

IAMONDEMAND

IOD

[tech.content]

WIZ

Wiz Partners with IOD,
Building a Content Engine
That Pays for Itself with
18X Organic Traffic



www.iamondemand.com

© 2024 IOD Cloud Technologies Research Ltd.
Reproduction in whole or in part without written permission is prohibited.



“

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. We're seeing leads from fairly sizable companies. And 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

Founded in 2020, cloud security startup Wiz offers a **cloud-native application protection platform (CNAPP)** that enables organizations to securely accelerate development in the cloud.

By 2023, Wiz had become the world's largest cyber unicorn and the fastest SaaS company to achieve a \$10B valuation.

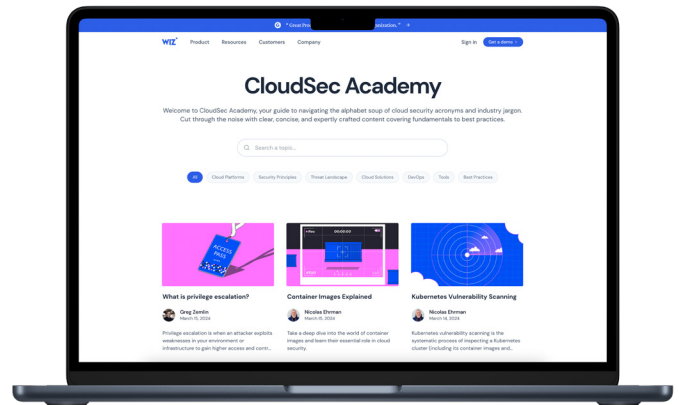
Ranked in the top 5 of the CNBC Disruptor 50 list, Wiz is constantly expanding its capabilities to keep up with the ever-changing threat landscape, such as by becoming the first CNAPP to offer AI security for OpenAI.

Following its early success, Wiz realized it needed to ramp up its content marketing efforts and establish thought leadership but was held back by a complex, undefined content production process. Despite great effort, the Wiz CloudSec Academy knowledge base had yielded little to no engagement.

Wiz marketers needed an efficient long-term strategy for SEO-friendly tech content development and production at scale.

Challenge: Produce Authentic Tech Content Efficiently at Scale

Wiz's **CloudSec Academy** learning hub is geared toward decision-makers (CISOs, security VPs, and directors) as well as practitioners whose buy-in matters (DevSecOps engineers, cloud security architects, etc.). Yet content creation was inefficient while the resulting engagement was low.



1. Surface-Level Technical Content

Google rewards content showcasing experience, expertise, authoritativeness, and trustworthiness (E-EAT). The content Wiz had attempted to create with various writers and agencies was superficial, lacking in technical depth. They needed writers who were experienced subject-matter experts (SMEs) capable of producing deep-tech content.

2. Lack of Strategic Input

Most content agencies and writers don't provide market information or content direction (research, article briefs, outlines), so Wiz never knew what the final article would look like and if it would align with their messaging and goals.

3. Inefficient Communication & Workflows

Confusion and delays left Wiz with little insight or control over the content creation process, including current status and delivery dates.

4. Picking Up the Pace

Wiz needed more high-quality content to keep pace with competitors, but the content creation and review process was very slow and inefficient.

5. Streamline Content QA

Product marketing managers (PMMs) were wasting time and resources fixing content for clarity, technical accuracy, and consistent brand voice.



A lot of the content from previous writers just never made it out of review. Drafts were simply not used because they never hit the mark. Too much time was being spent on the articles, and we couldn't get them to where they needed to be."

— **Erik Episcopo**,
Senior SEO Manager, **WIZ**

Solution: A Well-Oiled Content Production Machine

To produce high-quality content for practitioner audiences, Wiz chose IOD for its expertise, robust content strategy, dedicated custom content production team, and efficient workflows.

1. Extensive Network of Tech Experts

IOD gave Wiz access to bloggers who were developers, DevOps, and cloud security professionals, ensuring authentic and insightful content requiring minimal to no revisions.

2. Deep-Tech Content Strategy & Research

IOD's dedicated tech content strategist helped Wiz plan topic selection and development, ensuring that all content would resonate with target audiences.

3. Streamlined Content Management & Production

IOD's streamlined production process included collaboration through Google Docs and Asana, ensuring full transparency throughout the production process. IOD editorial eliminated time-consuming PMM edits, allowing for faster publication without compromising quality.

4. Tech Content at Regular Cadence & Scale

Working with experienced tech experts eliminated publishing bottlenecks Wiz had experienced in the past, letting them meet and surpass competitor content production.

5. Consistent Brand Messaging & QA

Wiz's dedicated IOD editorial team created and followed a custom style guide, ensuring brand consistency across all content assets.







“

Because of what IOD brings to the table, the review cycles are so quick, which allows us to publish regularly and at a rapid pace, without compromising on quality.”

— Erik Episcopo,
Senior SEO Manager, **WIZ**

Result: Driving Business Through Meaningful Tech Content at Scale

Soon after partnering with IOD, Wiz began seeing measurable results:

 ORGANIC TRAFFIC	 ARTICLES PRODUCED	 GOOGLE RANKING	 TIME SAVINGS
18x Increased to 9,000 sessions per month	100+ In 5 months, a cadence of 20-25 articles per month	#1 For key security terms, top 3 for 180 keywords	95%+ More efficient content review for PMM

1. Streamlined, Accelerated Production

IOD's production process minimized editing and review time, from 3-4 cycles and multiple hours per asset to just 1 review cycle of 30 minutes on average, for faster content publication.


2. Content Strategy That Drives Results

Wiz's new content strategy delivers authentic, audience-tailored content. Working with SMEs means articles are enriched with code snippets, tables, diagrams, and images, enhancing value and shareability.

3. Rankings: Hitting #1 in Google

Within three months, Wiz had achieved #1 rankings for key security topics. In total, 180 keywords ranked #1-3; Wiz was also #1 for dozens of key security topics such as CSPM, cloud security challenges, and shared responsibility.

Cloud security posture management (CSPM) is the process of securing multi-cloud environments with enhanced visibility, risk and misconfiguration identification, posture assessment, and compliance protocols.

 [wiz.io](https://www.wiz.io/academy/what-is-cloud-security-...)
<https://www.wiz.io/academy/what-is-cloud-security-...>
What is CSPM? - Wiz

4. 18x the Organic Traffic

SEO success translated into an 18x jump in organic traffic over 5 months, from 500 to 9,000 organic sessions, highlighting the effectiveness of its strategic partnership with IOD.

5. Scaling to 100+ Articles in 5 Months

This level of production far surpassed the potential output of Wiz's internal team. This regular cadence is enabling Wiz to surpass competitors and establish thought leadership for key topics.

6. ROI: Solid Leads and Revenues

All these metrics have translated into a significant rise in leads and revenue. Plus, Wiz can further repurpose IOD-developed content for other marketing channels, extending its impact and value.



Through its unified cloud security platform, Wiz empowers security and development teams by providing unmatched visibility, context, and accurate risk prioritization throughout the entire development lifecycle. Wiz’s CNAPP solution creates a normalizing layer between cloud environments, offering prevention, active detection, and response. By rapidly identifying and removing critical risks, teams can drive business impact.

IAMONDEMAND



[tech.content]

IOD serves some of the most well-respected tech 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**.

Start working with your dedicated
tech content production team.

[Get in touch](#)