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Expanding Traffic Growth by 10x and Preserving R&D Resources with Expert-Based Content

A Case Study with epsagon

Since 2018, Epsagon has focused on creating a first-in-class observability solution to give developers and DevOps professionals deeper insight into cloud-first applications.

Within eight months of launching their flagship observability product—a self-service solution to monitor and troubleshoot serverless applications—the company was already making waves within the DevOps community. Not long after their first launch, Epsagon released a more holistic version of their solution, giving companies observability across containers and Kubernetes, as well as serverless-based applications.

To expand the reach of their solution and support their rapid growth goals, Epsagon needed to increase web traffic and improve conversions at scale with expert-based tech content. In 2018, the company sought out IOD to support the company's marketing initiatives by creating a content strategy that included deep-tech blog posts, long-form guides, and multi-source assets like case studies and white papers to engage Epsagon's users.

As Epsagon grew, the company worked with IOD to increase content production from two expert-based, long-form blog pieces to six pieces per month, resulting in higher website traffic, increased conversions, and Epsagon establishing itself as an expert in the cloud computing industry.

After four years of rapid growth, Epsagon announced their 2021 acquisition by Cisco. There's no doubt that Epsagon recognized that branding plays a key role in getting acquired. By leveraging IOD to create tech content for their marketing channels, Epsagon successfully expanded the reach of its product, positioned its brand as an expert in the observability field, and supported the teams using their product in achieving exponential growth.

Like many tech startups, Epsagon initially planned to create expert tech content in-house by leveraging their R&D team's expertise. However, creating a consistent flow of content proved challenging for the growing team.

> *"We started to write technical content ourselves for 6 months because we realized that was the kind of content our audience would like,"* **says Nitzan Shapira, co-founder of Epsagon.** *"This became very time-consuming for our R&D team. Plus, the team couldn't guarantee a certain number of blogs per month because they had to build a product."*

As Epsagon's product quickly evolved to align with customers' needs, the R&D team needed to focus on an overarching go-to-market (GTM) strategy. Committing to a regular content creation schedule on top of their existing development priorities was nearly impossible for the R&D team to manage—it also simply wasn't the best use of the team's valuable time.

Yet, Epsagon's leadership team recognized that expert content production was crucial to positioning the brand as the serverless monitoring market leader both within the tech social community and in search engine listings. Since Nitzan had no intention of hiring internal content writers, he searched for an organization that could help him create high-quality, expert content consistently and at scale. He found IOD.

Leveraging Expert Writers with a Streamlined Process

Epsagon needed a predictable, reliable solution to create tech content—ideally with as little hand-holding as possible.

> *"The idea was very straightforward; we needed high-quality tech blogs that someone else could do for us so we didn't have to spend a lot of time on it,"* **Nitzan says.** *"We were looking for something that was pretty much guaranteed, where we could write blogs in advance and schedule them to publish, and know we'd have enough content for the entire month."*

That need made outsourcing content creation to IOD an easy solution. IOD's streamlined process and team of expert writers made it simple for Epsagon to publish content that supported, for example, bottom-up adoption—starting with tech practitioners being exposed to the Epsagon brand by reading content created by IOD. In turn, this enabled Epsagon's marketing team to generate a significant increase in website traffic and a constant stream of new highly qualified leads.

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The Solution: IOD's High-Quality Technical Content on a Guaranteed Schedule

Epsagon's founders deeply understood how important it is to speak authentically to their audience—a value they share with IOD's team.

> *"When Nitzan approached me, it was clear he appreciated the strength of tech content in the cloud and DevOps industry,"* says Ofir Nachmani, CEO of IOD. *"We discussed the need to generate expert-based content that aligned with their SEO strategy, and I was impressed by his understanding of his target audience and his authentic approach. Unfortunately, this is still uncommon when discussing content with tech leaders."*

For Epsagon, working with IOD is about connecting with their audience regularly and consistently to provide ongoing value. IOD's consistent content pipeline for Epsagon has taken their content production to a professional level and off their R&D team's task list. This helped Epsagon generate more high-intent web traffic.

> *"Even without thinking about the quality of IOD's content—which turned out to be very good— it's just the fact that we had the type of content we needed on a guaranteed schedule. That was the main thing we were looking for,"* Nitzan shares.

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Within the first six months of working together, Epsagon's organic traffic grew by 10x by producing two content pieces a month with IOD.

