

CloudCheckr Increases Business 20x in 24 Months through AWS Sponsorship



For the last 24 months, AWS events have represented nearly two-thirds of our entire marketing investment. During that time period, our business has grown 20x. We find that we can consistently track revenue back to AWS event sponsorship interactions.

Steve Hall
Vice President of Marketing,
CloudCheckr



CloudCheckr provides a unified cost and security management platform for cost management, resource visibility, and continuous security and compliance monitoring across your AWS investment.

- CloudCheckr has achieved significant business growth in the last 2 years by strategically investing in the AWS sponsorship program.
- Why does CloudCheckr choose to participate in AWS event sponsorship?
“We consistently sponsor multiple AWS events at Gold and higher levels because it provides us with a unique opportunity to interact with a highly technical segment of our existing and potential customer base. Between the US Summits and re:Invent, AWS delivers nearly 35,000 potential customers to our doorstep.”
- How do AWS events differ from other industry events:
“AWS events have a much more targeted and knowledgeable attendee base. AWS event attendees are almost uniformly positioned to provide meaningful impact in a purchase decision. Unfortunately, this is not true of many other industry events.”
- CloudCheckr's keys to event success include:
*“**Being prepared**, making sure to **stay in contact** with your AWS Sponsorship team, and make sure you **bring sufficient staff**. The event **WILL** be busier than you expect – every time!”*