

CASE STUDY: TREND MICRO ENHANCES ITS PROFILE AS AN INTERNET SECURITY SPECIALIST THROUGH A CONTENT DISCOVERY CAMPAIGN



SOLUTION

- Outbrain Amplify

VERTICAL

- Security software
- Computing

KEY THEMES

- Enhancing profile
- Increasing revenue

Overview: Security from the cloud, in the cloud and for the cloud: a global market leader in the field of cloud security, Trend Micro develops solutions for Internet content security and threat management. With over 25 years of experience, the company leads the market in the areas of server security and virtual security for small and medium-sized enterprises



We were able to significantly increase our traffic and especially our revenue with comparatively little financial investment

Jörg Gammanick
Online Marketing Director
EMEA at Trend Micro

Goal: On its website and in its corporate blog, Trend Micro provides detailed information about security vulnerabilities in smartphones and tablets, risks associated with the use of social networks and other security issues relevant both for users and companies. The company used its content discovery campaign with the aim of increasing traffic on selected security issues. The goal was to enhance their profile as experts on Internet security - and thereby increase revenue in the medium term.

Results: Users who arrived at Trend Micro's website via Outbrain recommendations show, on average, greater interest and engagement than other users – and therefore stay on the page longer. As a result, Trend Micro achieved a substantial increase in online revenue through new customers as well as some existing customers.



Outbrain genuinely enriches our content marketing. Through personalised recommendations, we reach users who show above-average interest – as well as potential customers. In this manner, we were able to significantly increase our traffic and especially our revenue with comparatively little financial investment”

Jörg Gammanick
Online Marketing Director EMEA at Trend Micro

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Solution: Trend Micro uses the content-discovery network of Outbrain to draw the attention of a larger target group to high-quality content on Internet security. Based on the flexible CPC model, Trend Micro reached the readers of around 100 premium German publishers that use and recommend Outbrain technology. After a successful testing phase in Germany, Trend Micro expanded the campaign into France and Britain as well.

In addition, Trend Micro now also uses the content recommendations to alert a wider target group in independent online publications to the positive product tests of Trend Micro solutions. This extends the positive effect of such tests.

