



RiskIQ approached i-4business to provide high quality contact & account information



98.5%

Email Accuracy



17%

Open Rate



5%

Form Fill

Overview

The Challenge:

RiskIQ approached i-4business to provide high quality contact & account information to increase awareness of their portfolio of IT Security & Risk solutions in the EMEA region. RiskIQ was an established business within the US, but was just starting out in the EMEA market. The focus was on Enterprise accounts across EMEA that have a large public digital presence i.e. Web, Mobile, Social, etc.

The Solution:

RiskIQ subscribed to the i-4business Custom Segment edition. This provided RiskIQ access to the 3,000 largest companies across EMEA within specific industry targets: Finance, Gaming, Manufacturing, Media & Transport.

RiskIQ on average sent 3 to 4 emails per month to key IT Security & Risk Management contacts, in the form of Event/Webinar invitations and monthly newsletters. RiskIQ achieved an open rate of 17%, with a form fill of 5%. The average bounce rate of the campaigns was 1.5%.

"I've used i-4business at 3 different companies over many years and have always found the contact data to be reliable and the staff very helpful."

Jay Huff

RiskIQ EMEA Marketing Director



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- Founded in 2009 by Elias Manousos, Chris Kiernan & David Pon.
- Headquartered in San Francisco, California
- Backed by two growth equity firms.
- Used by the world's biggest brands including Facebook, Under Armour, Docusign & TripAdvisor.

RiskIQ enables security teams to expand their security programmes outside the firewall, to address the growing challenge of external threats targeting the enterprise, its customer and employees. Major brands use RiskIQ to protect themselves and their users from code-level threats, malware, phishing, social media attacks and fraud.



i-4business are THE EMEA intelligence specialists with 21 years' experience serving the Technology sector.

i-4business has complete profiles on every enterprise account across EMEA with contact information on all IT/LOB decision-makers and influencers, including high coverage of IT Security & Risk Management contacts.

All i-4business data has been researched and personally verified by a member of their native in-house research team, ensuring i-4business remains the highest quality dataset in EMEA.