

**BOOK MY** 

## CASE STUDY



**F-Secure**

### Summary

Reach	:	55 Lakhs
Registrations	:	35268
Campaign Span	:	2 Months

# Client Requirement

F-Secure, a prominent global company, launched its antivirus product in India. The objective was to establish visibility and branding in the consumer market, emphasizing the product's importance in today's era. They aimed to penetrate the B2C region and encourage registrations for subscriptions and free trials.

**Brand** : F-Secure

**Product** : Antivirus for Mobile, Desktop,  
and Internet

**Budget** RS. 55 LACS FOR 2 MONTH\*

## Advertising Goals



Brand Visibility

# Objective

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Bookmyad collaborated with F-Secure to devise a comprehensive marketing strategy for their new product launch in India. The focus was on showcasing the product's features while building the brand's trust in the Indian market.

## Strategy

Bookmyad executed a targeted marketing plan using Google AdWords and mailers with compelling banners emphasizing online security benefits.

- a. Google AdWords: Targeted relevant audiences actively searching for cybersecurity solutions using specific keywords.
- b. Mailers: Utilized engaging email marketing to reach potential customers and highlight product features.
- c. Compelling Banners: Used visually appealing banners with persuasive messages to attract audience attention.
- d. Free Trial and Subscriptions: We offered free trials to incentivize potential customers and increase subscription conversions.



## Results

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BookMyAd's campaign successfully achieved visibility and brand awareness for F-Secure antivirus products in the Indian market. With a reach of 55 Lacs and 35,268 registrations in two months, the strategy effectively targeted the desired audience and promoted the product's significance in today's digital landscape.

# Thank you



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