

# **How Unbound Can Help AWS Grow With Proven Marketing Programs**

**UNBOUND**

**June 29, 2026**

Capabilities overview



**B2B deserves better.** We're your brand to revenue partner, fusing commercial insight, creative excellence, and practical media into demand that compounds.

For AWS, that means one partner across many motions that drives technical buyers to pipeline. Webinars, events, demand, campaigns, and ABM, run as a single engine instead of a stack of one-off campaigns.



# Trusted by the best, for good reason.



## 30k+

Campaigns delivered for tier 1 technology businesses over 9 years of demand generation service excellence.

## 20.8%

Mean email open rate across 20+ distinct categories spanning North America and EMEA, over double the industry benchmark of 10%.

## 5 BUS

Our business units span demand generation, creative consulting, content syndication, media activation, and our own proprietary community of 3M tech buyers.

# Everywhere Unbound can help AWS.

One partner across the full funnel. Not a stack of disconnected vendors.



## Webinars

Fill, run, and convert webinar programs that build pipeline at scale.



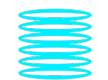
## Demand programs

Always-on, intent-led demand generation across the funnel.



## ABM

Whole buying committees targeted, not single contacts.



## Intent & data

Bombora signals and a 3M first-party tech community.



## Events

Field and hosted events that fill the room and the follow-up.



## Campaign creation

Story to creative to live campaign, built to convert.



## Content

Thought leadership and full-funnel assets buyers actually read.



## Partner marketing

Co-sell and co-marketing across the AWS ecosystem.

# Where Unbound can help across AWS.



## Partner Marketing

Co-sell and co-marketing across the AWS partner ecosystem.

- Partner webinar programs
- Marketplace & co-sell motion
- Co-branded content



## Field Marketing

Regional events and demand that fill local pipeline and follow up.

- Field & hosted events
- Regional ABM
- Localized campaigns



## Product Marketing

Story-to-pipeline campaigns that turn positioning into demand.

- Launch campaigns
- Message to creative
- Thought leadership

Unbound is an approved vendor in the AWS procurement system, when speed to market is key.

# Case Studies

# Challenges we're solving for clients in 2026



**Differentiate  
to stand out**



+12% win rate uplift  
attributed to rebrand



**Create and  
capture demand**



Generated 4 net-new  
deals in 3-month pilot



**Scale your team  
to sprint**



Avg 55% webinar  
attendance rate



**Break into  
new markets**



120+ global media  
mentions  
+  
\$5M new ARR  
influenced



**Enhance CX in  
the age of AI**



+18% demo-to-  
opportunity  
conversion  
+  
22% lower CPL



## Turning a webinar program into an owned community to drive compounding results

AWS is a global cloud leader with a broad portfolio of infrastructure and data solutions—but driving consistent, scalable demand across highly technical audiences requires more than one-off campaigns.

**As AWS looked to increase adoption of key solutions like Kafka, Confluent, and OpenSearch, the challenge wasn't awareness alone—it was sustaining engagement and converting interest into pipeline across regions and personas.**

### Challenge

AWS needed to generate high-quality pipeline across multiple regions while engaging deeply technical audiences like DevOps, Platform Engineers, and Data Engineers—without relying on one-time campaigns that spike and disappear.

### Problem

Awareness was happening, but it wasn't compounding. Campaigns were episodic, engagement dropped off after events, and there wasn't a consistent engine connecting interest to ongoing discovery, retargeting, and pipeline creation. In short: strong moments... but no sustained momentum.

### Solution

**Unbound built an always-on, multi-touch demand engine that turned AWS's webinar strategy into a scalable pipeline driver.**



**400**  
**Registrants**  
**average per event**

**90**  
**Attendees**  
**average per event**

**Pipeline**  
**generation**  
**consistency**

**aws**

**Build gpu-booster, auto-optimized, billion-scale VectorDBs in hours**

**Speakers**

**Dylan Tong**  
Dylan is a Senior Product Manager at Amazon Web Services. He leads the product initiatives for AI and machine learning (ML) on OpenSearch including OpenSearch's vector database capabilities. Dylan has decades of experience working directly with customers and creating products and solutions in the database, analytics and AI/ML domain. Dylan holds a BSc and MEng degree in Computer Science from Cornell University.

