



Multi-country, online lead generation success for Neoteris

Customer Profile

Customer Neoteris, Inc.

Challenge Generate as high a volume of qualified leads as possible from the target markets within a reasonable budget. Scalability was key to this activity as the volume of leads was adapted to the size of the growing sales force every month. At the beginning there was one sales rep in Germany and after the 9 month period there were 7 sales reps in the served countries.

Target Audience Network administrators and IT managers.

Solution An online campaign designed to generate qualified online leads. Initiated in Germany and later extended to France, Belgium, Holland, Luxemburg and the Nordic countries.

Results

- More than 50 qualified leads per month generated in Germany.
- More than 1,000 qualified leads in all countries over a nine-month period.
- Broadened awareness of Neoteris
- Fed the sales pipeline throughout Europe, making Neoteris an attractive candidate for acquisition.

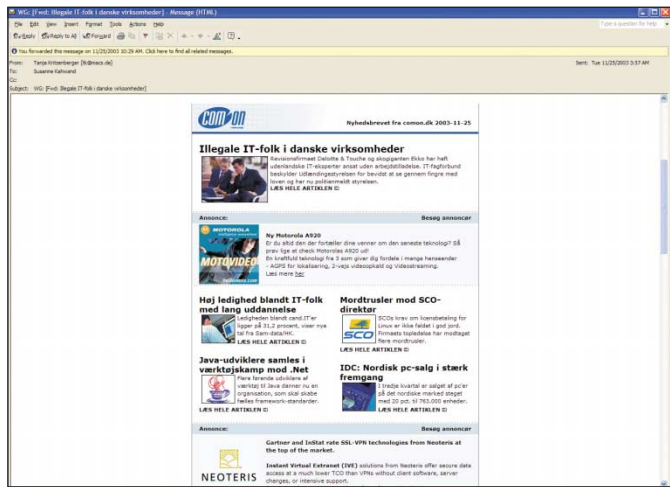
One of the hottest market segments in IT continues to be secure, remote access to enterprise resources for employees. Neoteris, a new player in the market in 2002, quickly became the global market leader with its Access Series line of appliances. According to Frost & Sullivan in October 2003, Neoteris commanded the market with 36 percent of the world-wide SSL market — 20 points ahead of the nearest competitor.

The issue? While well known in the United States, Neoteris was virtually unknown in Europe. They had one sales representative in Germany, but knew they needed an expert to build a marketing communications program to support their sales efforts.

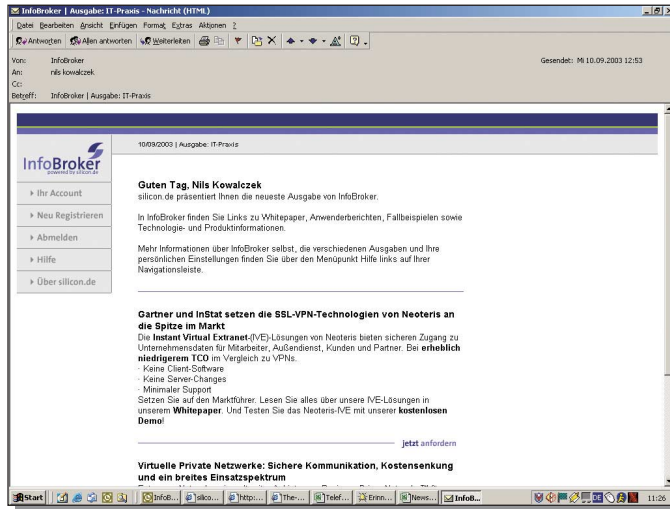
The choices were slim. Neoteris wanted to market heavily in Germany, France, Netherlands, Luxemburg and the Nordic countries. Yet because Neoteris was small, they didn't have a huge budget to retain an international advertising agency, or to hire separate firms to handle each country's activities. And they wanted someone who already had experience in their target markets, so that they could add value to Neoteris' marketing efforts — without adding excessive overhead or extensive involvement from Neoteris' U.S.-based marketing staff.



