

## Filling the Top of the Funnel with Leads

Developing a marketing machine that engages with audiences earlier in the buyer's journey—filling the funnel with leads that Sales can convert.

### INDUSTRY

SaaS

### TYPE

B2B

### UHURU PROGRAMS

Business Advantage

### TOOLS

Marketo  
WordPress  
Facebook Ads Manager  
Google Analytics  
Google Ads  
ListenLoop

### CHANNELS

Content Marketing  
Email Marketing  
Facebook Advertising  
Google Ads  
LinkedIn Advertising  
Twitter Advertising  
Quora  
Sales Enablement  
Peerlyst

### RESULTS

Highest Email Open Rates  
Highest Email Click-Through Rates  
Lowest Cost Per Acquisition

### THE COMPANY

#### The World Leader in Digital Threat Management

Cybersecurity company based in San Francisco, CA providing cloud-based SaaS for organizations to detect phishing, fraud, malware, and other online security threats. RiskIQ monitors advertising networks for malware (malvertising) and spyware and provides mobile app security services.

### THE PROBLEM

#### No Content Strategy & Poor Marketing Direction

Marketing had been highly technical and product-focused. Lacking a content strategy, RiskIQ couldn't determine the direction or which priorities and tactics to put in place. Without useful top of the funnel content, they weren't appealing to their broader market for lead generation.

### THE SOLUTION

#### Strategy & Content Development for ToFu Lead Gen

Create a marketing machine addressing ToFu - MoFu concerns within under-targeted personas and fill the pipeline with prospects who have already built awareness and positive perception of RiskIQ. We've amplified campaigns with improved PPC and expanded content and funnels by producing high-quality content to engage with personas who haven't benefited from the highly technical, highly focused resources that were previously produced in-house.

*"Uhuru's campaigns have the highest open rate and click-through rate of any emails we've ever sent out. Our PPC campaigns have the lowest CPA we've ever achieved as well. I give kudos to the entire team for being so informative, helpful and friendly. We've worked with so many agencies in the past who made us feel like they just didn't have the time to help and consult on the right things to do."*

—Barrett Louie, Director of Digital Marketing

