

Carbon Black.

Harnessing the Super Power of Community Advocates

*Shared by Kate Cohen, Manager, Customer
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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 delivers a new generation of endpoint security, purposely designed to protect organizations from the most advanced cyber attacks. Their pioneering approach to application control, endpoint detection and response (EDR), and next-generation antivirus (NGAV) has been rigorously tested and proven by highly regarded third-party industry analysts.

With a global ecosystem of over 8,000 security professionals, 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.

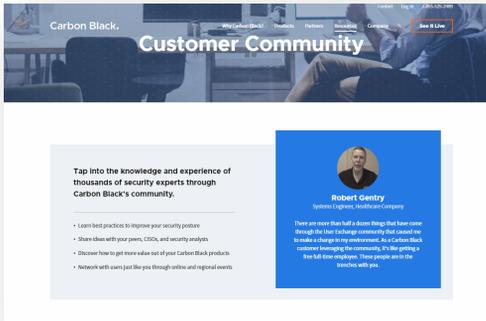
THE GOAL

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.

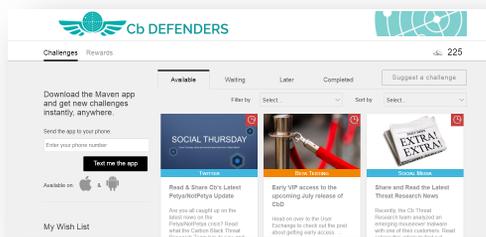
THE OUTCOME

Cb Defenders is Carbon Black's VIP program for their active customer advocates. Customers in the community share insights and threat intelligence, benefiting not only Carbon Black, but their entire community ecosystem of 8,000+ 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 of their 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%.



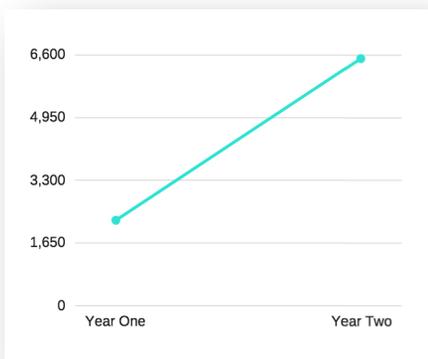
Much of this growth was attributed to the Cb Defenders recognition program. Less than a year after launching the VIP program, 5,565 challenges were completed. This means that customers participated in over 5k+ activities like sharing threat intelligence, participating in surveys, etc.

Additionally, over 50 customers have participated in designing products through Cb Defenders. The customer voice has truly been embedded in the DNA of the Carbon Black company 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 like product development.
- 3. Think Beyond Rewards** – The SOCM 2018 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/socm2018



Active users soared after the VIP Program was launched.