10x

Organic Traffic Growth

Month 1   Month 2   Month 3   Month 4   Month 5   Month 6
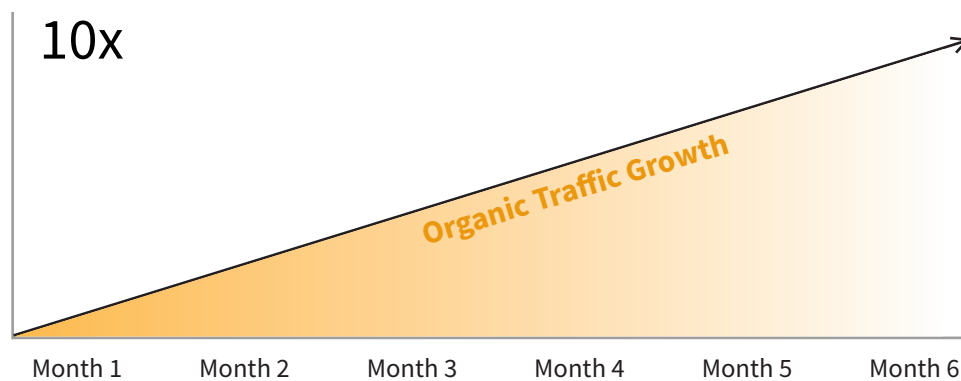
Epsagon's goal was to create even more organic and high-intent traffic, targeted specifically at developers and decision-makers. IOD's content played an integral role in Epsagon's rapid growth.

> *"Online content is not a guaranteed thing; publishing 3x more does not guarantee 3x more traffic,"* **shared Nitzan.** *"Yet, the one growth strategy that did continuously grow was traffic from the content we created with IOD, so we immediately chose to scale content creation. The ROI of continuing tech content services was already proven since we grew traffic and conversions through the blog."*

According to Nitzan, increased web traffic wasn't the only benefit Epsagon experienced from IOD's content.

> *"It really helps for people to look at the blog and see regular content,"* **Nitzan explains.** *"The blog was helping other marketing activities as well, like boosting events and outbound marketing efforts."*

With time, the IOD team became a crucial and integral part of Epsagon's marketing team. IOD's content creation alleviated the heavy lifting of content production, allowing Epsagon to focus on product development, distribution, and other marketing activities.

One of the aspects of IOD's process that stands out to Nitzan is how closely IOD works with clients to guarantee alignment. IOD helps clients like Epsagon get the tech content they need with our efficient, structured, and methodical process.

BENEFITS REAPED BY EPSAGON

What has Epsagon gained from its partnership with IOD?

- **Positioning their brand as experts** by creating high-quality, expert-based content that resonated with Epsagon's target audience

- **Growing traffic by 10x within 6 months of engagement** and continuing to steadily increase traffic to improve conversions attributable to the company's blog

- **Allowing its R&D team to save time and focus** on development instead of generating content

- **Driving ROI across marketing efforts** by leveraging blog success and increased traffic to drive event registration, outbound marketing campaigns, social media shares, and more.

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Summary

Rapid-growth tech startups like Epsagon know how critical content is to accomplishing their goals, attracting new users, and converting readers into buyers. To maintain an aggressive GTM strategy, many tech startups know they need to outsource content production, but finding expert writers is an unexpected challenge.

Connecting with developers means creating high-quality, relevant content that helps users better understand how to use your product to make their lives easier. With IOD, our content strategists, experienced writers, and top editors specialize in creating key content that captures the interest of developers and produces consistent results, ultimately making your life easier, too.

Partnering with the right content team plays an integral role in ensuring your company's success and driving measurable KPIs. IOD helps organizations like Epsagon create a scalable content pipeline they can count on, driving ROI for years to come.

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Epsagon

Application monitoring built for containers and serverless.

Epsagon simplifies modern cloud application development as the pioneering microservices-native observability platform, used by engineering leaders, devs, and architects to promote team knowledge of architecture and confidently scale and iterate services faster.

IOD

IOD serves some of the most well-respected brands in cloud, DevOps, data engineering, cybersecurity, and AI, creating meaningful tech content that strengthens your brand and converts traffic into quality leads.

IOD's agile teams of vetted tech experts and professional editors work together to build you a rich content library: technical blogs, white papers, ebooks, tutorials, product comparisons, thought leadership, and more.

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