

**CLIENT** Zone Labs

**PROJECT** Email

**OBJECTIVE**

Lead generation for network security application

**AUDIENCE**

Network administrators at academic institutions

**STRATEGY AND TACTICS**

At the time this project was executed, managing network security on college campuses was becoming more difficult to manage for two reasons.

First, it was nearly impossible to physically install software on each individual PC on a campus network. Second, students would often use P2P and IM applications that are notorious for harboring viruses and spyware.

Zone Lab's product, however, could secure all network endpoints even when deployed remotely – dramatically reducing support costs and complexity while providing added protection against IM and P2P threats.

The campaign featured two emails. One offered a white paper on proactive techniques for managing campus network security. Responders were sent a followup email offering free security software with the purchase of a maintenance contract for at least 5,000 seats.



See below to view both the initial and followup emails in this campaign

Initial Email



**Secure every PC on your campus network...**  
Even remote PCs you don't control.

**Close ALL security gaps:**  
Enforce 100% compliance at every endpoint – students, faculty, and staff

**With more end users accessing your network** remotely, keeping the lid on viruses, worms, and spyware has become nearly impossible

**But a new class of proactive endpoint security** can now keep your network up and running, even when you can't install software on every PC.

**Learn how** in a new white paper, *Proactive Endpoint Security for Campus Networks* – FREE from Zone Labs.

**Download your FREE white paper now.**

With more P2P and IM activity than ever, today's campus networks are a ripe environment for new zero-day threats.

**Read this white paper** to discover new ways to enforce compliance, rapidly configure security, and keep your network safe – all with minimal impact on your user community.

**Free white paper:**  
"Proactive Endpoint Security for Campus Networks"

**DOWNLOAD NOW**

**Discover how the latest technology can help you:**

- **Lower support** and remediation costs
- **Improve enforcement** on all remote PCs
- **Reduce complexity** throughout your network
- **Secure all PCs** through both client-based and clientless solutions
- **And more...**

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This message is from:  
Zone Labs, Inc. \* 475 Brannan St., Suite 300 \* San Francisco, CA 94107 \* USA

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## Followup Email



Limited-time offer to qualifying educational institutions:

## Get **FREE** Endpoint Security Software

- ▶ Extend total protection to remote PCs
- ▶ Enforce 100% compliance
- ▶ Cut remediation and support costs

The white paper you recently downloaded from Zone Labs clearly shows how you can combine both client-based and clientless solutions to extend protection to every campus endpoint – **even on PCs you don't control.**

**Get started now with FREE endpoint security software from Zone Labs.**

**But act quickly because this free offer ends on **September 30.****

The Zone Labs Integrity suite delivers the latest security technology that's easy to deploy. And it's free to academic institutions with the purchase of a maintenance contract for at least 5,000 seats.

Don't miss this chance to deploy a complete set of integrated security technologies to **enforce 100% compliance.**

**Call 1-000-000-0000** or [email](#) to learn more.

For a limited time, get FREE security software from Zone Labs – and achieve **Total Access Protection.**

**DON'T DELAY. Free offer ends September 30, 2004.**

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**FREE: A full suite of proven technology to protect every campus network endpoint:**

**Zone Labs Integrity**

- ▶ Best-in-class centrally managed endpoint security
- ▶ Proven in over 1,700 enterprises worldwide

**Integrity Clientless Security**

- ▶ Mitigates risks of non-IT controlled endpoints
- ▶ Protects against spyware and keystroke loggers
- ▶ Enforces all policies and remediates infected endpoints

**Integrity IM Security**

- ▶ Filters and blocks network traffic
- ▶ Client-agnostic security against IM threats
- ▶ Protocol-level network protection on all incoming and outgoing traffic

**ZoneAlarm Security Suite**

- ▶ Anti-virus software to protect against emerging and zero-day threats
- ▶ Powerful theft prevention tools

[Get Total Access Protection – FREE](#)