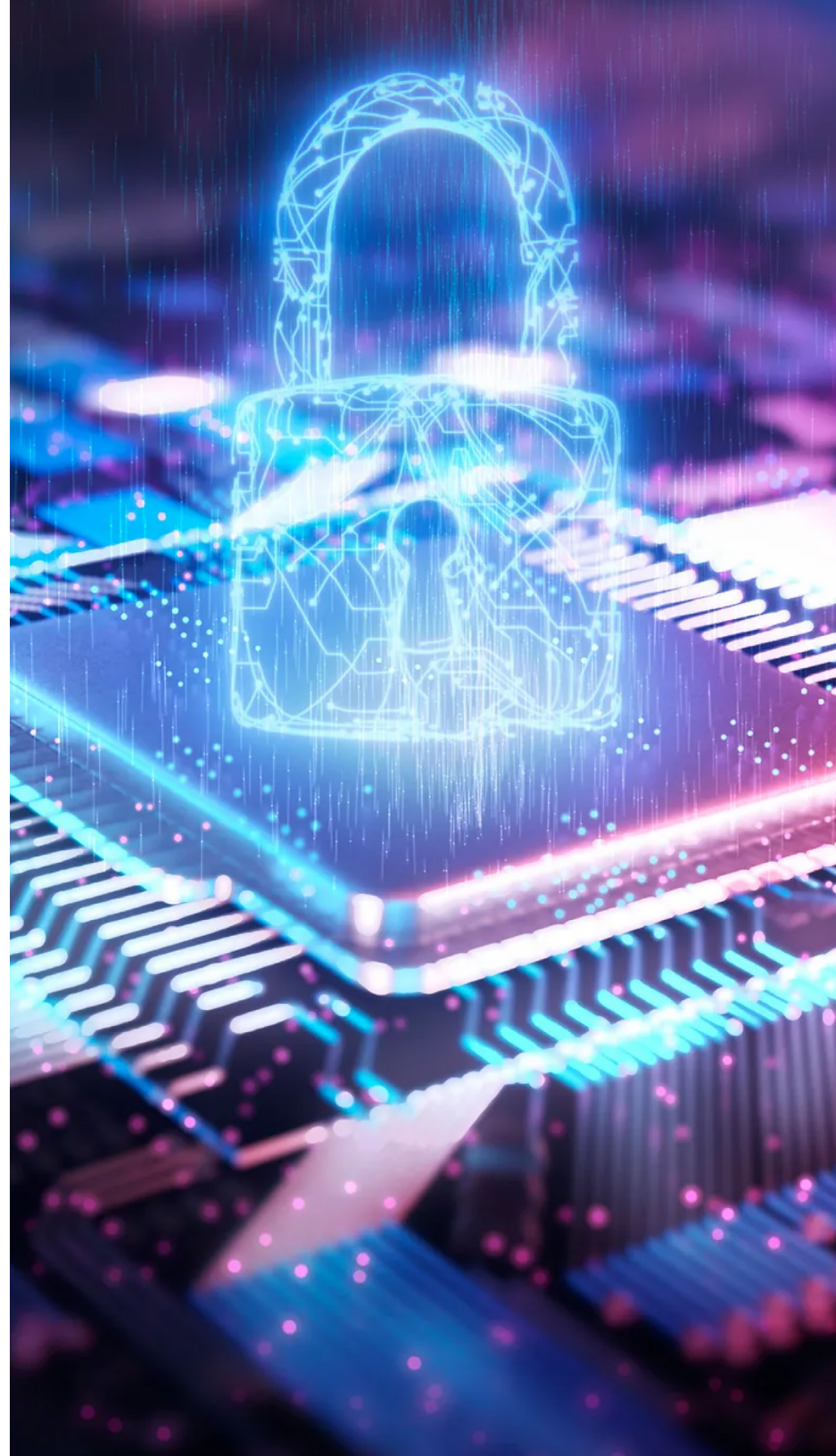
**Paid  
Social**



**Optimized  
Creative**



Endeavor Paid Media Strategy Generates  
**752%** Increase In Paid Media Opportunities  
And **2,279%** Increase In Paid Media Pipeline  
For Global Cybersecurity Leader



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## Highlight Stats

**2,279%** Increase In Paid  
Media Pipeline

**752%** Increase In Paid  
Media Opportunities

**371%** Decrease In Paid  
Search Cost Per  
Conversion

**1,000%** Increase in Paid  
Media Webinar  
Registrants



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## Challenge

Originally hired on for strategy consulting, Endeavor faced the monumental task of turning an unprofitable paid media operation, plagued with hurdles, inefficiencies and self-serving former management, into a plentiful pipeline machine.

