



**METIS**

COMMUNICATIONS

Agents of Influence™

CASE STUDY

# Creating content to open new markets

## Challenge

Prior to its 2015 acquisition by BlackBerry, WatchDox wanted to expand the reach of its secure mobile collaboration technology into Europe, the Middle East and Africa (EMEA).

After WatchDox opened its EMEA headquarters in London, the company needed to increase awareness and generate leads in the target regions.



**WatchDox**

by BlackBerry

**Company:** Provider of enterprise file synchronization and sharing (*acquired by BlackBerry*)

**Industry:** Security

**Location:** Palo Alto, CA

**Website:** [www.watchdox.com](http://www.watchdox.com)

*“During our five-year relationship with Metis, our PR team has consistently earned coverage to support WatchDox’s growth and evolving business goals – most recently expanding awareness in the U.K. and EMEA and **driving leads in these key regions.**”*

– Ryan Kalember, chief product officer, WatchDox

# Highlighted campaign examples



## Results

Placed dozens of contributed articles and secured ongoing guest spots, **driving qualified website visitors** who engaged on the site longer than those driven from paid media



Blogged about key EMEA trends and news, **driving momentum** and **attracting new website visitors**



**Jumpstarted influence** in the EMEA region

Secured briefings with security and tech trades, resulting in third-party coverage from **Computerworld UK, Computing UK, IT Wire** and other publications to augment content coming directly from WatchDox