

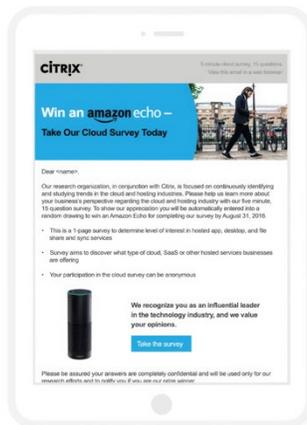


Advertising drives sales, branding creates loyalty.

JANUARY 2024

Summary

As an unparalleled global leader in IT, the Citrix mission is succinct: make the world’s apps and data secure and easy to access. Anywhere. At any time. And on any device or network. Citrix solutions are in use by more than 400,000 organizations including 99 percent of the *Fortune* 100 and 98 percent of the *Fortune* 500.



Services Provided:

- Marketing Collateral
- Key Messaging & Positioning
- Recruitment Program Microsite & Content

How Merit Mile Helped:

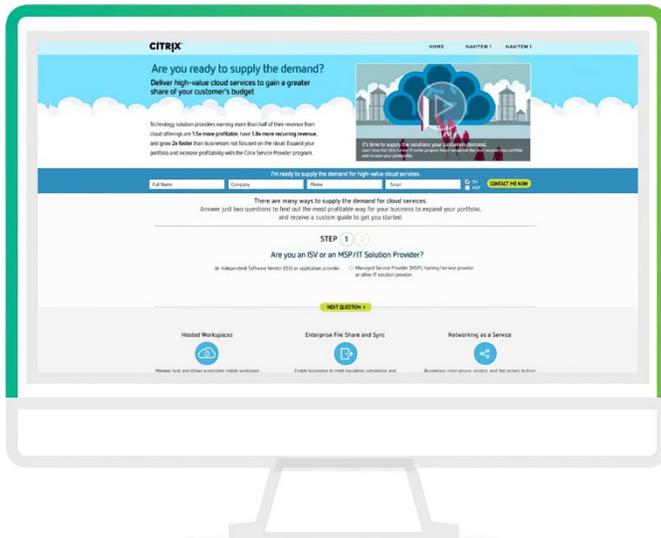
- End-to-End Campaign Strategy, Development, Execution, & Optimization

MERIT MILE

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Challenge

The Citrix Service Provider (CSP) channel team engaged Merit Mile to help support new partner recruitment goals with an integrated campaign. Citrix had a goal to recruit 1,000 net new channel partners and have 65% of these new partners transacting within 95 days.



Solutions

Merit Mile created a recruitment program that connected with Managed Service Providers (MSPs) and communicated the business opportunity and market trends for Citrix-powered hosted services. The program also fostered the business evolution of these hosting partners toward cloud services.

Results

Citrix Service Provider cloud and subscription-based revenues are already making an impact at Citrix. The company added 655 new channel partners in 2018, a 37.5 percent increase from the year prior. Also in 2018, the company's SaaS business grew more than 200%, and the Citrix Service Provider business crossed the 1.7 million active-user-per-month threshold. Citrix Service Provider companies, a partner program subset, offer desktop as a service, application hosting and other subscription-based technologies. Source: Tech Target January 2019, CRN March 2019

Deliverables

- Strategy & Planning
- Messaging & Positioning Framework
- End-to-end Campaign Development:
 - Print Advertising, Email, Microsite, Video, Campaign Guidance & Presentation

To view more Public Relations and Marketing case studies, please visit MeritMile.com/case-studies. And for more information or to arrange a conversation with a Merit Mile Marketing specialist, please email us at Hello@MeritMile.com or call us at 1-561-362-8888 today!



About Merit Mile

Established in 2007 in Boca Raton, FL, Merit Mile is a marketing services provider focused on helping companies and corporate marketing departments build brands, drive sales revenue, and garner publicity in their respective industries. Our unique differentiator at Merit Mile is our ability to 100% own the message, the publicity, and the demand generation aspects of the corporate marketing function. Clients hire us and rehire us for our ability to refine their messaging/value proposition, develop top and mid-funnel leads, and get the type of editorial publicity that differentiates them from their competitors. From branding to PR to demand generation, Merit Mile is the high-octane fuel that invigorates corporate growth engines.

Headquarters

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