

Very Innovative Webinar & One of the Best Sponsorship Investments of its Kind

Introduction

This case study of Moxtra is based on a November 2020 survey of Frost & Sullivan's Webinar customers by TechValidate, a 3rd-party research service.



"It was fantastic and fun to participate in."

Challenges

The business challenges that led Moxtra to evaluate and ultimately select a Frost & Sullivan's webinar:

- Solved challenges in the following areas with a Frost & Sullivan webinar:
 - Thought leadership
 - Brand awareness

Use Case

The key features and functionalities of Frost & Sullivan's webinar that Moxtra uses:

- Received the following benefits from the sponsorship of a Frost & Sullivan webinar:
 - Access to new prospects
 - Ability to accelerate a sales cycle with existing prospects
 - Another integrated touchpoint for sales and marketing
 - Credibility of the Frost & Sullivan Brand/Message
 - Gained customer insight for sales and marketing
 - Content in the form of an online event
 - Extended shelf life beyond the live day
 - Ability to position themselves as a thought leader
 - Turnkey project management and support
- Valued the following deliverables included in a Frost & Sullivan webinar:
 - ROI Report (detailed audience breakdown)
 - Post-event appointment setting service
 - Post-event written summary for distribution
 - OnDemand shelf life

Results

Moxtra achieved the following results with Frost & Sullivan's webinar:

- Very strongly recommends a Frost & Sullivan webinar as a thought leadership tool.
- Very strongly recommends a Frost & Sullivan webinar as a business development tool.
- Quality of the participants that registered for their Frost & Sullivan webinar met their expectations.
- Very strongly recommends sponsorship of a Frost & Sullivan webinar to their peers.
- Agrees that Frost & Sullivan's webinars are the best sponsorship investment of its kind.
- Rated Frost & Sullivan's webinar as very innovative.

Company Profile

Company:
Moxtra

Company Size:
Medium Enterprise

Industry:
Computer Software

About Frost & Sullivan's Webinar

Frost & Sullivan enables clients to accelerate growth and achieve best-in-class positions in growth, innovation and leadership.

The company's Growth Partnership Service provides the CEO and the CEO's Growth Team with disciplined research and best-practice models to drive the generation, evaluation, and implementation of powerful growth strategies.

Learn More:

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