Leadership in Cybersecurity

CASE STUDY

A multinational technology service provider specializing in IT solutions wanted to increase brand visibility and position itself as a leader in cybersecurity. The challenge was effectively engaging business owners and key technology decision-makers.

STRATEGY

Postmedia launched an innovative campaign, spotlighting high-impact point of entry display and engaging sponsored content to amplify industry authority and drive engagement.

High-Impact Digital Advertising

- **Point of Entry (POE)** – 100% share of voice on digital sub-channels, including the Financial Post Innovation section, using resource centers and content modules to align with the brand.

Other Key Solutions

- **Sponsored Content:** Positioned the company as a cybersecurity leader while engaging the target audience with valuable insights.

- **Programmatic Display:** Delivered targeted programmatic ads across the Postmedia Network to drive visibility among technology decision-makers.

RESULTS

The campaign delivered over 8.5 million digital impressions, with more than 1.4 million from POE, achieving 5x the average CTR. The content also performed exceptionally well, with a 3x higher CTR and 3:19 minutes of engagement. Programmatic ads helped boost visibility, strengthening the high-impact strategy.

8.5M+	1.4M+	7K+
DIGITAL IMPRESSIONS	POE IMPRESSIONS 5x higher CTR on POE	TOTAL PAGE VIEWS CONTENT 7x Industry Benchmark 1K
3:19min	4.8M+	3X
TIME SPENT ON CONTENT 1.45x Industry Benchmark 2.2 min	PROGRAMMATIC IMPRESSIONS	HIGHER CTR ON BRANDSELL

P POSTMEDIA

Jolera®

50% Higher clickthrough rates on native advertising drivers helping increase brand awareness and drive sales by reaching key decision makers looking to grow and strengthen their IT infrastructure

AWARENESS

ENGAGEMENT

CONVERSION

POSTMEDIA