



CASE STUDY

Rapid7 Enhances Email Nurture and Extends Multi-Channel Campaigns with Demand Spring

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Personalized lead nurturing is something that all organizations aspire to implement, but smaller marketing teams are often stretched and do not have the time to do so. Bringing in an outside consultancy enables organizations to implement critical programs, but is it possible to make a consultancy an extension of your team? The relationship that has been built between Rapid7 and Demand Spring illustrates that it is possible.

CLIENT PROFILE

Rapid7 is a software company offering security solutions that help security teams work more effectively with IT and development to reduce vulnerabilities, monitor for malicious behavior, investigate and shut down attacks, and automate routine tasks. Over 9,300 customers rely on Rapid7 to improve security outcomes for their organizations.

BUSINESS SITUATION

With a small demand gen team, Rapid7 was limited in the number of lead nurture programs that they could run effectively. The team came to a point where they needed to augment their capacity either by increasing the size of the internal team, or bringing on an outside consultancy.

"I had worked with Demand Spring in the past and already knew the high-quality work and expertise they could bring to the team," said Hannah Budreski, Senior Director of North America Growth Marketing at Rapid7. *"We needed to get a nurture flow in place quickly to build relationships with our prospects and to help us develop pipeline. I knew that bringing Demand Spring on board would help us do just that."*

Demand Spring was brought in to create a lead nurture framework that was scalable and global, and one that Rapid7 could easily implement and build upon for future campaigns. Their goal was to continue to nurture the leads that were coming in from our various demand gen channels, and then drive additional MQLs and pipeline from those leads.

"We needed more than just strategy – we were looking to work with a strategic partner who would also roll up their sleeves and work with us. Demand Spring has become that partner; they've become an extension of our team."

**Hannah Budreski, Senior Director,
North America Growth Marketing,
Rapid7**

RAPID7

“While we had the vision of making our nurture multi-channel, we started with email only to get it up and running - and performing - quickly,” said Budreski.

The Rapid7 team engaged with Demand Spring on the vision, and together they determined the best approach was to build three distinct flows: one

perpetual nurture that is always on in the background, and two product-oriented nurtures that aligned with their core product lines. In order to facilitate getting the program off the ground quickly, the team leveraged content that had already been created – including thought leadership content, case studies, and demos.



THE RESULT

“By any stretch, the initial campaign was a huge success. Not only did it drive pipeline, but we are now also telling a purposeful story to prospects through the nurture and really making a connection with our future customers.”

Since this initial campaign, Rapid7 has continued to work with Demand Spring on a number of other initiatives, including extending the nurture flows through digital and website engagement via Drift, and developing a vertically-focused nurture stream. Demand Spring has also been instrumental in working

with Rapid7 on setting up a Marketo Sales Insight pilot; and in helping Rapid7 bring a recently acquired organization into their Marketo instance.

Demand Spring continues to be a true extension of the Rapid7 team.

A FINAL THOUGHT

“Working with Demand Spring, we have really seen the impact of telling a story – messaging our campaigns to the reader rather than to the content. It has helped build relationships and created loyalty within our prospect base.”

ABOUT DEMAND SPRING

Demand Spring is an integrated Revenue Marketing consultancy that helps marketing organizations stand taller by enabling them to scale their ability to contribute to pipeline and revenue.

Our team of Revenue Marketing Strategists, Content Marketers, and Marketing Technologists help our clients transform their marketing practices, deliver exceptional customer experiences, and drive revenue.