

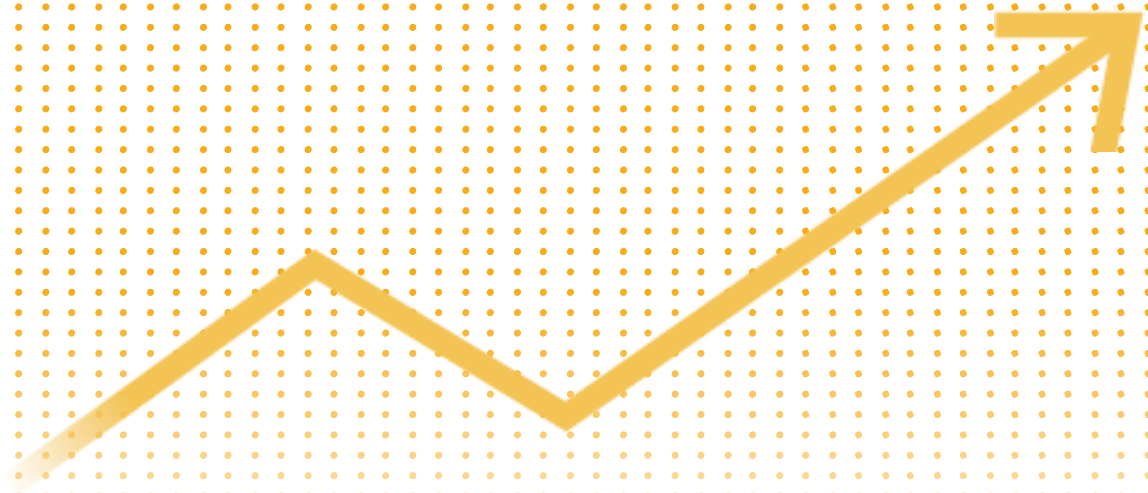
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**WIZ**

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



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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. We're seeing **leads and contacts** 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](#)

Cloud security startup Wiz was founded in 2020 with the goal of helping organizations build secure cloud environments to accelerate their businesses. By 2023, it had become the biggest cyber unicorn in the world and the fastest SaaS company to achieve a [\\$10B valuation](#).

Through its [cloud-native application protection platform \(CNAPP\)](#)—featuring a wide range of tools such as CSPM, CDR, IaC, container security, and much more—Wiz enables organizations to securely accelerate development in the cloud.

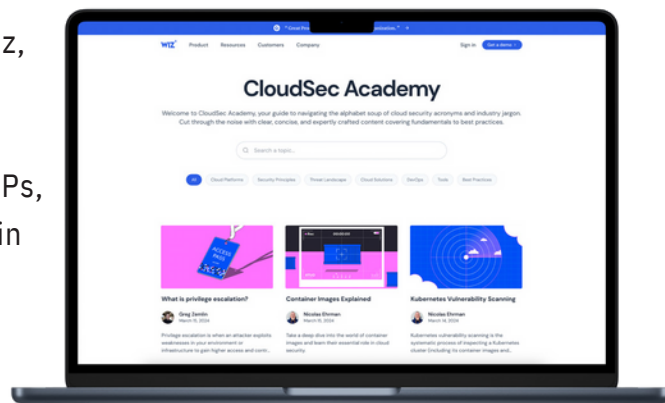
Wiz, which ranked in the top 5 of the CNBC Disruptor 50 list for 2023, is also constantly expanding its capabilities to keep up with the ever-changing threat landscape. In January 2024, for example, the startup introduced its [OpenAI SaaS connector](#), making it the first CNAPP to offer AI security for OpenAI.

Alongside this hyper growth, Wiz needed to ensure its content marketing could keep pace. It recognized the importance of establishing itself as a thought leader in the field. Yet despite the success of its product offering, its CloudSec Academy knowledge base was yielding little to no engagement.

Looking to change this, Wiz turned to IOD to support the organization's marketing initiatives through deep-tech content strategy and production at scale. In five months, they had produced over 100 long-form technical content assets, were ranking #1 in Google for multiple cybersecurity topics, and the Wiz Academy had gone from 500 to 9,000 organic sessions per month.

# Challenge: Demonstrating EEAT Through Expert-Based Tech Content at Scale

When Senior SEO Manager Erik Episcopo joined Wiz, the company's [CloudSec Academy](#) was failing to drive the results it needed. The learning hub, geared toward decision-makers (CISOs, security VPs, and directors) as well as practitioners whose buy-in mattered (DevSecOps engineers, cloud security architects, etc.), was key for generating leads.



Yet working with a number of different agencies and freelance writers, the Academy had produced just 30 articles over the course of a year, and engagement was low—at just 500 sessions per month.

## 1. Fluff, Technically Inaccurate Content = Endless Review Cycles

As an SEO expert with over a decade's experience in the tech space, Episcopo knew Google rewarded content that showed what the search engine has coined “**EEAT**” (experience, expertise, authoritativeness, and trustworthiness). He also knew that demonstrating this required quality, deep-tech content written by **subject-matter experts (SMEs) with real-world hands-on knowledge and experience**.

