



Evolving threats.
Intelligent defense.
This is security.
Integrated.

FoxyMediaHouse



SEARCH



SOCIAL



WEB



Threat Defense Isn't Just About Detection: It's How You Respond

Endpoint defences shouldn't just spot trouble – they need to respond quickly and remediate threats fully.

Intel Security's integrated threat intelligence operationalizes the ingestion, digestion, and management of threat intelligence, enabling you to increase threat detection accuracy, eliminate manual efforts, and stop adversaries from harming your business.

With improved visibility and enhanced insights on malicious activity across your entire security ecosystem, you are better prepared to identify and pre-empt targeted attacks today and prevent them in the future.

Objective

Increase awareness of the McAfee Product (Integrated threat defense) & promote white-paper downloads of McAfee Products by key target audiences.

Key Platforms Chosen





facebook

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Endpoint Defenses shouldn't just spot trouble – they need to respond quickly and re-mediate threats fully. Download your copy of the white paper by clicking Sign up button below & learn why integration is essential for intelligent endpoints.

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Threat Defense Isn't Just About Detection: It's How You Respond Read Our White Paper
Neutralize Threats with Collaborative Security Fabric

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Anuj Gupta

Threat Defense - Are we fully safe?

Hi first name last name,

I hope this email finds you well.

Allow me to talk to you about emerging threats and how you can safeguard your network.

Complete security for a network relies on the three pillars of threat management; **Threat detection, Quick response & Active removal of infected data**. Without this flow surviving in a world where new threats emerge by the day becomes a challenge difficult to face.

Click Here **Hyperlink** to read our white paper on evolving threats & ways to tackle them.

Having an effective threat defense environment is essential for any network to function. While detecting threats is the crux of such a defense mechanism, it certainly is not the only factor.

The best example of this is the latest threat that holds the user's data to ransom in return of monetary & other benefits. Thus, popularly referred to as, 'ransomware'. This 'ransomware' locks your data from you unless you have the unlock code or unless it is unlocked from the source itself.

Thanks
Anuj Gupta
CEO at Hitachi Systems Micro Clinic
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Read White Paper

Hyperlink

Google AdWords

The Google AdWords campaign brought Intel a good amount of engagement, awareness & white-paper downloads.



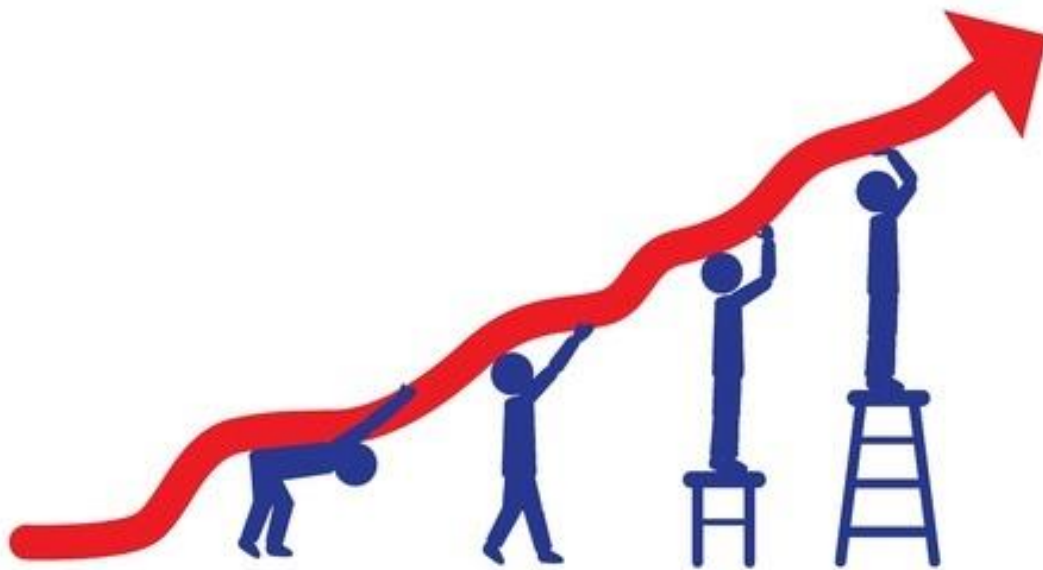
- 1 Google AdWords was used extensively.
- 2 Ads were run on Google networks/display networks.
- 3 For display networks ads, audience was decided on the basis of topics & their interest areas.
- 4 Around 100 websites were chosen to run ads.



Measuring Success

Digital marketing strategy turned out surprisingly successful, in a way, that not only received a lot of engagement, but also high white paper downloads and social media attention.

We received 70,000+ Engagement & more than 1000 white paper downloads.



About FoxyMediaHouse

FoxyMediaHouse, a year old full service digital & experiential agency that is filled, occupied and obsessed with Innovations, Technology and Strategy.

A young, dynamic and passionate team of professionals with a combined & specialized experience, The agency is lead and driven by passionate professionals who have been successful in delivering effective communications for some of the most powerful global brands.



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