**Download the webinar**

First Name\* Last Name\*

Email\*

Phone Number\*

Company Name\*

Job Title\* Company Size\*

Country\* Industry\*

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## Building a global community through a webinar program.

AWS is a global cloud leader, but driving scalable demand across deeply technical audiences takes more than one-off campaigns. As AWS pushed adoption of Kafka, Confluent, and OpenSearch, the job was sustaining engagement and converting it into pipeline across regions and personas.

### Challenge

Generate high-quality pipeline across regions while engaging DevOps, Platform Engineers, and Data Engineers, without one-time campaigns that spike and disappear.

### Problem

Awareness was happening but not compounding. Campaigns were episodic, engagement dropped after events, and nothing connected interest to ongoing pipeline.

### Solution

Unbound built an always-on, multi-touch demand engine that turned the AWS webinar strategy into a scalable pipeline driver.



## AWS Webinar Series

Gain insights into scaling and optimizing with AWS

**400**

Registrants  
average per  
event

**90**

Attendees  
average per  
event

**Pipeline**

generation  
consistency

*Live now at [awswebinarpartner.com](https://awswebinarpartner.com)*

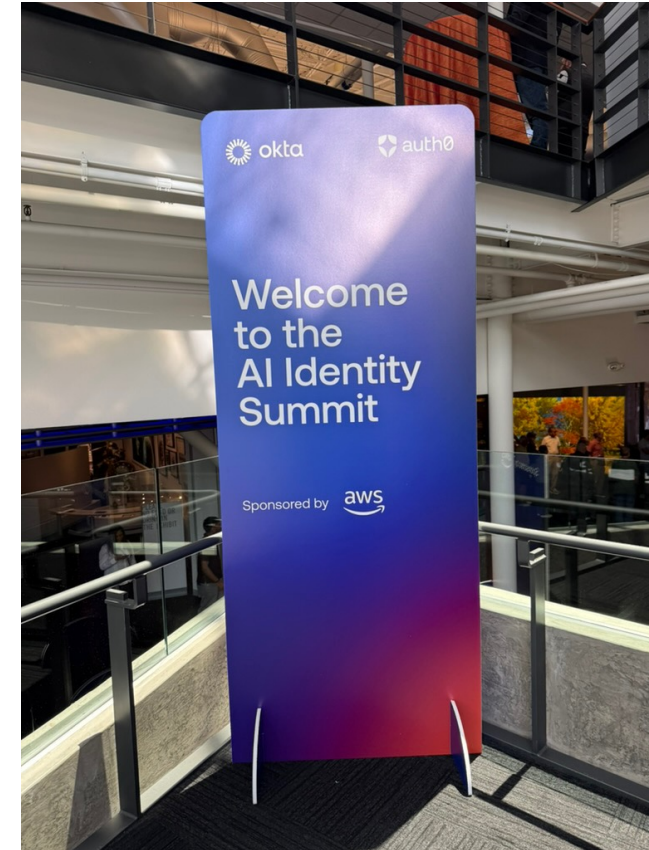
# The big idea

## AI Identity Summit

### Sponsored by AWS

An invite-only IRL event experience where each executive learns the latest approaches to identity security for AI.

- Five Cities
- Over 600 executive attendees
- Included the elusive developer community





## How a Cybersecurity brand was able to book 4 deals in the first quarter of a pilot program

Todyl is a modern cybersecurity platform built for MSPs and SMBs, combining enterprise-grade protection with the simplicity partners need to deploy and manage at scale.

As the company entered a faster growth phase, the **CMO faced a familiar constraint: generate qualified pipeline quickly—without defaulting to feature-heavy messaging that blended into a crowded category.**

### Challenge

The challenge was to sharpen the story into a clear, outcome-led narrative that could convert attention into leads fast, while also creating consistency across the website, ads, and sales touchpoints so momentum didn't die after the click.

### Problem

We needed to turn fragmented, feature-led awareness into **high-quality account attention that converts**—and connects cleanly to meetings and pipeline.

