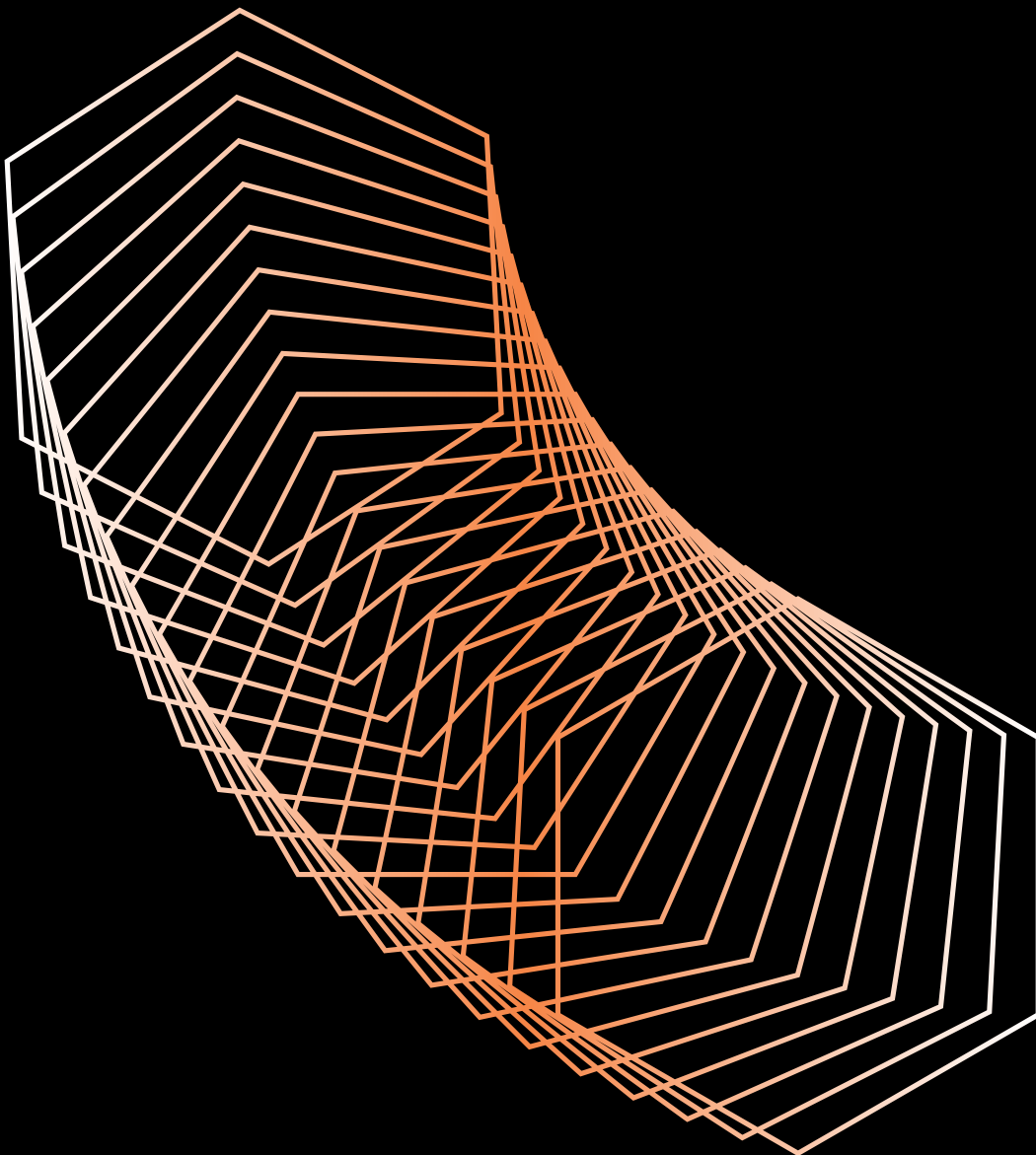


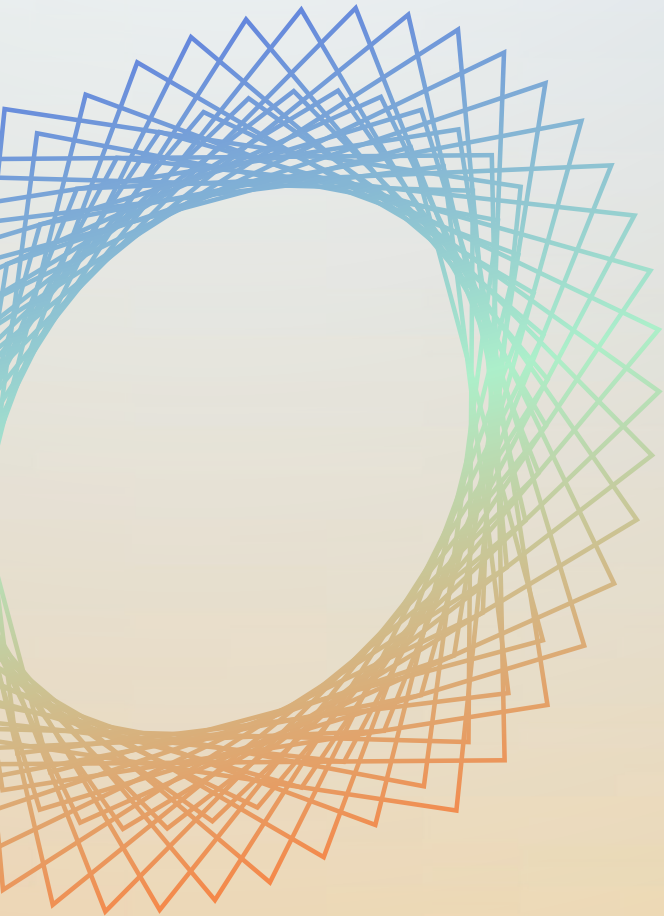


# Success Story

## Ermetic



# Table of contents



3	<b>Introductory Page</b>
3	<b>Customer Overview</b>
3	<b>Challenges</b>
4	<b>Solutions</b>
6	<b>Results &amp; Benefits</b>
6	<b>Future Plans</b>
7	<b>Testimonial</b>

