

CASE STUDY

# Splunk Boosts ROI by 31%



# The Challenge

## Amplify Net New Leads while Nurturing Your Existing Database

Splunk is the cybersecurity and observability leader that helps build a safer and more resilient digital world. Organisations trust Splunk to prevent security, infrastructure and application incidents from becoming major issues, absorb shocks from digital disruptions, and accelerate digital transformation.

In partnership with their media agency, Accelera, a B2B tech agency specialised in helping brands accelerate ROI on their sales and marketing campaigns – Splunk wanted to address the challenge of driving net new leads across their security and observability verticals in EMEA whilst also nurturing their existing database.

They needed higher quality leads that contributed to their return on investment (ROI).



of the time purchases  
costing \$5k or more  
involve 3 or more buyers

[Forrester](#)



of B2B buyers start their  
purchase journey online

[Sana](#)

# The Solution

## Reliable Data and Sophisticated Optimisation Deliver Results

Splunk and Accelera selected Pipeline360's Media Marketplace, consisting of 150+ global publishers, to overcome their challenges. The strategy focused on optimising media spend against the most effective publishers and verticals. By optimising in this way and working hand-in-hand with Accelera to understand what was driving ROI, Pipeline360 were able to increase their performance from the bottom of the media plan to become the top performer.

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It was through the strong partnership with Accelera, that the collaboration with Pipeline360 returned high quality leads for the EMEA region's database. This has helped with growing contacts in key accounts and engaging with influencers and decision-makers within our ideal customer profile (ICP). The joint focus on optimisation and strategic alignment has driven strong campaign performance and contributed to our regional pipeline.



**Rachel Fleming**

Senior Digital Marketing Manager, EMEA,  
Splunk

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It's been a joy to work with Pipeline360 and enable such strong results for a respected company such as Splunk. Our work with Pipeline360 is testament to the power of partnering with a vendor that can deliver 100% compliant, marketable leads with the ability to optimise campaigns to improve performance. Their campaign management team were always on hand and able to pivot with us as necessary, in order to deliver the best results.



**Marco Perotti**

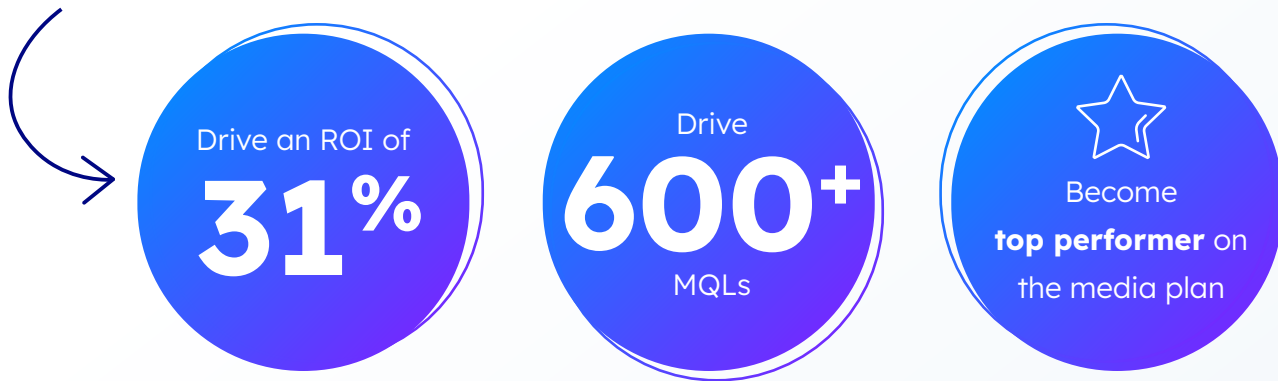
Founder, Accelera

# The Results

## 31% ROI and Best Performer

Splunk's EMEA content syndication program collected high quality leads over the course of 4 quarters.

As a result of the quality in net new leads and nurturing of their existing EMEA database for Splunk, Pipeline360 were able to:



# Better Together

**splunk>**

a **CISCO** company

Splunk Inc. (NASDAQ: SPLK) helps build a safer and more resilient digital world. Organisations trust Splunk to prevent security, infrastructure and application issues from becoming major incidents, absorb shocks from digital disruptions, and accelerate digital transformation.

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[www.splunk.com](http://www.splunk.com)

 **accelera**

A B2B tech sales and marketing agency that specialises in the creation, execution, and analysis of campaigns designed to boost ROI for your revenue teams. Accelera offers a comprehensive suite of services across sales, marketing, and operations, including integrated media buying, social automation, insightful campaign reporting, and tech stack optimisation.

[www.accelera-agency.com](http://www.accelera-agency.com)

 **Pipeline360**

Pipeline360 orchestrates powerful, data-driven demand generation for B2B businesses. We leverage targeted display advertising, strategic content syndication, and a comprehensive, compliant marketplace model to enable brands and their agencies to engage and nurture their audiences throughout the buying cycle. This “Branded Demand” approach goes beyond simple lead generation, fostering comprehensive awareness and brand advocacy across business teams, markets, and cultures. Trusted by high-growth and enterprise organisations like Salesforce, Cisco, Dell, and VMware. Pipeline360 empowers a strategic marketing vision for the global marketplace.

[www.pipeline-360.co.uk](http://www.pipeline-360.co.uk)