

# “Fast. Powerful. Ingenious.” campaign launches new product

Introducing the new  
standard for network  
testing



Fluke Networks is the world-leading provider of network test and monitoring solutions to speed the deployment and improve the performance of networks and applications. Leading enterprises and service providers trust Fluke Networks' products and expertise to help solve today's toughest issues and emerging challenges in WLAN security, mobility, unified communications and data centers. Based in Everett, Wash., the company distributes products in more than 50 countries.

## THE METRICS



Typical coverage

## LINKSPRINTER TESTER BREAKS GROUND

**The challenge:** An industry leader, Fluke Networks has set the standards for sophisticated and powerful network testing solutions. In 2014 the company introduced a new product category: a tiny network tester that could identify Ethernet problems in less than 9 seconds, fit in the palm of your hand, and integrate with smartphones and the cloud. Their 4.25" tall LinkSprinter was the first affordable cloud-enabled network tester for PC technicians, system integrators and prosumer enthusiast. Fluke Networks asked Voxus to build awareness through technology publications and social media to drive customers to learn more on the company's website before purchase, primarily on Amazon.

## INTRODUCING THE NEXT “LITTLE BIG THING”

**The idea:** Fluke Networks has long been known for sophisticated and powerful network testing solutions. They're the industry standard. In early 2014 the company decided to launch a tiny new network tester that could identify Ethernet problems in less than 9 seconds, fit in the palm of your hand, and integrate with smartphones and the cloud. Called the LinkSprinter, it truly was the first affordable, cloud-enabled, network tester for PC technicians, system integrators and home networking enthusiast. With primary distribution through Amazon, Fluke Networks looked to Voxus to build a groundswell of awareness through technology publications and social media that would drive customers to learn more on the company's website.

## SIMPLY POWERFUL

**The solution:** How a simple, tiny tester could deliver powerful results was our key story. We worked with client teams to create videos, how-to guides, press releases, PowerPoint presentations, blogs, social media content and promotions. Analysts' research through the report helps keep APImetrics top-of-mind. We shipped LinkSprinters to 100 key influencers in a surprise and delight campaign. We secured 15 feature articles in top tier outlets, plus 14 influential blog articles and ten product reviews. Almost 1500 people entered the Genius-on-the-Go contest. Social content produced more than 3,500 clicks, 140 shares and 500 Likes with 268 influencer Tweets. #awesome.

## TOP RATINGS, PRAISE AND COVERAGE

**The results:** *PC Magazine* named LinkSprinter an Editor's Choice. *Network World* gave it 5 out of 5 for making Ethernet testing affordable and easy. *InfoWorld* wrote "The industry has been screaming for a handheld network test tool that is fast, self-documenting, and affordable enough for every tech to carry one. LinkSprinter answers the call."

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