# Meticulous Planning Grows Ermetic Traffic and Thought Leadership, Thanks to Wadi

## Customer Overview



<https://ermetic.com/>

Industry: Cyber

Ermetic's holistic cloud infrastructure security platform reveals and prioritizes security gaps in AWS, Azure and GCP, and enables you to remediate them immediately. From full asset discovery and deep risk analysis to runtime threat detection and compliance, Ermetic automates complex cloud security operations through meaningful visualization and step-by-step guidance. Using an identity-first approach, Ermetic dramatically reduces your cloud attack surface and enforces least privilege at scale.

## Challenges

When Ermetic started to work with Wadi in 2020, the company was in the early stages of its marketing activity. In order to help Ermetic scale their marketing activities, Wadi Digital has provided services to Ermetic from all three of its departments: PPC, SEO & Cyfluencer.

## SOLUTION

### **Solution**

Ermetic was growing quickly but decided to continue with some external services, rather than bringing it in-house. While maintaining super high standards of work, we adapted Wadi's services to their needs and have continued our work with them for much longer than typically expected, considering their size and rate of growth. Our collaboration increased visibility and awareness as well as improved thought leadership and authority.

Wadi boosted awareness through PPC activity (e.g. increasing exposure of shared videos, blogs and testimonials). Wadi also helped Ermetic add value to their potential customers through gated ebooks, webinars and guides. The PPC team helped Ermetic provide value to their prospects by promoting highly demanded gated content which also influenced brand recognition and thought leadership.

Wadi's PPC team developed a strategy tailored for Google. The team implemented best practices with search, display and video campaigns including YouTube to ensure that the plan covered all Google properties with relevant keywords and relevant audiences. The team discovered multiple use cases containing keywords that potential users would be interested in and ensured that relevant ads appeared to match those keywords. They also ran remarketing campaigns to catch all intent and increase brand visibility.

### **SEO**

From an SEO standpoint, Wadi Digital helped Ermetic launch a new website and seamlessly migrate their old site. This was a challenging project since migrating a

## SOLUTION

website can cause major traffic disruptions and broken urls , if planned incorrectly. Everything was meticulously planned and implemented, so that Wadi succeeded in the migration with proper redirection, no errors or 404 pages. Ermetic's collaboration was crucial, as they cooperated with the suggestions, resulting in a strategic and effective plan. Certainly, the strong positive and collaborative relationship made Wadi's job much easier.

Within a year of working with Wadi Digital, total organic users grew from 8,978 to 63,418 – over 600% organic growth!

Google update impact: Since May 2022, overall growth rose 5.2%. There was also an increase in the level of the engagement, including sessions per user, bounce rate and average session duration. Despite the update in June 2022 that affected websites worldwide, Ermetic was not impacted due to a strong website and rich content. Ermetic's website is easy to navigate and answers a lot of user questions regarding significant categories.

## Cyfluencer

Maturing quickly, Ermetic was looking for additional avenues to support their growth. Cybersecurity professionals do not take content seriously if a professional is paid to share it. In addition to ads, Ermetic needed a credible way to get more organic shares of their thought leadership content. They decided to partner with Cyfluencer, a Wadi Digital platform built specifically for cybersecurity influencer marketing. Via the platform, their content was shared by notable security leaders to a wider audience of cyber professionals, getting tens of thousands of views and a significant increase in traffic from their organically targeted audiences.



## RESULTS & BENEFITS

## FUTURE PLANS

### Results & Benefits

All three teams helped Ermetic support their hyper growth and were able to help Emertic gain and maintain authority in the cloud security space.

#### SEO

- Within a year of working with Wadi Digital, total organic users grew from 8,978 to 63,418 – over 600% organic growth!
- For 2022, organic growth increased by 173% and sessions, by 155%

#### PPC

- Excellent lead generation results:
  - In the first year, LI average daily leads increased by 150% growth
  - CPL decreased by 200% within a year
  - Success with keyword and audience optimization level for Google and LinkedIn

### Future plans

Ermetic and Wadi continue to discuss how to improve digital marketing efforts, what kind of content they need, and what to build into their structure. Going forward, Ermetic and Wadi will focus on new categories, improve existing ones and rework the main navigation. Ermetic will continue to influence thousands through Cyfluencer's platform. As for PPC, once Wadi's team managed to scale the campaigns, Ermetic built its own internal PPC program.

## TESTIMONIAL

### Testimonial

“Wadi Digital has served us with paid acquisition for all important channels, SEO, link building, and Cybersecurity Influencer Marketing. This was done with their strong understanding of B2B cybersecurity marketing. Over time, Wadi has led Ermetic to see an increase in leads and opportunities, plus week-on-week records in terms of organic traffic. They also helped us connect and distribute our content with cybersecurity influencers throughout the world, creating unique demand generation opportunities. If you are a B2B tech startup, we can warmly recommend Wadi.”