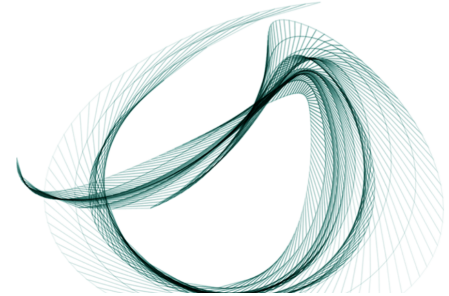


CASE STUDY

Maximizing Customer Story Impact for a Leading OT Security Solutions Provider



In cybersecurity, getting named case studies can be difficult. That's why a top OT cybersecurity solutions provider went all out when a major CPG client with many well-known household products agreed to share their story – their first named cybersecurity case study ever.

Challenges

Leveraging a Rare-Named Case Study Opportunity

How could this client make the most of this rare opportunity, showcasing it with compelling storytelling across multiple assets and channels and ensuring other large industrial organizations understood how the client could meet their OT cybersecurity needs?

Solution

Effective Storytelling Through Deep Insights and High-Quality Production

The company teamed up with CyberTheory to turn this rare opportunity into an amazing story and promote it through various paid and organic channels to drive awareness, warmed up leads and expanded pipeline results.

CyberTheory met the challenge by creating several pieces of long-lasting and highly engaging content, and delivering it in a full funnel media plan for high visibility:

- A high-end custom video, scripted and produced by CyberTheory, featuring footage of client headquarters and product shots of well-known household brands that customers would be immediately familiar with.
- A high production-value webinar, featuring subject matter experts from both companies discussing the real challenges in their industry, and why they chose our client as their provider.
- An event-ready "Ask Me Anything" guide, for SME use at in-person events, ensuring key story points would be covered.

- An in-depth written case study, highlighting important details about the engagement that were most compelling to those in the same role or market space, especially CISOs and plant leadership in industrial organizations.
- A full funnel media launch plan, bringing the story to key target roles and promoting it with relevant hooks so it was easy to find, as well as compelling to click and consume.

Results

Activating Interest and Demand

In addition to the evergreen content pieces the client can continue promoting, the case study launch campaign achieved several quantified outcomes:

- 101,150 impressions, 2,873+ clicks and 330+ conversions, with a 11.53% conversion rate from paid search over a period of three months.
- 220 high-quality initial leads from the client's enterprise-level ABM list.
- 1,300+ views on a native article placement.
- A highly satisfied client who communicated that what CyberTheory created was exactly what they had envisioned for this project.