

# Case Study



Industry	Stage	Goal
Network Cybersecurity	Start-Up	Growth

Elevate is a leading provider of cyber risk intelligence that helps organizations radically improve how they make and apply security decisions and better protect workers from targeted attacks. The Elevate Platform combines advanced risk analytics, decision modeling, and AI in an open and extensible platform to visualize and reduce workforce risk.

## What We Did

- ◆ HubSpot Marketing Automation Implementation
- ◆ Automated Lead Nurturing Email Campaigns
- ◆ Lead Scoring Model
- ◆ Content Marketing
- ◆ Social Media Strategy & Management
- ◆ Paid Google & LinkedIn Ads
- ◆ Full Funnel Attribution
- ◆ Conversion Rate Optimization
- ◆ Marketing Operational Strategy

## Details

When the Möve team joined forces with Elevate Security, we immediately took ownership of their HubSpot strategy and implementations. We segmented their database into meaningful persona groups, rolled out sophisticated lead scoring, designed smart lead nurturing campaigns, and built attribution reporting to track all agreed upon KPIs. Our achieved goal was to amplify GTM activities to fuel pipeline growth and ultimately increase the ROI of marketing spend.



88% increase in SQLs uncovered and accepted by sales quarter over quarter



1.5x increase in marketing emails opened by client's target audiences



66% MQL-to-SQL conversion rate and a 38% SQL-to-Opp conversion rate



Sharon Bronaugh,  
Marketing Director  
@ Elevate Security

“The team at Möve Marketing are exceptional at creating and delivering new ideas to push Elevate Security’s GTM activities through multiple channels. With their optimism and skill, our social media engagement has increased and return on campaign investment has gone up exponentially over the past year.”