### Solution

**Unbound's account-based brand to demand pilot enabled Todyl to launch the new narrative quickly and reach their TAL efficiently – generating not only leads but deals in the first 3 months!**

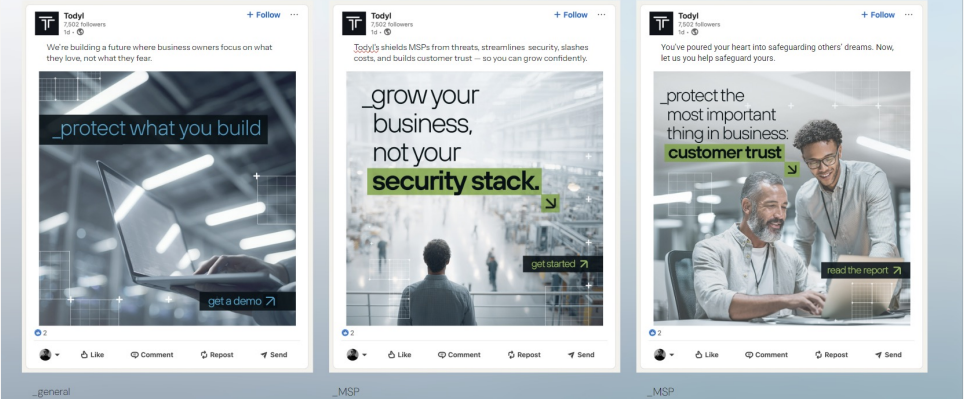
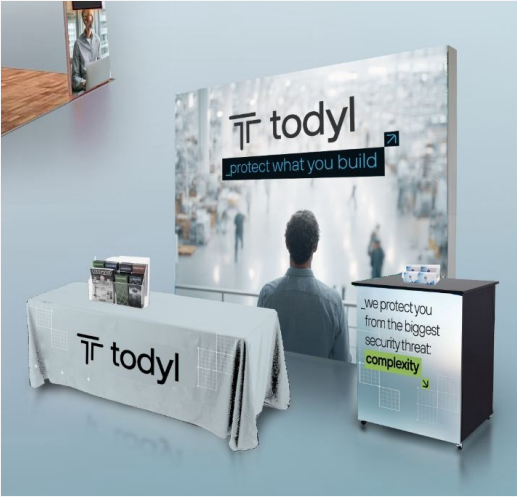
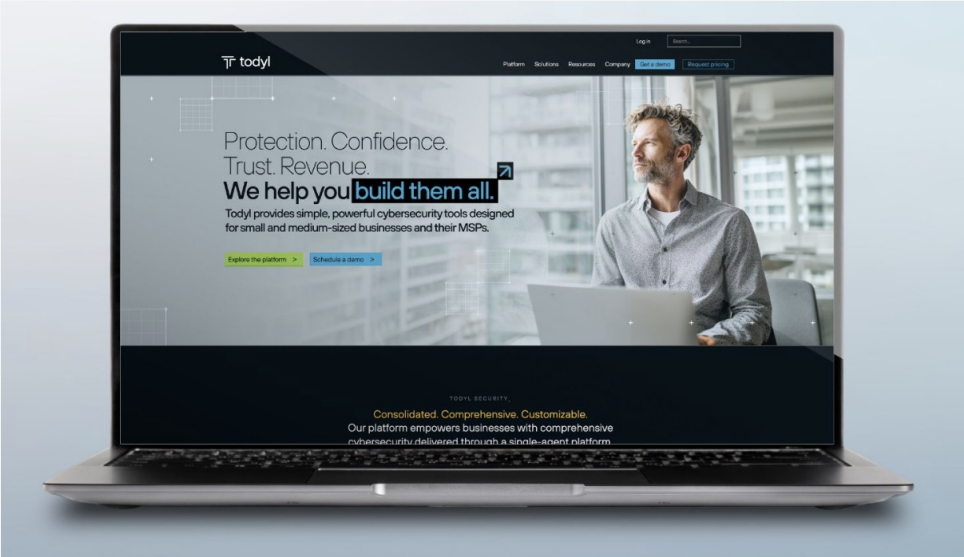
**78%**  
Viewability

**300K+**  
Impressions

**\$240k**  
Pipeline

**6X**  
ROAS

Customer Story



Customer Story

# T todyl

## Out in the wild



# T todyl

“

We needed more than a campaign. We needed a brand-to-revenue partner. Unbound have been an incredible collaboration partner to help guide us through the brand process and pushed us to challenge our industry conventions to create a new brand and integrated campaign that is going to help lift our position in the market, while driving revenue.

