

Case Background

While the Internet is an amazing source of advertising for all types of business, when you're in software development, you're expected to know how to utilize online opportunities to their fullest.

Citrix, an American multinational software company, embraced Programmatic Rich Media to raise awareness of its mobility solutions in the US market.

Citrix is a leader in mobile workspaces, offering virtualization, mobility management, networking and cloud services to enable new ways of working better. The company provides people with instant access to apps, desktops, data and communications on any device, over any network and any cloud. Founded in 1989, today Citrix solutions are used by over 100 million people globally.



Challenges

- ✓ Create awareness about Citrix integrated solutions to mobilize business, and establish brand preference through storytelling.
- ✓ Help prospects understand how comprehensive Citrix's mobile workspaces are, and how companies can benefit from this in unprecedented ways.
- ✓ Target prospects and customers in medium to large enterprises across the US (size 500+), focusing on IT decision-makers and business development managers.