



METIS
COMMUNICATIONS
Agents of Influence™

CASE STUDY

Integrated PR leads to successful product launch

Challenge

A leader in business continuity and disaster recovery, Datto wanted to extend its file backup expertise to file-sync-and-share (FSS) services with its Datto Drive solution to reach new small businesses and provide partners with a brand-new revenue stream and lead generator.

Since FSS was a new offering for Datto and was targeted to a new audience, the team needed to establish press relationships and create content to address common questions and objections from FSS industry experts and prospects. Metis leveraged its relationships with industry press to generate publicity among tech and SMB influencers, attracting Datto Drive product sign-ups despite a crowded FSS market. Metis supported the media efforts by recommending new, impactful marketing materials and advising on social media advertising opportunities to encourage additional sign-ups and conversions.

datto

Company: B2B provider of data protection and business continuity for small and mid-sized businesses

Industry: Data Center

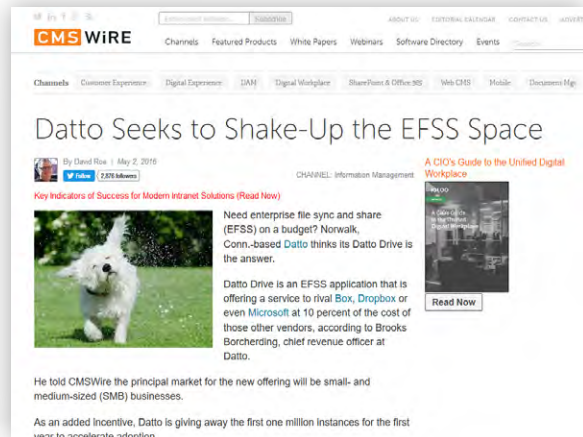
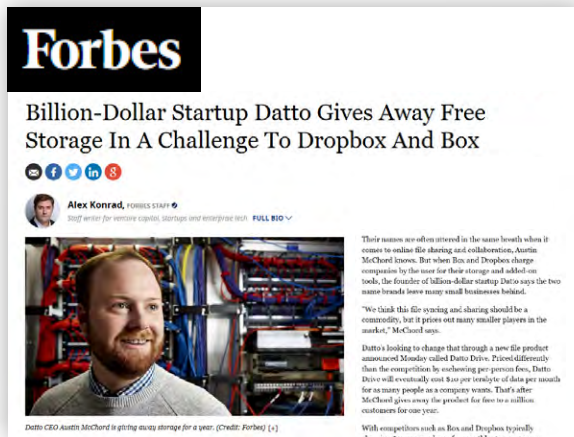
Location: Norwalk, Connecticut

Website: www.datto.com

*"Metis was both **flexible and responsive** and was able to **consistently deliver coverage** for Datto in our core market as well as in new markets whenever we expanded to new audiences. The team was **proactive** and could **quickly pivot**, which is critical in our constantly changing industry."*

– Sheila Lahar, director of global communications for Datto

Highlighted campaign examples



Results



27 pieces of coverage across a variety of business, tech and trade publications, including *Forbes*, *TechRepublic*, *SiliconANGLE*, *Network World* and *CMSWire*



2,100+
shares of launch coverage on social media reaching a potential audience of 12.8 million users



Positive product reviews comparing Datto Drive to other incumbents like Dropbox and Box



6,000
signups within the first month