

Citrix

With a solid reputation as a leader in access management software, Citrix acquired Netscaler, a business built on hardware. As a result, the value proposition shifted and Citrix needed to generate leads among an audience it had never engaged before.

Groove developed sustainable communication vehicles that repositioned the industry veteran in the marketplace, communicated the new value proposition, and supported a variety of functional communications. This has enabled Citrix to reach new audiences and transform leads into loyal customers, thereby changing the conversation about their brand and the value it brings without losing momentum. The campaign generated nearly 2,500 leads and made over five million impressions.

