rubrik

ABOUT THE COMPANY

Rubrik is a global enterprise technology company focused on **data security and cyber resilience**. Its solutions help organizations protect critical data, manage data risk, and recover from cyber threats across increasingly complex IT environments.

VEREIGEN MEDIA

ABOUT EVENT REGISTRATION

Vereigen Media's Event Registration solution helps B2B organizations attract verified decision-makers for virtual events, webinars, roundtables, and other targeted experiences. Using a validated first-party database and targeted audience acquisition, it prioritizes registration quality over volume.

Organizations can improve attendee qualification, drive meaningful engagement, support post-event sales conversations, and connect event performance to measurable business outcomes.

PROBLEM/OBJECTIVE

Rubrik's Forward Virtual Event Program aimed to engage enterprise technology leaders around evolving data security needs, but registration volume alone wasn't enough. The focus was on reaching relevant professionals with the right responsibilities, priorities, and alignment with Rubrik's solutions.

The program needed to recruit verified decision-makers, maintain audience quality at scale, create post-event sales opportunities, and connect event participation to measurable pipeline.

The objective: Turn event registrations into measurable business opportunities.

SOLUTION

Vereigen Media built a targeted audience acquisition strategy for Rubrik's Forward Virtual Event Program, focusing on verified enterprise technology professionals aligned with its ICP.

THE PROGRAM INCLUDED:

Verified Decision-Makers
Recruited enterprise technology professionals aligned with Rubrik's ICP.

Audience Qualification
Qualified attendees before registration to prioritize relevance.

Sales-Focused Engagement
Connected event participation with meetings, pipeline, and ROI.

RESULTS

The Forward Virtual Event Program demonstrated the commercial impact of combining audience quality, decision-maker relevance, and sales engagement.

$2.3M
In Pipeline

15
Qualified Meetings

10x
ROI

UNDER TWO MONTHS

The program created a stronger connection between event participation and qualified sales opportunities, demonstrating that event success can extend far beyond registration numbers.

> *Our Forward Virtual Event Program, delivered in partnership with Vereigen Media, has generated $2.3M in pipeline from 15 meetings booked in under two months, a 10x return on investment.*

-Meghna Jain
Digital Marketing Specialist, Rubrik

TURN EVENT REGISTRATIONS INTO PIPELINE

Discover how Vereigen Media helped Rubrik's Forward Virtual Event Program generate $2.3M in pipeline, 15 qualified sales meetings, and a 10x ROI in under two months.

READY TO MAKE YOUR NEXT EVENT MORE VALUABLE?

Connect with Vereigen Media to build an Event Registration strategy around your **ICP, audience quality, and demand generation objectives.**

Talk to Our Experts Today →