

# Automox's New Research Report Drives 3X Leads in One Month Compared to All of Last Year

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Interesting data that can fuel new content for entire year

Campaign hit every milestone and launched on time



“This year’s report is already performing way better. We’re seeing three times the leads in one month compared to all of last year with our previous report. A big part of that is having a really high-quality report, which is thanks to Redpoint.”

**Becca Thies**

**Manager, Content and Community**

## HIGHLIGHTS

### Challenges

- Lack of interesting data with previous report
- No guidance on survey design resulting in less compelling data
- Report quality was low and took a lot of the team's time to edit
- Missed deadlines and delays were common
- Poor performance of report

### Solution

- Expertise in research, storytelling, and the IT industry
- Applied survey design and research best practices to ensure quality data
- Detail-oriented processes and communication

### Results

- 3X the leads in one month compared to all of last year
- Minimal editing of report, saving team significant time
- Interesting data that can fuel new content for entire year
- Campaign hit every milestone and launched on time

# Challenges

## Previous research partner was “pretty underwhelming”

For the past four years, Automox, an automated endpoint management solution, has produced an annual *State of ITOps* report. This report, which surveys approximately 500 ITOps professionals, has become a landmark piece of content for the company. The report is intended to position Automox as a thought leader as well as provide interesting data to their audience about what their peers are doing, how they compare, and other industry trends.

“We’ve found that the ‘state of report’ format tends to resonate well and generate some good leads for us as well as solidify our thought leadership angle with our audience,” says Becca Thies, Manager of Content and Community at Automox.

However, when Thies joined the Automox team two years ago, there were a number of struggles with producing this annual original research report. Automox felt “pretty underwhelmed” with the vendor both in their approach and the deliverable.

In fact, when the demand team went to use the report last year, they had trouble even finding interesting stats to pull out. “It was really unfortunate because we spent a lot of money, and it was a painful process,” says Thies. “I also didn't feel good about standing behind the previous reports because I didn't feel like the quality was there.”

When Automox started working on this year's report, Thies wanted to explore other research partners. The past approach had been to use a vendor that was a subject matter expert in ITOps, but this time, Thies was more interested in finding a partner who could gather objective data and then present it in a compelling way.

# Solution

## Looking for the right research partner

Thies was referred to Redpoint by someone in the Superpath Community, a slack channel for B2B marketers she participates in. She was immediately drawn to Redpoint because it was clear they had a content marketing and storytelling background, but they also had the research chops and IT industry expertise.

**“Redpoint was just super solid across the board in terms of their methodology as well as their eye for what the data story should be and being able to put it together.”**

“What really sold me on Redpoint, when I first spoke to them, was their approach seemed spot on. They clearly had research experience and could compile the data in a way that was representative of the audience that we were looking for, but also their ability to apply a lens of, ‘how is this going to resonate with our audience?’ really sealed the deal,” says Thies.

## A better process every step of the way

For Automox, every aspect of the process was better with Redpoint than their experience with their previous vendor – from survey design and content creation to how the project was managed.

Their previous vendor, for example, had relied heavily on the Automox team to help with the development of the survey questions. “We’re not survey experts,” says Thies, noting that part of the problem with the data they received back on the last report was that the questions were poorly presented, so the data they got back wasn’t as useful.

**“Redpoint clearly had a lot of best practice knowledge around how to frame questions effectively, whereas the previous vendor relied on us.”**

Project management was also much smoother with Redpoint. Being able to stay on schedule for such a large and involved project can be challenging.

“Unfortunately, it’s not very common, and it’s much harder to do than most people realize,” says Thies, “but Redpoint clearly has a system that works for maintaining project schedules and getting you what you need, when you need it.”

**“Another thing that really stood out to me was Redpoint’s project management processes. They set clear expectations, provided a detailed schedule with deliverable dates, and had consistent communication throughout. I never had to go back to the team and say we weren’t going to hit a milestone.”**

The final product – the report itself – was also of exceptional quality right out of the gate, which made everything easier and better.

**“With the previous vendor, I spent days of my time editing and giving feedback. So to get a first version of the report from Redpoint that needed very little touching was just so nice. It saved all of us so much time.”**

Having a solid report on the first draft also allowed Automox to stay on schedule. “I didn't have to build more of my unanticipated time into the project. It went exactly according to schedule,” says Thies. With the previous vendor, Automox’s schedule quickly went off the rails because they spent more cycles than anticipated providing edits and going back and forth on drafts.

Automox also decided to have Redpoint handle the report's design even though they had a small in-house design team.

“We knew that if we outsourced design knowing what we knew about Redpoint’s ability to stick to a schedule, we wouldn’t have to worry about missing the launch,” says Thies. “Whereas, if we kept it in-house, there was a good probability it would get deprioritized to accommodate all the other brand work that was going on.”

# Results

## Redpoint's 3R research process is rigorous, reliable and delivers results

Automox has gone from a mindset of wondering if their annual “report was worth the investment” to seeing a strong payoff right out of the gate. In fact, they were able to 3X the number of leads in one month with this year's report compared to all of last year.

**By making the switch to Redpoint, Automox improved the quality of its report, the data it gathered, and launched their campaign on time.**

Another great result has been how the data is fueling new content. “Whenever we’re writing new content, we’re going back to the report and pulling something out that fits,” says Thies. “I couldn’t do that before, so it feels like this report has an evergreen quality for us for the year, which is another great time-saving piece.”

**“The value has definitely proved itself with this report, so wherever we can replicate or capitalize on that approach, it opens some new doors for content direction.”**

Finally, because the quality of data and the report were so high, Automox has been able to proudly stand behind its report and better use it to build its thought leadership in the industry.

“I think to be an authentic thought leader, you have to have evidence behind the messages you're communicating,” says Thies. “From a branding perspective, to produce data that is legitimate and stand behind it and tell a powerful story is always going to be more compelling.”

In the past, Automox leveraged the research partner’s third-party credibility, but with this report, Automox felt confident in the quality of the data and the report and wanted to step out and own it.

“With this report, I felt comfortable saying, let’s brand this one Automox. Let’s own the space. Let’s own the data,” says Thies.



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