

CASE STUDY

AI & Security: Protecting Your Business in the Age of AI

Results for Zen Internet



The Event

Zen Internet hosted an educational webinar to help business leaders understand the cyber security challenges introduced by AI and explore practical approaches to adopting AI securely and responsibly. Designed for IT leaders, cyber security professionals and digital transformation teams, the session focused on helping attendees navigate emerging threats while building greater organisational resilience.

The Objective

Following the success of previous webinar campaigns, Zen Internet partnered with CEC once again to refine the messaging, optimise the campaign strategy, and attract an even stronger audience. The objective was to educate senior IT and security decision-makers on the risks and opportunities of AI adoption while significantly increasing registrations and attendance.

Our Strategy

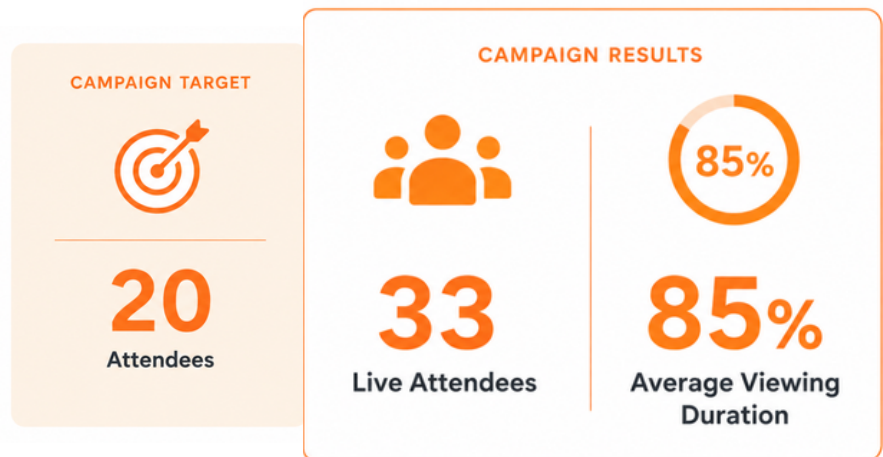
Building on insights from previous campaigns, we worked closely with the Zen Internet team to fine-tune the messaging, ensuring it spoke directly to the challenges organisations are facing as AI adoption accelerates. By positioning the webinar around practical guidance rather than product promotion, we created a compelling value proposition for IT and security leaders.

CEC's Solution

CEC worked closely with the Zen Internet team to refine the campaign messaging and better align it with the challenges organisations are facing as AI adoption accelerates. The team developed a strategic, multi-touch email campaign that nurtured prospects with educational content, guiding them through the decision-making process and encouraging registrations from senior IT and cyber security professionals.

Once engaged, prospects were directed to a tailored landing page where they could register their interest. Throughout the campaign, CEC continuously optimised performance, ensuring Zen Internet received a pipeline of highly relevant registrations and engaged decision-makers ahead of the webinar.

The Results



CEC exceeded the original attendance target by delivering 33 attendees against a goal of 20, while generating 75 registrations to support a healthy attendance rate.

The campaign attracted a high-quality audience from 29 organisations, with attendees remaining engaged for an average of 85% of the webinar. By combining targeted outreach, refined messaging and continuous campaign optimisation, CEC delivered a highly relevant audience that created meaningful engagement and strong opportunities for post-event follow-up.

*CEC always register over-target to guarantee a complete attendance based on an initial agreed upon target for event day

Testimonial

"CEC delivered a highly engaged audience for our AI & Security webinar in July 2026. The quality of audience targeting was evident in both the seniority of attendees and the strength of engagement throughout the session and beyond. This was our third campaign with CEC, our relationship and results have grown stronger each time. We look forward to continuing our partnership with CEC on future campaigns."



Conclusion

The campaign successfully delivered against its objectives, exceeding attendance targets while attracting a highly relevant audience of IT and cyber security decision-makers. Through strategic messaging, targeted outreach and continuous optimisation, CEC helped Zen Internet maximise webinar engagement and create valuable opportunities for post-event conversations and future pipeline growth.