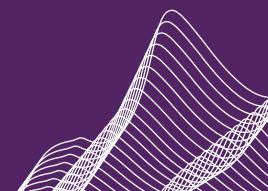


How Hornetsecurity used Cognism to find niche audiences and engage with 100,000 new prospects



100,000 niche prospects found

Very low bounce rates from Cognism campaigns

Above-average response rates from Cognism campaigns

Several high-value leads converted into sales



HORNETSECURITY

THE COMPANY

Hornetsecurity is the leading email cloud security service for businesses. Founded in 2007 in Hanover, Germany, it has since expanded, recently opening an office in Pittsburgh, USA.

Hornetsecurity's product portfolio covers all important areas of email security, including spam and virus filters, legally compliant archiving and encryption, as well as defence against CEO fraud and ransomware.

With around 200 employees, Hornetsecurity is represented globally at 10 locations and operates in more than 30 countries through its international distribution network. Its services are used by approximately 45,000 customers globally.

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Jeff Locke, North American Operations Team Leader ”

THE CHALLENGE

Jeff Locke is the North American Operations Team Leader at Hornetsecurity's Pittsburgh office. He gave us a summary of the problems that his company faced. “When we opened our office here in Pittsburgh, we had very little brand recognition. People weren't aware of us or the services we offer. What we needed to do was execute some email marketing campaigns, to make that awareness grow.”

“First of all, though, we had to find our ideal buyers, which are typically very niche - either email service providers or email security professionals,” Jeff said. “We thought that technology might exist to help ease that process.”

Hornetsecurity tried several other solutions before working with Cognism. “We tested a few, but Cognism was far and away the best one we looked at,” Jeff told us. “There were two major reasons for us choosing to work with Cognism. One, the user interface was simply unmatched. Two, we were attracted by the opportunity to work with their customer success team, who had a great reputation and promised to help us get the best value out of the tool.”

THE SOLUTION

Hornetsecurity found exactly what they were looking for with Cognism. “It didn't take long for us to get to grips with Cognism,” said Jeff. “After the initial onboarding session, we were up and running in minutes! It was very easy to find the data we needed. All we had to do was fill in a few filters and click a few buttons, and Cognism generated literally thousands of the niche prospects we wanted to target!”

Beyond the data, Cognism's Salesforce and email integrations also impressed Jeff. “Working at a software company, I've seen first hand when these kinds of integrations can go wrong. I'm pleased to say that isn't the case at Cognism! Their Salesforce and email integrations couldn't have been simpler and they've really helped us speed up our processes.”

Jeff went on to highlight the superb work of Cognism's Customer Success team. “To be honest, I think they're Cognism's number one asset! I've always found them to be highly responsive and super-helpful. With Cognism, you don't just get to work with great tech, but great people as well.”

THE RESULTS

Cognism delivered very impressive results for Hornetsecurity. “Using Cognism's platform and with the support of their Customer Success team, we found 100,000 new prospects!” Jeff confirmed. “Considering how niche most of our target buyers are, that figure is remarkable.”

“The email marketing campaigns we launched with Cognism produced similarly strong results,” Jeff said. “We recorded very low bounce rates and above-average response rates. Our campaigns did exactly what we needed them to: get our message out there and start conversations with a highly-receptive audience of buyers.”

Cognism also had a positive impact on Hornetsecurity's balance sheet. “Our email campaigns opened up conversations with several high-value leads,” Jeff explained. “These converted into sales. So I can say that Cognism has directly generated revenue for us!”

Jeff's final thoughts were directed at others working in his sector. “In terms of the data it offers and the expertise and diligence of its staff, Cognism is the best lead generation platform I've worked with. I'd recommend them without hesitation to anyone who wants to grow a business fast!”