

How Imperva Uses Community as a Catalyst for Customer Engagement

Imperva's creative approach to community programming is driving high-value engagement.

OPPORTUNITY

Imperva launched their community in 2019 to connect their customers with each other and with product experts at Imperva. In their first year, they've focused on driving community engagement as the key to achieving their customer retention, upsell/cross-sell, and case deflection goals. Their lean **team of one** has developed efficient community engagement tactics to increase customer engagement.

RESULT

Imperva's Global Community Manager, Chris Detzel, created a community webinar program covering product roadmaps, expert interviews, Ask Me Anything-style sessions, and new product launches. He's used Higher Logic to automate the registration and follow-up process. Once the webinar is over, Chris creates even more opportunities for engagement by turning webinars into digestible videos, discussion threads, product Q&As, and product blogs. With each event, the company gets a new wealth of content and SEO opportunities that increase their reach and create value for their community.

"Customers want to know more about our products. We go in-depth in the product, show customers things they might not know they can do, and give them a chance to ask questions. We know when customers engage with us this way, they get excited about all the ways Imperva can help them - going deeper within the products and buying more."

By creating exciting and engaging community programming, Imperva is increasing high-value customer engagement that they're already seeing lead to renewals and upsells.

"I was talking to a customer a few months ago, and he wasn't planning on renewing. He attended one of our community webinars and realized he wasn't getting enough value out of the product because he wasn't using every feature. Now, not only is he renewing, but he wants to add-on with a second product."

CHRIS DETZEL
Global Enterprise Community Manager, Imperva 

KEY FACTS

- ➔ Imperva's **community** webinar program is driving high-value customer engagement
- ➔ In just **six months**, total login averages increased 40% and unique contact logins increased 25%
- ➔ **20+ live** organic webinars with a total of 1100+ customers and partners attending

ABOUT IMPERVA

Imperva is a cyber security software and services company, offering 18 different products designed to help 6200 companies from eBay to Coca-Cola to VW and Sony

HIGHER LOGIC PRODUCTS

- ➔ Community
- ➔ Strategic Services

CRM:

salesforce

