

Carbon Black.

Harnessing the Super Power of Community Advocates

*Shared by Kate Cohen, Sr. Manager, Customer
Marketing & Community*

SNAPSHOT

The Challenge

Recognize and reward global customer advocates through a comprehensive program that integrated into their existing community program.

The Goal

Provide tangible rewards to advocates while increasing engagement and integrating the customer voice into product development.

The Outcome

Carbon Black's Cb Defenders contributed to rapid growth in traffic and activity, while proving the community use case internally.

THE CHALLENGE

Carbon Black is a leading provider of next-generation endpoint security. As a cybersecurity innovator, Carbon Black has pioneered multiple endpoint security categories, including application control, endpoint detection and response (EDR), and next-generation antivirus (NGAV).

With a global ecosystem of more than 4,000 customers globally, including 33 of the Fortune 100, Carbon Black knew they needed a way to recognize and reward their most dedicated advocates in a way that would both show the value of their contribution and also benefit the wider security community.

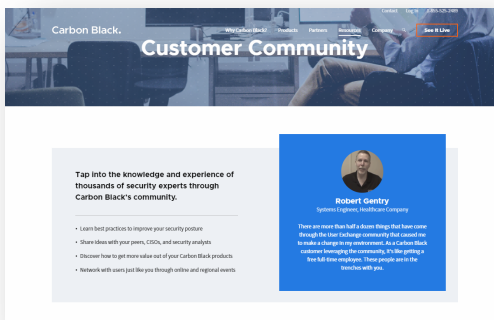
THE GOAL

Carbon Black's customers provided so much valuable information, not just to the organization, but to all the customers and partners in the security ecosystem. The primary goal in launching Cb Defenders was to reward these customer advocates for all of their contributions.

Secondary goals included leveraging the community platform to encourage more activity and engagement in the community, to involve the customer voice in the development of Carbon Black's products, and to feature top customers externally.

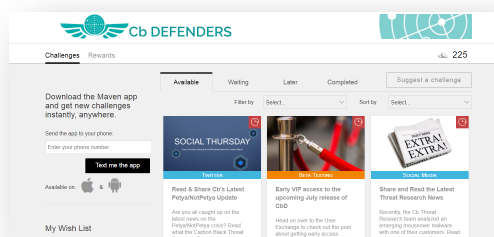
THE OUTCOME

Cb Defenders is Carbon Black's VIP program for active customer advocates. Customers in the community share insights and threat intelligence, benefiting not only Carbon Black, but their entire community ecosystem of 15,000+ security professionals. All global community members receive an exclusive invitation to join the Cb Defenders program and actively participate in community programs.



Cb Defenders represent the best customer advocates – users in the trenches collectively defending against hackers to keep their organizations safe. Cb Defenders earn points for their activity that are redeemable for gift cards, prizes, an outing with their CEO, and more.

Results were swift and exceeded even the community team’s aggressive estimates. Year-over-year, community page views increased by 328% and active users grew by 290%.



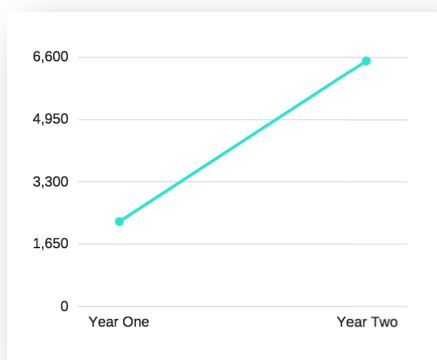
Much of this growth was attributed to the Cb Defenders recognition program. Less than a year after launching the VIP program, 5,565 challenges were completed. This means that customers participated in over 5k+ activities such as sharing threat intelligence, participating in surveys, etc.

Additionally, more than 50 customers have participated in providing product feedback through Cb Defenders. The customer voice has truly been embedded in the DNA of Carbon Black because of community.

Carbon Black’s Customer Community and the Cb Defenders dedicated site.

THE TAKEAWAYS

- 1. Your Advocates Already Exist** - The Community team leveraged an existing base of engaged community members to cull enthusiastic and engaged participants.
- 2. Community Solves Multiple Problems** – By setting diverse goals, the Community team solved for their primary challenge and incorporated results into diverse internal initiatives such a product development.
- 3. Think Beyond Rewards** – The SOCM 2017 research confirmed that savvy community program owners leverage their advocates for more than just feel good reward programs. Advocates can be tasked with everything from day-to-day community responsibilities to testing new elements. Think about how you can deepen your connection with these valuable users. Read more at the.cr/socm2017



Active users soared after the VIP Program was launched.