

# Marketing Solutions Success Story

with iPost



KirkpatrickPrice  
Innovation. Integrity. Delivered.

## The Value of Compliance

iPost is a flexible and dynamic marketing automation solution for email and mobile needs, built for marketers by marketers. Like many others in the marketing industry, iPost was being asked by clients and prospects for evidence of their commitment to data security. When iPost decided to begin the SOC 2 compliance journey, it felt slightly nerve-racking to begin such a big project. After completing a SOC 2 Type I audit, though, they've already seen positive changes and a growing culture of compliance within their company. iPost's CEO, Cameron Kane, said, "The real value in the SOC 2 audit is that we've become a better company. The audit forced us to grow, and that's not an easy thing – but we did it."

Recommendation  
Score:



Online Audit  
Manager Score:



## Was the SOC 2 Audit Worth It?

After completing a SOC 2 Type I audit, iPost is heading towards the next step: a Type II audit. They know that the next audit will be difficult but are following remediation guidance to become as prepared as possible. When asked what he would say to other organizations considering pursuing SOC 2 compliance, Kane said, "First, it's not going to be as bad as you think it's going to be, even if you feel strapped for time and resources. Second, you really can use it in a sales environment. Lastly, your auditor is not there to 'get you' – they're there to help you!"

## Leveraging Compliance as a Competitive Advantage

Today's customers recognize the importance of data security and internal controls. One of the reasons why a SOC 2 attestation is so valuable to iPost is because it provided them with bigger, better sales opportunities. Kane knows that the opportunities are endless when you can demonstrate that you care about your customers' data and have the evidence to prove it. iPost knows their competitors and others in their industry are being pushed towards a SOC 2 audit, and their proactivity has paid off.

1

Streamline Your Audit

2

Partner You with an Expert

3

Deliver a Quality Audit

## Did KirkpatrickPrice Deliver on Their Quality Guarantees?

During iPost's audit, they interacted with an Information Security Specialist and the President of KirkpatrickPrice, Joseph Kirkpatrick. Between the two, they had over 45 years of experience in information security. Kane said that Kirkpatrick set the tone for the engagement: he knew that it would be a long process, but also understood that the auditor's intention was not to find sensitive areas and pour salt in the wound. Instead, the auditor was there to help, point, and direct iPost into stronger security practices. Right away, iPost knew that their SOC 2 engagement wasn't a stereotypical audit. Kane said there was no reason to be guarded, because he knew that the KirkpatrickPrice team and iPost team were all working towards the same goal: to make iPost the best organization it can be.