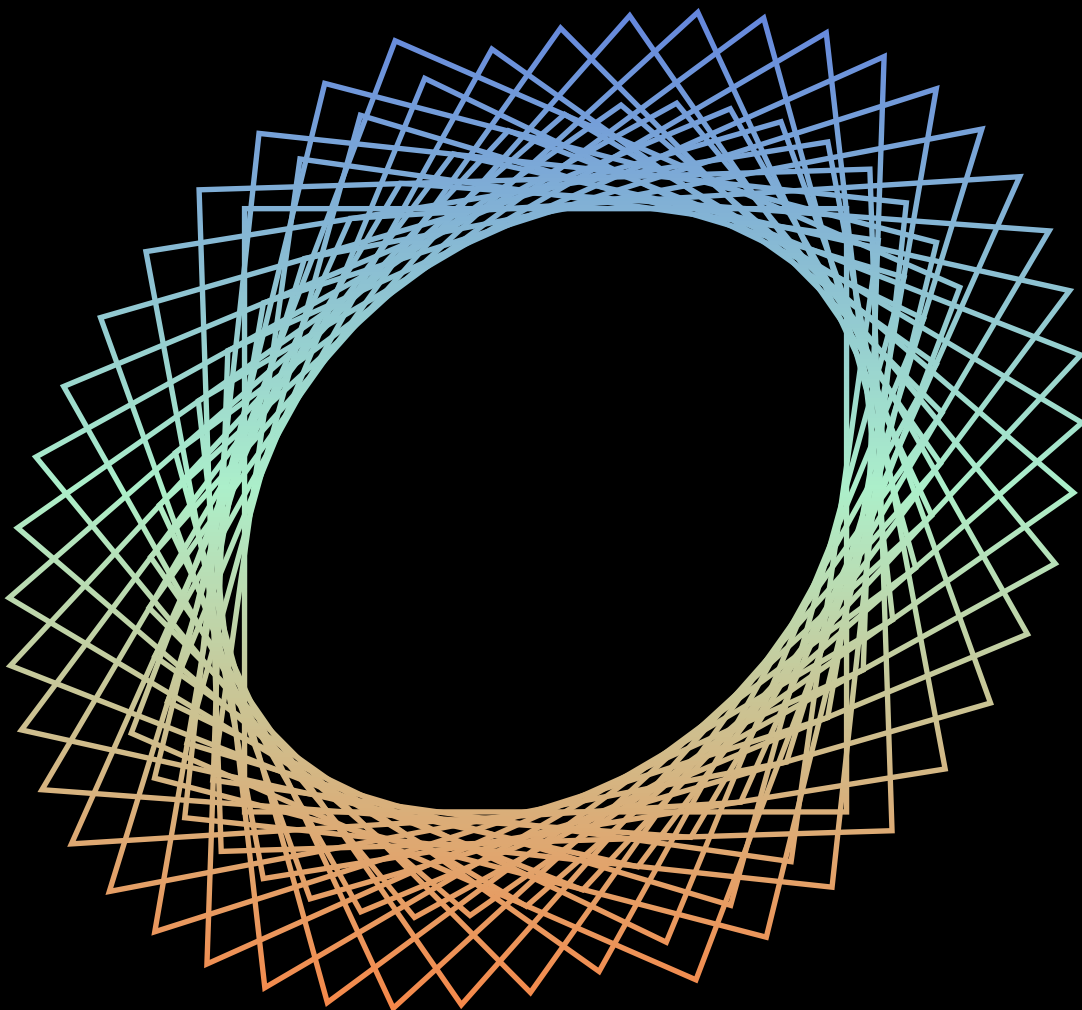


# SCADAfence **Success** Study



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# WadiDigital Helps SCADAFENCE Reach Highly Relevant Audiences

## Customer Overview



<https://www.scadafence.com/>

**Industry: OT & IoT Cybersecurity for Critical  
Infrastructure & Enterprises**

SCADAFence is the global technology leader in OT & IoT cybersecurity. SCADAFence offers a full suite of industrial cybersecurity products that provides full coverage of large-scale networks, offering best-in-class network monitoring, asset discovery, governance, remote access, and IoT device security. SCADAFence offers managed services for OT security in order to help industrial organizations protect their OT Networks with minimal effort.

**Services provided by Wadi Digital:**

Paid Media, LinkedIn Ads, Google Ads, GDN, YouTube Ads, Remarketing, Search Engine Optimization

## Challenges

SCADAFence is a Wadi Digital customer for both PPC & SEO services for two years.

## SOLUTION

### **SEO Challenges: Long sales cycles, general industry keywords**

From an SEO perspective, they had minimal traffic, minimal conversions, and lacked a lead flow, content creation/ calendar and clear organic strategy. SCADAfence's solutions have a long sales cycles, especially in industries such as manufacturing, oil and gas, and energy companies. As for keywords, the industry uses many keywords that can be general and used for education purposes.

It's challenging to start from scratch with a limited budget who wants results quickly. B2B in SEO is tough, because it's focused on highly targeted, relevant targets in a niche area. Differentiation within cyber, there are niche areas and you can rank #1 for the keyword but the category is not mature enough, and the industry has not caught up. SEO experts need to work with clients to ensure that the content has the intent that it needs to target the correct personas. Wadi Digital was brought in to target people at a higher level, with a higher intent and deeper in the buyer's journey.

### **PPC Challenges: LinkedIn lead generation, low brand awareness**

SCADAfence turned to WadiDigital to focus on lead generation in LinkedIn, raise brand awareness and generate conversions from Google Ads. Targeting the director or manager such as CISO job titles can create expensive CPL, but Wadi Digital leveraged its PPC expertise to achieve good CTR and reasonable CPL.

## **Solution**

The WadiDigital team created a brand new account on LinkedIn Ads, built industry-focused audiences and

## **SOLUTION**

## **RESULTS & BENEFITS**

launched lead generation form campaigns with specific gated assets such as case studies, industry reports and demo ads. After optimizing the targeting and ads, the campaigns generated high qualified leads, including demo requests directly from LinkedIn ads. The team promoted additional pieces of content on LinkedIn and replaced existing content with optimized assets. WadiDigital also experimented with new ad formats to create additional touchpoints.

Wadi's efforts on Google Ads were focused on attracting more traffic to SCADAfence's website using highly relevant and product focused keywords, as well as bidding on brand keywords and responding to competitors' activity with highly relevant content. The PPC team performed the competitor research, keyword research, launched search campaigns, Google display and YouTube ads for highly relevant audience segments.

### **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**

- New organic users has increased by 82% since Wadi Digital started working with SCADAfence, compared to previous period
- Total organic sessions increased by 68% percent
- Total organic goal completions increased by 36%

#### **PPC**

- Excellent lead generation and CTR results: 200% above average industry benchmark on LinkedIn
- Laser-focused industry-specific campaigns with single image ads

## FUTURE PLANS

- Met objectives to get leads by reaching decision-makers of the manufacturing/pharma/oil & gas/energy industries with personalized and informative LGF ads.
- Increased requests for demos from both remarketing and industry-focused audiences

### Plans for Future

Due to the hard work, SCADAfence is in a healthy place in terms of lead, flow, content creation and traffic. Going forward in the partnership, WadiDigital plans to leverage the strong foundation and take it to the next level, such as how to better control traffic and retain people longer on the Website.

## TESTIMONIAL

### Testimonial

"We have seen great results from Wadi's efforts. My team looks forward to our recurring meetings and we learn tremendous insights from Wadi's leadership. I highly recommend working with Wadi."

Michael Yehoshua, Vice President, Global Marketing



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