

# MOBILEIRON: TROUBLE AT THE TOP

Competing against the likes of Microsoft and IBM, MobileIron was struggling to reach C-Suite decision makers. It needed a campaign to capture the attention of this audience and start sales conversations.

“Champion’s ‘Trouble at the Top’ campaign exceeded all of our expectations, from the beginning ideation of the campaign, to designing and implementing the survey, and managing it with the utmost detail – and then to cap it all off with awesome coverage.”

**Becca Chambers**  
VP Corporate Communications,  
MobileIron



45

Pieces of coverage (to date) in top tier media targets around the world. Exceeded the KPI by 68%

104

Marketing Qualified Leads for MobileIron’s business development team, exceeding the KPI by 108%

52%

SoV during the quarter when the campaign was active, higher than all its competitors combined

Forbes

## Cybersecurity's Greatest Insider Threat Is In The C-Suite



**Louis Columbus**  
Former Contributor ⓘ  
[Enterprise Tech](#)

- 84% of C-level executives say they had been targeted by at least one cyberattack in the past year, with phishing



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## Trouble at the Top

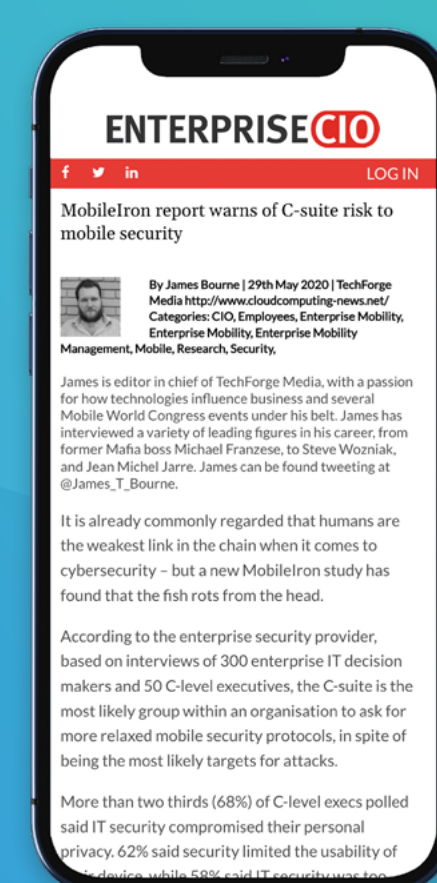
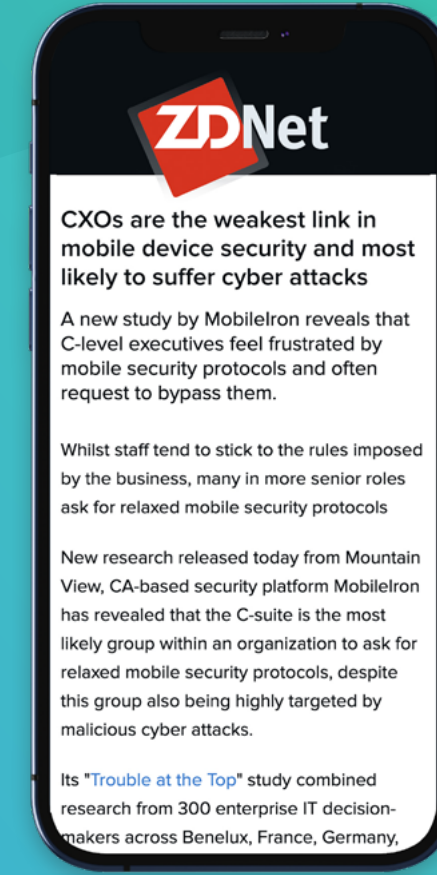
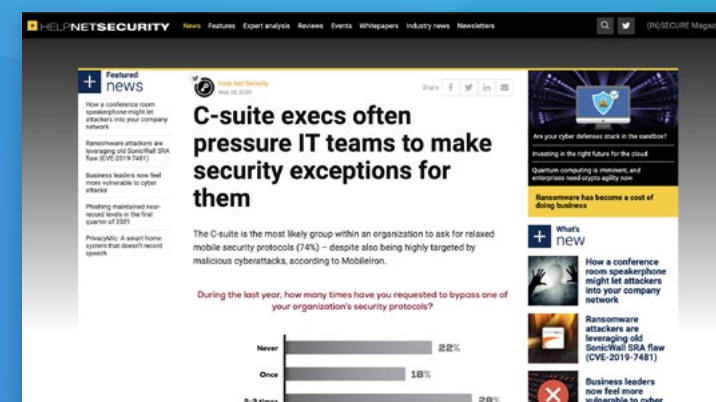
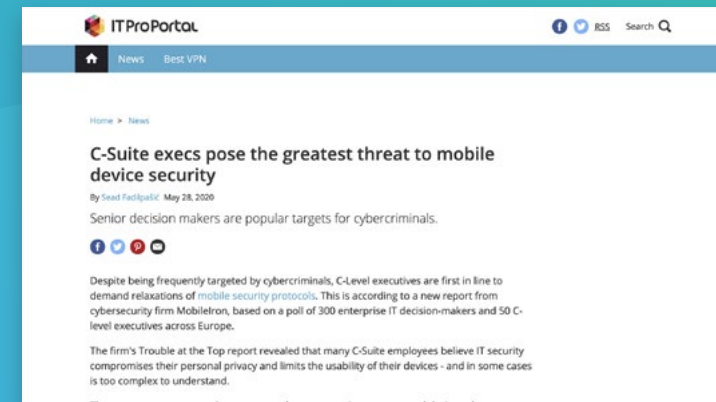
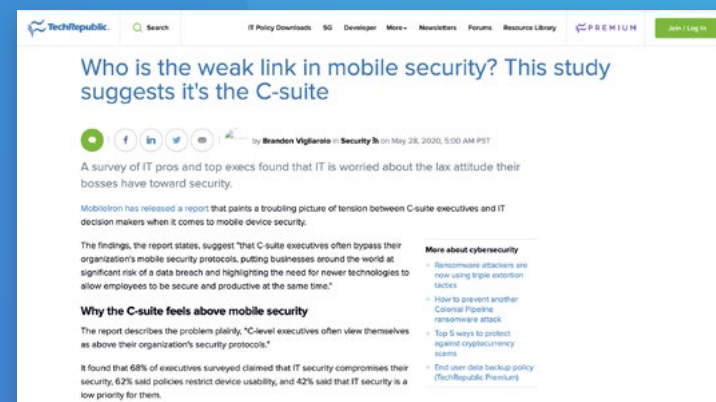
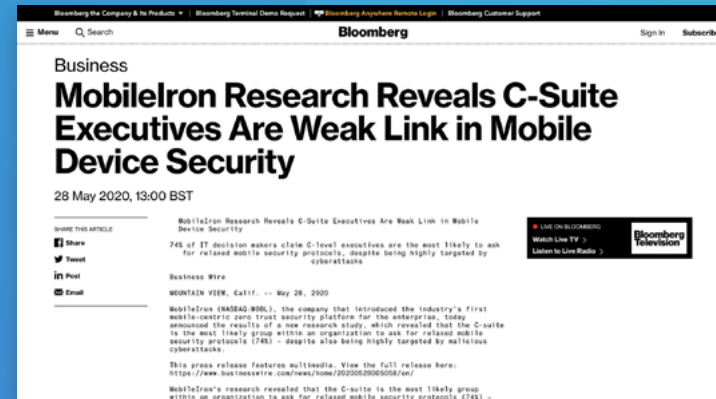
Why the C-Suite  
is the weakest link  
when it comes to  
cybersecurity



MobileIron ebook



This article,  
concerning the  
hacking of Jeff  
Bezos' phone, was  
the inspiration  
for Champion's  
campaign



“The campaign met  
all of our objectives:  
it engaged our target  
decision makers,  
generated leads for  
the business and  
helped to contribute  
to a strong sales  
quarter. What more  
could we ask for?  
They made the  
process as easy as  
possible for us.”

**Becca Chambers**  
VP Corporate  
Communications,  
MobileIron