”

**Polina Kazakova, CMO**





How a cybersecurity brand booked 4 deals in a pilot's first quarter.

Todyl is a modern cybersecurity platform for MSPs and SMBs. Entering a faster growth phase, the CMO faced a familiar constraint: generate qualified pipeline fast, without defaulting to feature-heavy messaging that blends into a crowded category.

Challenge

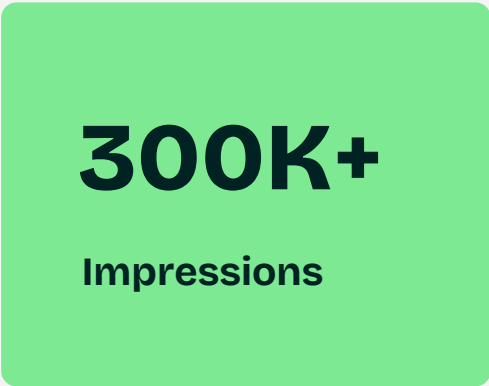
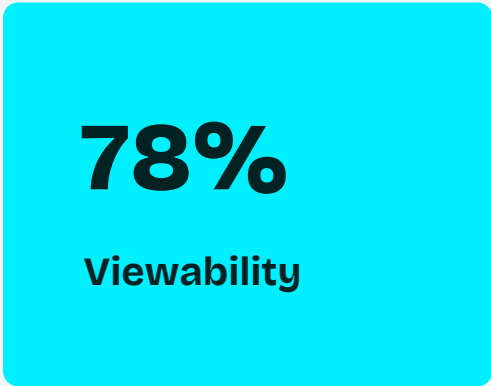
Sharpen the story into an outcome-led narrative that converts attention into leads fast, with consistency across site, ads, and sales touchpoints.

Problem

Turn fragmented, feature-led awareness into high-quality account attention that converts cleanly to meetings and pipeline.

Solution

Unbound's account-based brand-to-demand pilot launched the new narrative quickly and reached the target account list, generating leads and deals in 3 months.





## Building a repeatable and scalable demand center globally

Seequent is a global leader in geoscience software, helping organizations better understand and model the subsurface across mining, civil, and energy sectors. But as the business scaled, marketing complexity scaled with it—more regions, more campaigns, more channels... and diminishing returns.

### Challenge

Seequent needed to drive global demand and pipeline growth across multiple regions and audiences—while managing an increasingly complex campaign ecosystem that was becoming harder to scale, optimize, and measure effectively.

### Problem

The issue wasn't activity—it was fragmentation. With 65 full-funnel campaigns running at once, messaging became inconsistent across regions and channels, and efforts were spread too thin. Campaigns competed rather than compounded, leading to diluted impact, inconsistent performance, and limited visibility into what was actually driving pipeline.

### Solution

Unbound helped Freshworks shift from a campaign factory to a structured, always-on brand-to-demand engine.

The image shows a marketing banner for Freshworks. The top section has a dark blue background with the Freshworks logo and the headline "Chat Your Way to Better CX with WhatsApp and Freshchat". To the right is a photo of a smiling woman with glasses, with a chat interface overlay showing options like "Expand text", "Rephrase text", "Enhance tone", "Summarize conversation", and tone settings like "Professional", "Casual", and "Friendly". Below this is a bright cyan bar with five key metrics: "271% ROI", "52% Over-delivery", "71.5k Leads", "14 Regions", and "5+ yr Partnership". A navigation bar follows with links for "Tech Research Online", "About Us", "Industry", "Technology", "Category", "Contact Us", and "Subscribe". The bottom section has a light blue background with the Freshworks logo, the text "AI-powered IT service desk operations", and the headline "The CIO's handbook for maximizing ROI and business impact of AI". To the right is a graphic of a smartphone displaying the handbook cover. At the bottom, a text block discusses AI's impact on IT leaders, and a button on the right says "Download the handbook".

freshworks

## Chat Your Way to Better CX with WhatsApp and Freshchat

271% ROI   52% Over-delivery   71.5k Leads   14 Regions   5+ yr Partnership

Tech Research Online   About Us   Industry   Technology   Category   Contact Us   Subscribe

freshworks

AI-powered IT service desk operations

### The CIO's handbook for maximizing ROI and business impact of AI

AI is everywhere right now, but most IT leaders still get stuck on the same two questions: Where's the business impact? And how do we prove it? When budgets are under a microscope, experimenting isn't enough.

