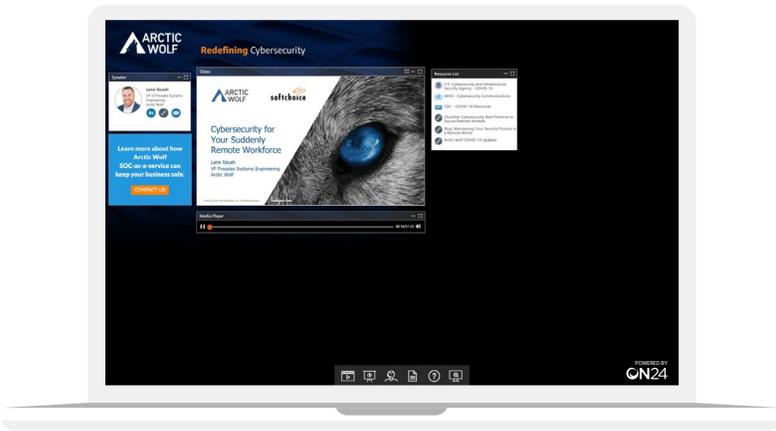


# ARCTIC WOLF INCREASES PIPELINE BY 305% WITH ON24



	<b>100%</b>	Increase in conversion rates from MQLs to SQLs through ON24 digital experiences
	<b>289%</b>	Growth in opportunities tied to digital experiences
	<b>305%</b>	Increase in pipeline influenced by digital experiences

## ABOUT ARCTIC WOLF

- Name:** Arctic Wolf
- Headquarters:** Eden Prairie, MN
- Founded:** 2012
- Employees:** 501-1,000 (LinkedIn)
- Industry:** Cybersecurity

The cloud-native Arctic Wolf platform helps organizations end cyber risk by providing security operations as a concierge service. Arctic Wolf's highly-trained experts work as an extension of internal teams to provide 24x7 monitoring, detection and response, and ongoing risk management.

## INTRODUCTION

The [Arctic Wolf](#) cybersecurity platform processes over 65 billion security events every day. The platform uses machine learning and custom detection rules to deliver personalized protection to its customers, while strengthening their security posture.

To reach new prospects, Arctic Wolf needed to create a digital field marketing strategy using engaging, relevant content to increase lead quality, conversions and revenue opportunities for both the company and its channel partners.



## PROBLEM

### A need to pivot field marketing strategy quickly while driving quality leads.

Prior to the COVID-19 pandemic, Arctic Wolf's field marketing team played a significant role in securing the company's net new opportunities. So, when over 100 in-person field marketing events were canceled in a matter of a week, Arctic Wolf needed to act quickly to continue its field team's momentum and bring the organization's marketing activities into the digital realm.

Arctic Wolf's challenge centered on how to pivot the company's field marketing strategy to a virtual one while ensuring that lead quality and conversions would increase, and ultimately that the organization would have greater revenue opportunities.

"Marketers have always faced the struggle of how to do more with less," said Jada Holst, Demand Generation Specialist at Arctic Wolf. "Creating content for a new virtual strategy takes a lot of time, and we didn't have time. No one expected this pandemic, but one thing we knew could help us keep our momentum was leveraging our existing content."

## SOLUTION

### A digital engagement strategy for Arctic Wolf and its channel partners.

Arctic Wolf decided to purchase [ON24 Webcast Elite](#). The company wanted to make sure its target audience would find its content relevant, so the field team, digital marketing team and channel partners came together to share insights that would help transition Arctic Wolf into the virtual world successfully.

Arctic Wolf leveraged the ON24 Platform's simulive feature to enable its regional reseller partners to make the content accessible to their own audiences. The Arctic Wolf team was excited to be able to repurpose this content that was already performing very well.



"When we transitioned to ON24, we were impressed with the fact that we could quickly offer on-demand viewings for all our recordings without losing viewer engagement and data."

**ANGELIQUE GREVEN**  
**DIGITAL MARKETING MANAGER**  
**FFVA MUTUAL**

"We moved to digital and are so fortunate to have a great partner in ON24 to help us," Holst said. "What was initially a challenge improved our marketing strategy for the long haul, and ON24 was a critical part of that."

To make digital experiences engaging and continue the customer journey, Arctic Wolf uses ON24 Platform features such as calls to action and engagement tools including Q&A boxes. The company then leverages the engagement data it collects during these experiences for sales follow-up. ON24 provides opportunities to help Arctic Wolf get an indication of what content the organization's leads might find most interesting.

"I love ON24. We're so happy with the way ON24 has supported us in this time of transition for field marketers," Holst said. "There isn't a chance that we would've been able to execute such awesome campaigns if it weren't for their platform and stellar customer service."



We were able to increase digital engagement and enhance the prospect user experience, as well as their journey. And most importantly, we were able to take the insights we got using ON24 and turn them into actionable data.”

**JADA HOLST**  
**DEMAND GENERATION SPECIALIST**  
**ARCTIC WOLF**

## RESULTS

Digital experiences have helped Arctic Wolf enhance revenue opportunities overall. Through the company’s webinar program, it saw a 100% increase in conversion rates from marketing qualified leads to sales qualified leads, in comparison to in-person field events. Arctic Wolf also saw a 289% boost in opportunities tied to digital experiences, and a 305% increase in pipeline.

The COVID-19 pandemic was a blessing in disguise for Arctic Wolf’s marketing organization, because it forced them to think about their quality-over-quantity strategy and ensure they were driving excellent leads for their colleagues in sales. The marketing team was excited to exceed their quarterly pipeline goals in the COVID-19 era.

“We were able to increase our digital engagement and enhance the prospect user experience, as well as their journey. And most importantly, we were able to take the insights we got using ON24 and turn them into actionable data,” Holst said.

