



Build trust. Close deals. At scale.

How ForgeRock reached the global C-suite—and closed their biggest-ever deal



Objective

ForgeRock set out to **engage the world’s top CIOs**, lead the digital trust conversation, and position themselves at the forefront of identity innovation.

Solution

Over 24 months, we delivered Trust & Identity: a campaign of co-branded insights, C-suite interviews, executive events, exclusive research, and the Global CIO 100 Awards. Every touchpoint was designed to build trust, deliver insights, and open doors into target accounts.



What we achieved in 24 months



HotTopics didn’t just support us—they changed the game. They connected us to the right people, shaped our story, and drove real momentum with our top accounts

Robert Humphrey
CMO, ForgeRock

Circa \$50M deal:
ForgeRock’s largest ever
Circa \$50M attributed revenue—ForgeRock’s largest-ever deal and standout ROI across the full 24-month campaign

C-suite conversations that count
50+ conversations with Fortune 500 CIOs

Strategic relationships built, including with one of the world’s largest banks

Insight-led approach unlocked account needs and accelerated sales

Major uplift in trust and awareness with global tech buyers