

Email Application Success Story

with Sigstr



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The Need for SOC 2 at Sigstr

Sigstr helps the world's best marketers do amazing things with their employees' emails. The average person spends 6.3 hours in their inbox every day. Sigstr gives marketers the ability to serve targeted ads to their audience where they're spending the majority of their time - the inbox. This connectivity between Sigstr and email clients presents information security risks that Sigstr must address. Sigstr knows that employee email is incredibly sensitive, which is why they decided to pursue SOC 2 Type I and Type II attestations. Within a year of this decision, Sigstr completed the compliance tasks at hand and gained both attestations. Sigstr's commitment to security will continue on, as they plan to annually undergo SOC 2 Type II audits.

Information security and compliance have a two-fold importance to Sigstr. To keep their applications safe from unauthorized access and maintain uptime, they have to be the best of the best – and compliance helps raise the bar. It's also important to the growth of Sigstr's business, aiding them in closing deals with enterprise-level organizations who demand that their vendors be held to a high standard of security and compliance.

“ Going through the SOC 2 audit process is exciting and challenging. Since this was the first set of SOC 2 audits that Sigstr had gone through, there was somewhat of a fear of the unknown. KirkpatrickPrice did a great job to help us prepare and we are very glad to have gone through the process. ”

Brent Mackay, Director of Product Management and Data Protection Officer

Recommendation
Score:



Online Audit
Manager Score:



1
Streamline Your Audit

2
Partner You with an Expert

3
Deliver a Quality Audit

Competitive Advantage for Sigstr

Sigstr is the only company in their space that has gone through a SOC 2 audit – and they didn't stop with the Type I attestation. They completed both Type I and Type II within a year. That alone is a competitive advantage, but furthermore, Sigstr's SOC 2 audits were measured against all five Trust Services Criteria.

Having a SOC 2 Type II report readily available has also helped Sigstr accelerate the vendor approval process with many of their customers and prospects. Without a SOC 2 report, the vendor approval process can take much longer, and potentially lose the opportunity to do business with larger prospects who expect to see a formal information security program in place.