UPDATED CASE STUDY 2026

How Wiz built a content engine that pays for itself

Expert-written cloud security content that ranks in Google, gets cited by AI engines and drives pipeline.

5 years
serving Wiz as its content partner

18x
organic traffic in five months

1,400
top-3 Google keywords in 2025

Cited
by ChatGPT, Gemini, Perplexity and Google AI

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“Not only have we seen our organic traffic increase since partnering with IOD, now we're seeing what really matters, which is the revenue side of things. If you look at how much we've spent on IOD content so far, the amount of attributed pipeline from the Academy is outpacing that. So the content has been more than paying for itself from early on in our engagement.”

Raaz Herzberg CMO & VP Product Strategy, Wiz

BACKGROUND

Wiz, founded in 2020, offers a cloud-native application protection platform (CNAPP) that helps organizations secure everything they build and run in the cloud. In March 2026, Google completed its $32 billion acquisition of Wiz, the largest acquisition in Google’s history.

As Wiz grew, it needed content that matched its product: deep, accurate and trusted by practitioners. Its CloudSec Academy knowledge base had about 30 articles from a year of work and around 500 organic sessions a month.

IOD has served Wiz as its content partner for five years, and the partnership keeps growing.

RESULTS

A content engine that keeps compounding

FIRST FIVE MONTHS

18x
Organic traffic, from 500 to 9,000 sessions a month

100+
Long-form articles, at 20 to 25 a month

180
Top-3 Google keywords, #1 for dozens of terms

95%+
Less PMM review time per article

2025

30K
Organic sessions a month, on track in 2025

1,400
Top-3 Google keywords, on track in 2025

#1
Brand visibility in CNAPP and CSPM queries

Cited
By ChatGPT, Gemini, Perplexity and Google AI

Sources: Wiz CloudSec Academy organic data shared by Wiz. First-five-month figures as reported by Wiz at the time. 2025 figures are the trajectory Wiz reported. #1 brand visibility is Wiz-reported. AI citations from AI-visibility tracking of wiz.io, December 29, 2025 to February 5, 2026.

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CHALLENGE

Expert content, efficiently, at scale

1 **Practitioner depth**
Wiz needed writers with hands-on cloud security experience to meet the Academy's technical bar.

2 **A strategy partner**
Wiz wanted a partner that brings research, briefs and outlines, not only keywords.

3 **A clear, trackable workflow**
Full visibility into what is in progress, what is due and who owns each step.

4 **Volume to match the market**
Growing from about 30 articles a year to a steady 20 to 25 a month.

5 **More PMM time for product**
Product marketers focused on product angle instead of copy edits, with practitioner insight that goes beyond generic AI tools.



"We needed bloggers and writers who were actually in the cyber and cloud security space, who had lived it and could write from experience. Fortunately that is one of IOD's core competencies."

Erik Episcopo Senior SEO Manager, Wiz

SOLUTION

A content engine run by experts

1 **Practitioner authors**
Cloud security architects, DevOps engineers and senior developers write on their own specialties.

2 **CTO office as technical gatekeeper**
IOD's CTO office leads research and ideation, and reviews every brief, outline and draft for accuracy.

3 **Expert-led, AI-assisted production**
AI speeds up research and first drafts. Experts own the insight, accuracy and point of view.

4 **One transparent workflow**
Strategy, brief, outline, expert draft, editorial QA and one Wiz review, with every step tracked.

5 **Dedicated editorial and QA**
Editors and a custom Wiz style guide keep voice and SEO consistent, so PMMs review only substance.

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IMPACT

What changed for Wiz

1 **#1 in Google within months**
Top rankings arrived about three months in, for topics like CSPM, Kubernetes security and shared responsibility.

2 **The most-cited brand in its category**
In AI answers, wiz.io is cited far more often than Palo Alto Networks, Fortinet, Check Point and CrowdStrike.

3 **Pipeline that outpaces spend**
Academy content supports first touches, renewals and expansions, and is reused in paid social, newsletters and white papers.



“Working with IOD, it really feels like we're content partners. It's not just someone dropping off a Google Doc in your email every other week. We're working on this together.”

Erik Episcopo Senior SEO Manager, Wiz

Beyond Brand Awareness: Research-Heavy Assets for Demand Generation

Beyond brand awareness and SEO, GEO, and AEO, IOD also supports Wiz’s demand generation with research-heavy gated assets. These long-form pieces target specific industries and use cases, including highly regulated industries and government agencies. Each asset is developed around Wiz’s target buyer personas, such as security leaders, compliance owners, and cloud architects, addressing their specific challenges and providing valuable, actionable insights that drive engagement and conversions.

About Wiz

Wiz, now part of Google Cloud, secures everything organizations build and run in the cloud. Its CNAPP gives security and development teams visibility, context and risk prioritization across AWS, Azure, Google Cloud and Oracle Cloud.

About IOD Tech Content

IOD creates expert-led technical content for B2B tech brands in cybersecurity, cloud, data engineering, AI infrastructure and developer marketing. Vetted practitioners, professional editors and AI-assisted workflows build content that ranks, gets cited by AI engines and converts into pipeline.

Build your own content engine
A dedicated team of tech experts, editors and strategists.

Book a call

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