

CUSTOMER STORY

Rubrik Drives Event Registrations and Boosts Revenue with ViB

\$14 million

in pipeline created from ViB services

10K MQLs

generated from 20,000+ inquiries

2x

attendance rate at events from ViB sourced leads



"Everyone in the company, from our marketing team to our VPs, taps into ViB services to expand attendance at our strategic events, generating qualified leads, and setting appointments with new contacts. ViB always delivers exceptional results for the Rubrik team."

Daniel Olson

Head of Email Marketing, Rubrik

About our customer

Rubrik is a security and AI operations company that operates at the intersection of data protection, cyber resilience, and enterprise AI. The Rubrik Security Cloud platform delivers robust cyber resilience and recovery, including identity resilience to ensure continuous business operations on top of secure metadata and a data lake.

As Head of Email Marketing at Rubrik, Daniel Olson runs the paid email and sponsorship programs and database marketing campaigns, including automations and nurture programs. He works within the company's digital marketing team and cross-functionally across the entire organization, including collaborating with sales, marketing, operations, and privacy teams.

Rubrik has been using ViB services for so long that it predates every member of the current marketing team. "The company was already using ViB when I came on board in 2024," says Daniel. "Rubrik has been using ViB since at least 2021."

Daniel said that Rubrik "dips into the ViB services well to overcome a wide range of marketing challenges" — from low event and webinar registrations to, broad lead generation, to appointment setting. They rely on ViB Emails, ViB Webinars, and ViB Appointments to address these challenges.

Rubrik tackles low event attendance with ViB Emails

"We're a heavily events-focused organization, typically driving a ton of pipeline from running about 12 webinars a month and 1 to 2 strategic security, cloud, or AI events each quarter," explained Daniel. "The strategic events are where we place our big bets, so we usually have pretty high registration goals."

If an event or webinar's registration numbers are running lower than anticipated after conducting its own database marketing, social media marketing, and display ads, Rubrik enlists ViB Emails to boost its numbers.

According to Daniel, "When we're running an event and the registration is pacing a little behind expectations, our leadership will reach out to me to say, 'We're giving you an incremental budget increase. Can you ask ViB how many more attendees they can guarantee?'"

"I'll contact my account executive, Amy. She'll do the research and give me an estimate, such as 100 or 500 guaranteed attendees. More often than not, ViB delivers the agreed-upon number. ViB is the most dependable vendor we use to achieve our registration challenges."

Daniel Olson

Head of Email Marketing, Rubrik

Rubrik gains consistently higher event attendance with ViB

Not only are registrations higher with ViB services, but also event attendance is consistently higher with ViB, says Daniel.

“The sweet spot for us is that not only does ViB help us boost registrations at a very fair cost per registration, but also the people that register through ViB end up attending at a much higher percentage. In fact, ViB delivers consistently higher attendance than any other paid channel we employ.”

“That is far and away the best of all the services we use. On average, I would say we get about 15% attendance from our other paid efforts. But ViB is about two-times that, which is wonderful.”

“If for any reason, we’re not hitting our guaranteed registration numbers, Amy proactively reaches out to me to ask us for a new email, which she’ll then blast out to the ViB list. So, I never have to worry about reaching our registration target.”

Rubrik achieves consistently high ROI with ViB

As a long-time client of ViB who has run multi-channel programs across ViB Emails, Webinars and Appointments, Rubrik has seen, “stellar results [that] clearly shows why we keep coming back.” Across its programs, ViB has consistently helped Rubrik increase event registrations, generate qualified leads, create pipeline, and set meetings.

Highlights from the past year of Rubrik’s ViB led campaigns include:

3,221

Marketing qualified leads
(MQLs)

114

Prospect appointments

\$3.2 million

In pipeline

“These are great results that represent a 3.5% MQL-to-meeting conversion rate, which is really high for us,” noted Daniel. “We usually average about 3% across the board from all our other marketing efforts. Clearly, our ViB campaigns have done exceptionally well for us.”

The success wasn't limited to a single initiative. Across additional ViB programs, Rubrik continued to generate meaningful business results:

- In-Person Summit: \$100k in pipeline
- Lead-Gen Campaign: \$500k in pipeline
- Appointment-Setting Campaigns: \$1.4 million in pipeline

"Overall, we netted about \$1.4 million total just from our ViB appointment setting programs run in the past 10 months," said Daniel.

ViB is the "clear winner"

Rubrik uses approximately seven other paid services in its marketing programs. But, according to Daniel, ViB is consistently the clear winner. "ViB kicks butt for us compared to all other channels."

Daniel said that in addition to consistently achieving its registration, meeting, and financial goals, ViB consistently outperforms in these ways as well:

- *"ViB gives me the most accurate guaranteed registration estimates for every event and webinar campaign."*
- *"ViB delivers a fast turnaround. We just add a line item to our PO, and the work starts right away."*
- *"ViB's attention to detail is excellent. And they do mid-campaign check-ins to be sure we're on track."*

"Overall, working with ViB has been a super positive experience for Rubrik," added Daniel. "With ViB, we have a real trusted relationship. Its services have become essential to our success."

Daniel Olson

Head of Email Marketing, Rubrik