

Trend Micro sees 30% Increase in Social Media Impressions through AWS Sponsorship



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Thousands of customers worldwide trust Trend Micro to protect their cloud and data center workloads. Trend Micro has proven technology, deep AWS expertise and flexible pricing that fits dynamic cloud and hybrid environments.

- Trend Micro generated 1.3M impressions from social media related to AWS sponsorship in 2015. This was a 30% increase YOY.
- 416% increase in booth leads generated from 2015 to 2016 at the AWS Public Sector Symposium by utilizing a Scan and Win contest.
- What are the unique attributes of AWS event attendees that makes sponsorships impactful:
“AWS events attract cloud specific roles (architect, operations) that are difficult to reach at other technology events. Unlike other industry conferences, a significant percentage of attendees at AWS events will stop by our booth with sales or deep technical questions.”
- In what ways do AWS events differ from other industry events:
*“**Audience:** Attracts senior cloud architects, cloud operations and business owners with cloud projects. This audience doesn't attend any of the other industry events we participate in. **Learning versus sales pitches:** AWS always ensures that the content and event delivers real value and learning opportunities to attendees, which means they can attract a senior audience and they keep coming back.”*