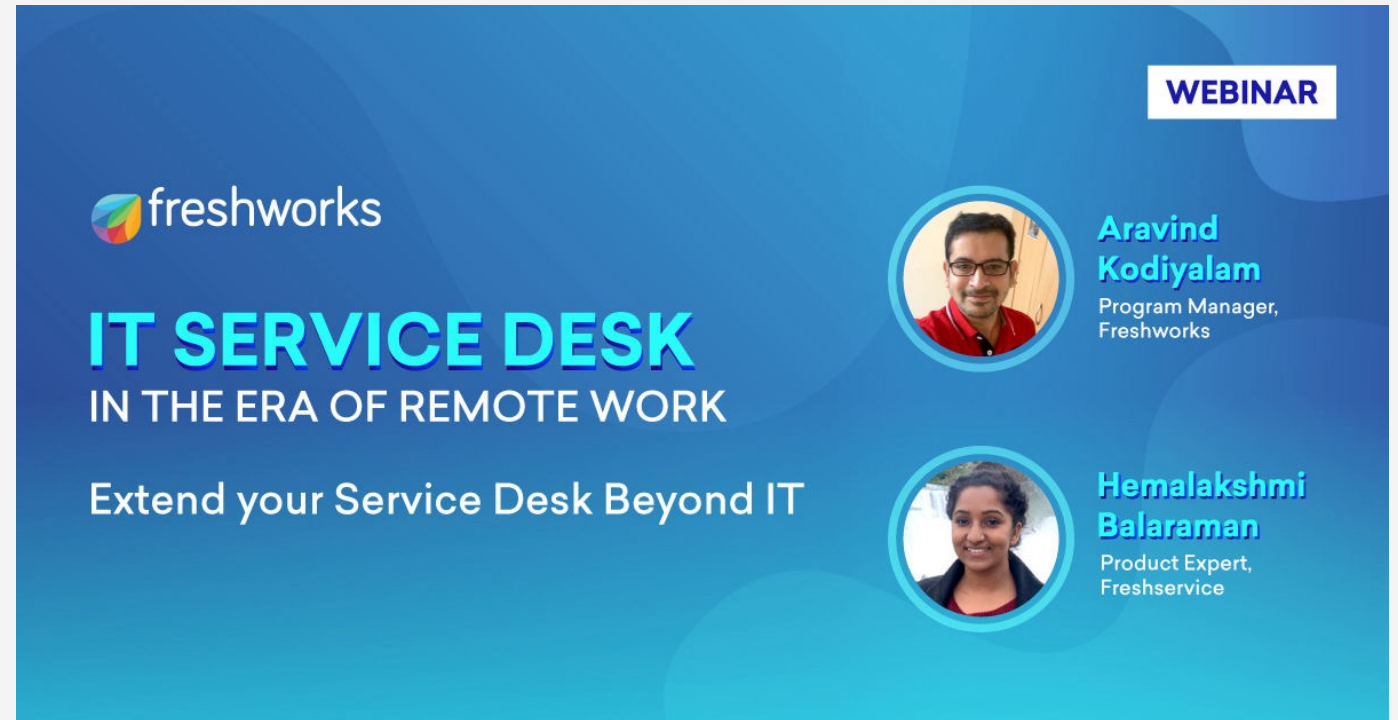
Download the handbook



## Out in the wild

This included:

- A flagship webinar program aligned to core solutions to drive high-intent engagement
- An always-on content hub (TRO) to extend discovery, visibility, and retargeting
- On-demand promotion to turn single events into continuous lead generation
- Multi-channel activation across email, paid media, telemarketing, and targeted account engagement
- The result was a shift from campaign bursts to a sustained demand system—where every touchpoint built on the last.





“

The shift to a simplified, always-on model has improved both efficiency and effectiveness—allowing us to better align globally, optimize spend, and drive more consistent demand.

”

**Karen Bone, Sr Director Digital Marketing**



# UNBOUND IA

**Brand to revenue,  
done right.**

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**Sean Hardwick, Client Solutions Director**

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