



<b>Company</b>	Application Security, Inc. ( <a href="http://www.appsecinc.com">www.appsecinc.com</a> ) is the leading provider of cross platform database security, risk and compliance solutions for the enterprise. Application Security, Inc.'s products – AppDetectivePro and DbProtect – deliver the industry's most comprehensive database security solution and are used by over 1,000 enterprise customers.
<b>Situation</b>	Application Security wanted to expand their lead generation efforts, but had maximized their existing online marketing channels. They needed a channel that would allow them to increase downloads of their free database security guide by highly qualified leads, while staying within their Cost-Per-Lead (CPL) target.
<b>Solution</b>	Marchex helped Application Security develop site-specific and category targeted campaigns on several leading Information Technology specific Web sites from Marchex Adhere's network of more than 200 premium publishers. Application Security utilized Marchex Adhere's conversion tracking to get an accurate measure of the conversions their campaigns were driving.
<b>Results</b>	<ul style="list-style-type: none"><li>• During the initial six weeks of the campaign, Application Security's four campaigns on Marchex Adhere converted at a combined average that significantly exceeded expectations.</li><li>• Application Security was able to achieve a lower overall CPL than with their other online advertising channels, including Google.</li><li>• Thanks to active, expert consultation from their Marchex Adhere account manager, Application Security was able to reach their campaign goals within weeks of launch.</li><li>• Application Security's ability to run multiple campaigns targeting various industries and track conversions at the campaign placement level, proved to be very effective in delivering such low CPLs.</li></ul>
<b>Quote</b>	"We have experienced a significant lift in our conversion rate, while lowering our overall cost-per-lead and are reaching a highly targeted audience across the multiple industries that utilize our solutions," said Jeff Coveney, Senior Product Marketing Manager, Application Security, Inc. "We have been extremely pleased with the success we've seen from multiple campaigns on Marchex Adhere."

**APPLICATION  
SECURITY, INC.**