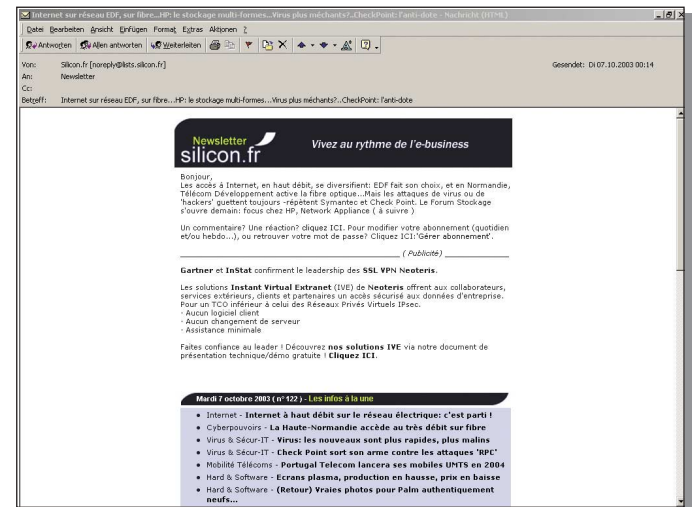
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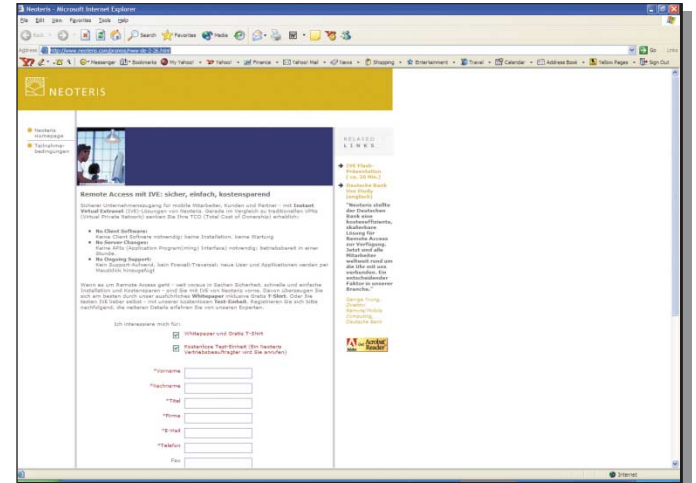
Newsletter insert for Denmark. Sharing a layout with other countries, the text was translated and adapted for the specific newsletter, in this case Common of Denmark.



Newsletter insert in InfoBroker in Germany.



Newsletter insert in Silicon in France.



After clicking on the insert, users arrive at a landing page translated and adapted so as to appeal to the needs and preferences of local users.

Local knowledge, local expertise

It was a tall order until Neoteris discovered MaCS, a mid-size, European marketing communications consultancy dedicated to helping U.S. companies enter the European market.

Neoteris instantly liked the fact that MaCS had a strong track record of developing leads through well-considered marketing campaigns. MaCS could also handle all aspects of Neoteris' marketing throughout Europe, eliminating the need for separate companies and additional complexity. To make matters even better, MaCS maintained a San Francisco office, which meant Neoteris' over-taxed staff could manage the Europe marketing effort in their own time zone... a major advantage.

Neoteris presented MaCS with a simple initial brief: generate qualified online leads for our German sales team. Reach out to network administrators and IT managers. Help us achieve our goals in Germany.

A strategic online media plan delivers immediate results

To reach the target market and inform and educate them about Neoteris' solutions, MaCS developed an online media plan that identified all key newsletters read by the target groups in Germany. MaCS then created and placed a series of text advertisements designed to draw attention to Neoteris and its solutions in the relevant newsletters. In addition, MaCS developed a landing page that had been localized and adapted to meet the preferences of the local market.

Within weeks, MaCS efforts began to yield more than 50 qualified leads per month. Neoteris' German representative reported that he was "pleased with the volume and caliber of the leads, a high percentage of which resulted in sales." His praise and performance inspired Neoteris to tackle other European markets, including France, Belgium, Netherlands, Luxemburg and the Nordic countries. MaCS delivered similar services for Neoteris in all of these European countries: media plans; landing page localization and adaptation; and banner and advertisement development.

"I think the figures speak for themselves. MaCS provided us with valuable local knowledge and skills that greatly assisted in developing our brand with the market. It gave us a decided advantage."

Neoteris Marketing Manager *

Figures that speak for themselves

MaCS' efforts yielded more than 1,000 leads for Neoteris over nine months, and helped the company carve out a healthy market share in Europe.

The success of the program was demonstrated by increased sales, and the subsequent growth of Neoteris' sales force to handle it all... from one sales rep to nine during the nine-month campaign.

By the end of the campaign, Neoteris was recognized as the premier player in the market, and drew the attention of its rivals. Perhaps that's why, in November, 2003, NetScreen Technologies, Inc., acquired Neoteris — to make its superior technology its own.

Netscreen itself was in turn purchased by Juniper Networks at the start of 2004.

* Details supplied on request

About MaCS

Founded in 1994, MaCS is a full-service B2B marketing communications and PR agency with extensive experience in the European market. MaCS specializes in lead-generation programs, sales tools, and public relations activities for the high-tech industry. Our clients include global and European IT companies, as well as American companies commencing or developing business in Europe.

MaCS – Marketing Communications Services for Europe

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