



# Generating awareness and leads for security product launch

## THE RESULT



**60 PIECES** of thought leadership, product launch and funding media coverage in Axios, Fortune, CIO, SecurityWeek, SC Magazine, Boston Business Journal, Security Today and others



**66% INCREASE** in website traffic during launch month over the previous three months' average, with significant increases in referral, direct and organic search traffic



**MEASURABLE INCREASE** in leads directly from press hits



Introductory analyst briefings secured with Enterprise Management Associates, ABI Research, IDC, Intellyx, Osterman Research and Ovum

## CHALLENGE

Over a four-month campaign, Metis was tasked with publicizing the launch of Edgewise Networks' zero-trust security platform. Metis employed a strong mix of proactive media and news placements, executive thought leadership, and analyst and influencer relations to establish Edgewise as a serious contender with a superior solution to the incumbent providers.

Metis began seeding the market prior to the launch, introducing reporters and influencers to zero trust and microsegmentation, and establishing Edgewise executives as sources for expert security and IT commentary. Armed with that recognition among media along with customer success stories and analyst feedback, Metis helped Edgewise enter the market with a big splash around their unique solution. Timing the product launch and company funding news together resulted in widespread awareness in business, IT and security publications, generating



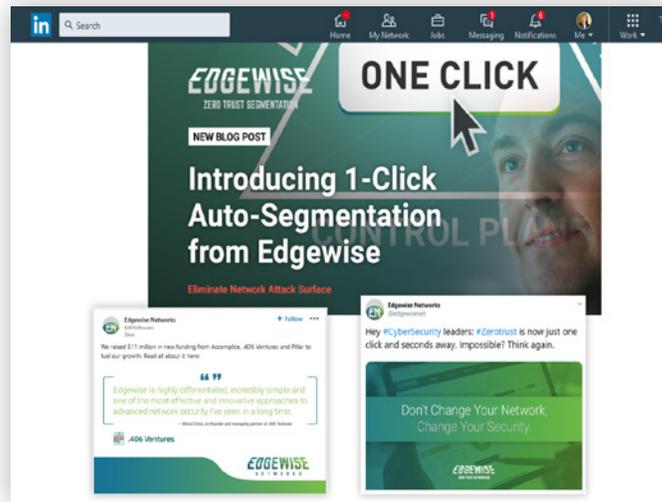
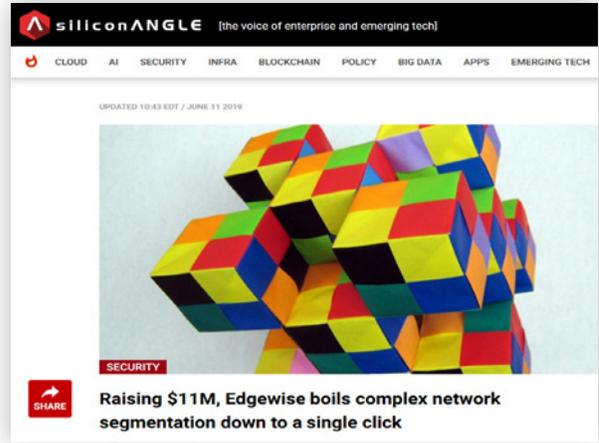
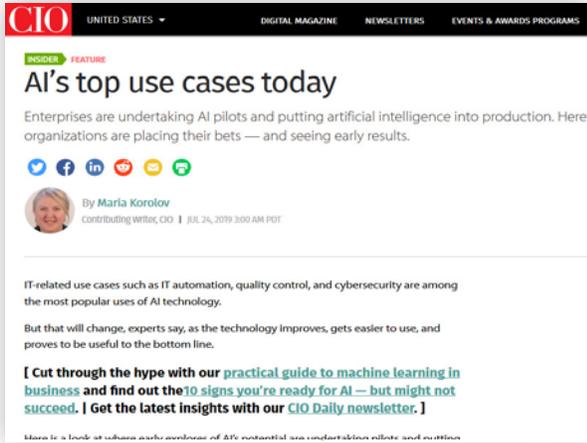
**COMPANY:** Edgewise Networks

**INDUSTRY:** Security

**LOCATION:** Burlington, MA

**WEBSITE:** [edgewise.net](http://edgewise.net)

# HIGHLIGHTED CAMPAIGN EXAMPLES



“Media and analyst awareness was critical to our product launch plan, and Metis delivered. In a very short time frame, Metis secured placements in every major technology and security publication, which immediately resulted in leads, site traffic and awareness.

- NAGRAJ SESHADRI, VICE PRESIDENT OF MARKETING