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## Solution



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### Digital Marketing Agency Audit

Endeavor performed a 360° audit, looking at each of Imperva's digital marketing channels with an intense emphasis on ROI. Once completed, Endeavor showcased their findings to Imperva's internal key stakeholders, which included exposing the numerous shortcuts and self-serving practices used by their current agency. Some of these practices put them in breach of their contract with Imperva and Endeavor suggested immediately terminating their contract. Because the agency was in breach of contract, there were no early termination penalties for Imperva, allowing them to focus more of their resources on building out a profitable and ROAS-focused paid media strategy with Endeavor.



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### Standardize Workflows

One of the major factors affecting the performance and efficiency of Imperva's paid media efforts, was their lack of seamless workflows and standardized processes within their marketing department.

Endeavor created custom standardized workflows for each marketing channels and a special process for "rush" campaigns. Once approved, Endeavor implemented their system across Imperva's internal management and collaboration platform, accelerating campaigns and vastly improving organization efficiency, accountability and campaign success.





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## Account Based Marketing (ABM) Targeted Advertising

Marketers live by the motto of targeting the right audience, at the right time, with the right message. Using Imperva's ABM platform to craft hyper-targeted ABM ad strategies, Endeavor did just that – and built campaigns specifically tailored around each of Imperva's products, at each state of the buyers cycle.

Optimizing this process took some outside-the-box creativity. Endeavor figured out that the ABM platform was essentially double charging for ads within their native advertising platform, radically inflating cost per click and cost per conversion. Imperva's ABM platform was also charging \$1,000 for each external paid-media platform synced ABM segment. This was a major problem, because the ad performance on Imperva's non-ABM platforms performed over 10x better than the ABM advertising native platform. However, paying \$1,000 per synced segment would significantly affect cost per click and cost per conversion performance.

To avoid the outrageous segment sync fees and optimize spend, Endeavor built a work around using a third-party integration, enabling free ABM segment sync lists. This solution alone saved Imperva tens of thousands of dollars every year. Once finished, Imperva had an automated ads platform that harnessed the incredible power of their ABM platform and external advertising platforms. Endeavor's optimizations shot Imperva's paid media performance through the roof and helped make them competitive amongst their top five competitors, despite only having 54% of their top five competitor's median budget.





## Conversion Rate and Ad Relevancy Optimization

Ad relevancy makes a world of difference. Throwing ads up without data-driven optimization of target audiences and landing pages is a recipe for disaster, and that's exactly what was happening to Imperva with their previous agency – literally. Numerous search campaigns had been drafted with target search keywords that were completely non-existent in the ad copy or landing pages, resulting in poor ad relevancy scores and significantly higher bid costs.

Endeavor enacted their proprietary keywords strategy to rebuild each campaign from the ground up, with a keen effort to improve ad relevancy, goal conversions, and reduce costs.





## Results

In addition to improving Imperva's marketing campaign workflow efficiency and saving them tens of thousands each year on ABM costs, Endeavor also achieved the following:

### Paid Media

- **2279%** Increase In Paid Media Pipeline
- **752%** Increase In Paid Media Opportunities
- **100%** Increase In Paid Media Webinar Registrations

### Paid Social

- **97%** Increase In Paid Social CTR
- **59%** Reduction In Paid Social Cost Per Click

### Business Goals

- Helped Exceed Demand Gen MQL Goal By **753%**
- Helped Exceed Pipeline Revenue Goal By **134%**

### Paid Search

- **82%** Increase In Paid Search CTR
- **79%** Reduction In Paid Search Cost Per Conversion

### Content Syndication

- **264%** Increase In Content Syndication Pipeline
- **92%** Decrease In Content Syndication Cost Per Lead

### Other Key Performance Results

- Achieved **22.7%** of total impressions and **21%** of total clicks vs Imperva's top 5 competitors on paid social, with only **54%** of competitors' median budget

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# Thank You