

# Case Study 3



## CLIENT DETAILS

**Title**  
CEO & Co-Founder

**Tenure**  
9 years

**Followers**  
32K

## COMPANY

**Industry**  
Software Development

**No of Employees**  
~2,300

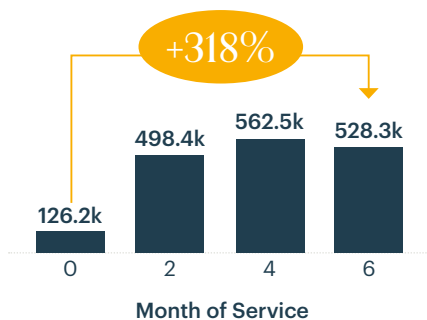
**Funding**    **Founded**  
\$550M        2014

## GOALS

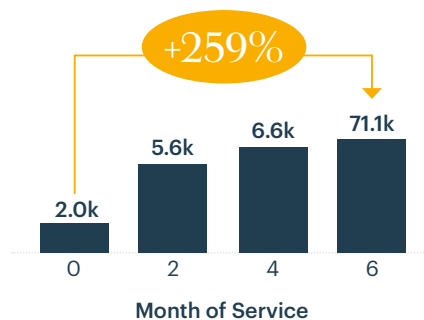
- Attract and retain the best talent possible
- Create awareness around Data Security and how the company is creating this category

## FIRST 6 MONTH KPIs

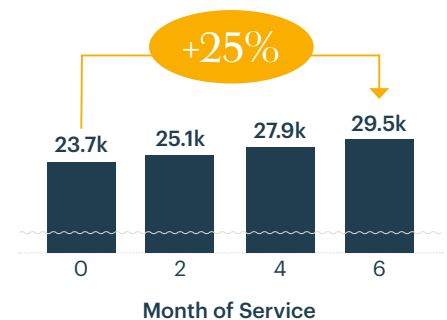
### VIEWS



### LIKES



### FOLLOWERS



\* These metrics are calculated as a rolling average of the previous 3 months, to best show trends over time

## OUTCOME

- Noted as a primary recruiting asset by HR recruiting team
- Deepened relationship with existing clients
- Increased PR opportunities

“

“I am BLOWN AWAY by the results. My first post received over 500,000 views. 3.7x more engagement than I have ever received.”