

Small to Medium Market Responds in a Big Way



Cisco Clean Access (CCA) Campaign

Cisco came to CMD for strategy, tactics and implementation as it prepared to enter a new market, small- to medium-sized business (SMB) with a new product. Its NAC Appliance, formerly Cisco Clean Access (CCA), is an IT network admission control system ideally suited for SMB.

CMD's knowledge and experience with channel marketing was key to our synergistic approach. We put together a highly successful direct response/database marketing program to deliver qualified sales leads to participating Cisco channel partners. Linked campaign components included both traditional direct mail and email, to drive traffic to a campaign website where users completed an IT security assessment. Profiling and lead gradation, and relevant information-based offers such as a product tour, webcasts, and a learning credit sweepstakes further motivated respondents to take action.

A complex direct marketing testing strategy determined best practices for future Cisco program rollouts. We tested email subject lines, email and direct mail creative, list sources, touch sequence, offers, and whether email or direct mail delivered more or better results, as well as the effects each component had on the others.

By all measures, the program exceeded goals. Total return and click-through rates were above expectations, with the click-through rate more than double the industry average. Cisco has a tested, predictable plan for delivering high-quality leads. And it attributes \$30 million in sales to the campaign.

