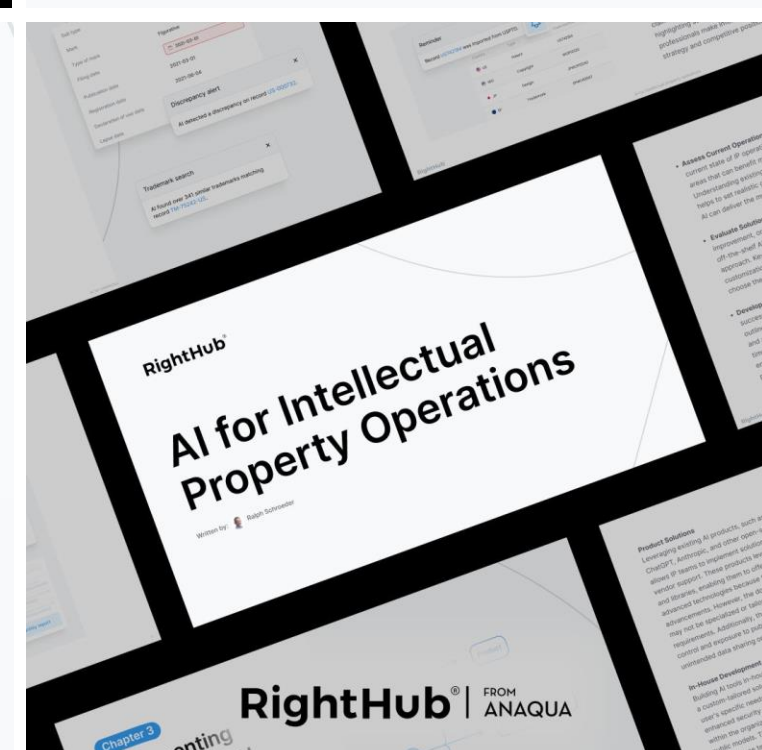
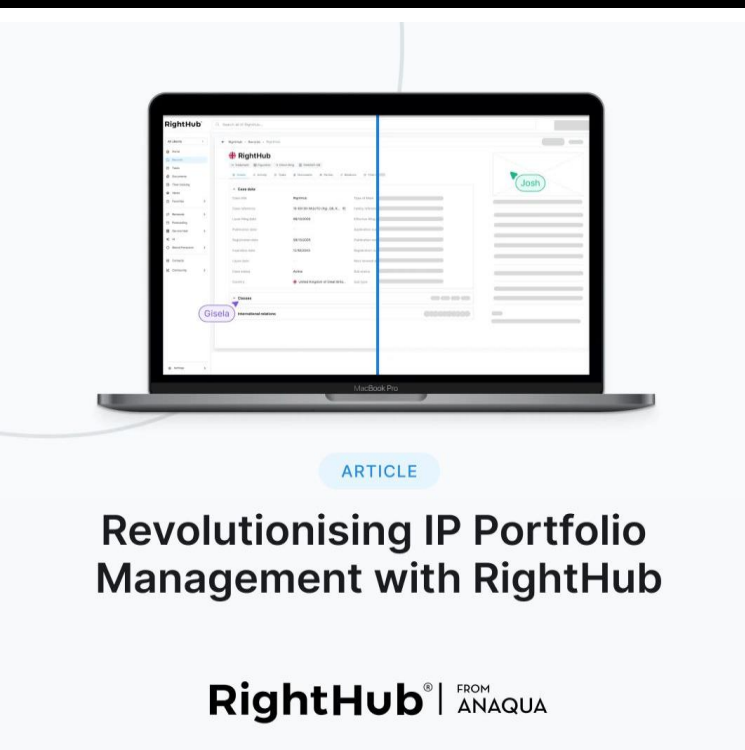
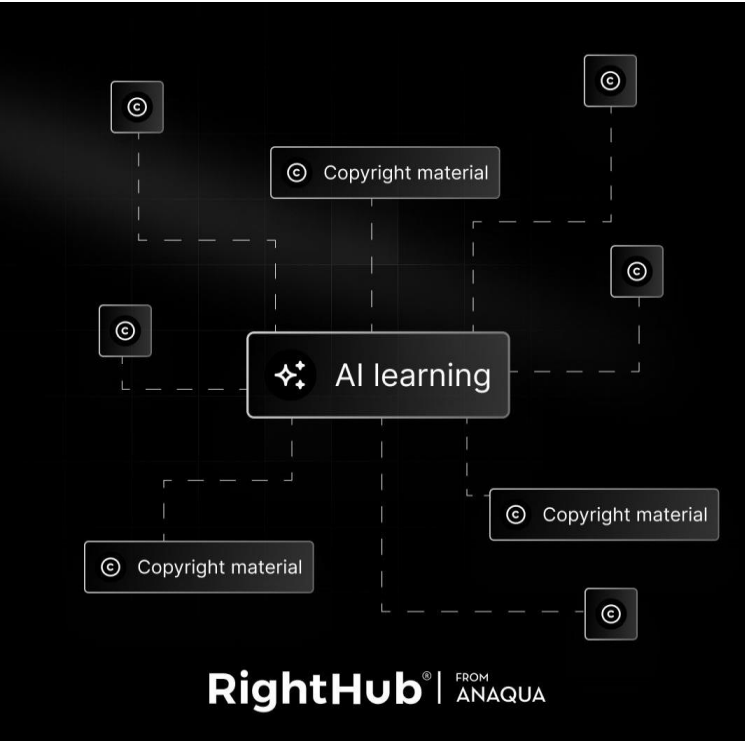




## CASE STUDY

### RightHub® | FROM ANAQUA

RightHub is a leading provider of AI-powered IP management software for law firms. As part of The Jargon Group's broader scope of work for RightHub, we produce a series of webinars to educate key decision-makers in their industry and generate leads.



## What We Did:

We handled all the technical logistics to ensure that RightHub's webinar ran smoothly, allowing them to focus on delivering value to the audience

Crafted a strategic campaign to maximise interest in RightHub's webinar across all key channels

Amplified the post-event impact by repurposing RightHub's webinar content into engaging, shareable assets

# Results:

1

£200,000 worth of hot leads generated through the webinars

2

Over 160 signups for a single webinar – all IP/tech/legal executives

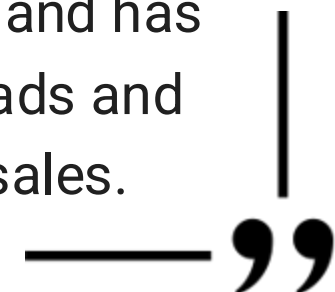
3

47% average signup attendance

## Webinar guest examples:



Working with The Jargon Group on webinar production has been invaluable. The partnership has allowed us to create content that we wouldn't have been able to otherwise, and has generated tangible results through leads and connections that have turned into sales.



Helen Boydell, Head of Marketing, RightHub