



METIS
COMMUNICATIONS
Agents of Influence™

CASE STUDY

Generating awareness and leads for security product launch

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 several quality leads.



Company: Edgewise Networks

Industry: Security

Location: Burlington, Mass.

Website: www.edgewise.net

*“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

Results

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



Measurable increase in leads directly from press hits

66%



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

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