But the marketing writers they were working with did not have the cloud security background needed to produce meaningful and technically accurate articles that would resonate with Wiz's audience. As a result, the content ended up stuck in **endless review cycles**.

There was a constant back and forth, as each subsequent draft once again missed the mark. This wasted hours and hours of valuable product marketing and R&D time, with nothing to show for it, Episcopo observed:

“ 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](#)

# Challenge: Demonstrating EEAT Through Expert-Based Tech Content at Scale

“It’s these SEO fluff articles that give SEO a bad name,” Episcopo added. And as a result of the poor content quality, he explained, the product marketing managers who had been reviewing the content were **no longer motivated** to contribute. Expecting the articles to be low quality, they pushed off their reviews, and the CloudSec Academy content program soon became stagnant..

## 2. Lack of Strategy

When it comes to partnering on **content strategy and research**, many agencies and freelance writers don’t get their hands dirty with the deep strategy and ideation work, according to Episcopo. “Most of the agencies I’ve worked with just ask me for the keywords and any key points we want included.”

At most, Wiz’s marketing team might receive a spreadsheet with a couple of lines on what the content would look like, but this “ideation” phase **lacked any clear direction**.

“It’s rare to find a writer or agency that feels like a content ‘partner,’” said Episcopo. “There’s often hardly any [brainstorming](#), guidance, nor input from most vendors.” And the absence of a clear plan—no extensive research, detailed article briefs, nor outlines—meant Wiz never really had a sense of what the final article would look like and whether it aligned with their messaging and goals.

## 3. Inefficient Communication and Workflows

Beyond the lack of technical depth and strategy, the absence of a clear production workflow further contributed to Wiz’s publishing bottleneck. As Episcopo explained:

*“The process just wasn’t there. There was no central location where we could see everything that was being generated. There were no clear steps on what was next, where anyone who joined the content team would be able to quickly onboard.”*

There was **no structure** to help streamline the content production; and there was **no visibility** into the process, making for a **hectic production workflow**. Episcopo added:

*“You were always asking questions, wondering when content was supposed to be delivered or when review cycles would be completed. The process was absent and a bit chaotic.”*

# Challenge: Demonstrating EEAT Through Expert-Based Tech Content at Scale

## 4. Low Content Volume

As a hyper-growth startup in a highly competitive landscape, Wiz needed to become a tech-content powerhouse. It needed to produce **quality technical content at scale**, and fast.

But they had a lot of catching up to do.

First, they were **starting fresh from SEO**. Second, in terms of volume, they were way **behind their competitors**, some of whom had had a digital presence for decades, had established blogs, and were pumping out content at a regular cadence.

In the meantime, the Academy was slow to get articles out due to the lack of process and numerous review cycles, as noted. **In a year, they had only managed to publish around 30 articles, when they needed to be producing 20-25 per month in order to reach their goals.**

Wiz had considered **moving production in house**, but that process would be too slow. Plus, they didn't have the time to train and educate their R&D team members on writing and SEO best practices; nor could they rely on GenAI tools like ChatGPT for tech content production due to issues with quality, including technical accuracy and [AI hallucination](#).

## 5. No Quality Assurance

Another bottleneck in Wiz's [tech content production](#) process was the fact that much of the outsourced content was delivered unpolished. There was no quality assurance (both in terms of the English and technical accuracy) and **no one to ensure consistent brand messaging, style, and voice**.

This meant that Wiz's product marketing managers (PMMs), a valuable technical resource, were spending countless hours editing content for language, clarity, and flow.

*“Product marketing time is a precious commodity, especially in a startup. But instead of being able to focus on their area of expertise—the product angle and technical accuracy—the PMMs were spending their time doing line edits and running texts through Grammarly,”* Episcopo said.

# Solution: Partnering with IOD

Having worked with IOD in a previous role, Episcopo knew IOD could provide the large volume of tech content Wiz needed for their diverse target audience (ranging from C-level to practitioner). While other team members were skeptical about working with yet another agency, because of Episcopo's experience with IOD, they were willing to give it a shot.

## 1. Extensive Network of Tech Experts

By partnering with IOD, the Wiz team gained **access to hundreds of tech experts**, bloggers, strategists, marketing writers, and more.

Having access to bloggers who were developers, cloud security architects, and DevOps engineers, for example, enabled Wiz to create insightful content—blog posts, white papers, sales enablement collateral, and more—on a variety of technical topics tailored to each of their target audiences.

When the Academy needed an article on AI security best practices, the content was written by a machine learning expert; when they needed a piece on secure coding, they were able to work with a senior developer, and so on.

As the authors were **practitioners in the field**—and often the target audience themselves—they didn't have to worry about technical accuracy, nor did the product team have to spend time explaining their technology to them.

Moreover, there was no need to chase after R&D for content nor deal with the headache of recruiting, qualifying, and managing a freelance workforce. **IOD's talent acquisition manager** handled all of that, ensuring the workforce pivoted and scaled with the company as the content strategy and requirements changed.



“ 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: Partnering with IOD

## 2. Deep-Tech Content Strategy & Research

As part of [IOD's content strategy and research](#) offering, Wiz was able to work closely with **IOD CTO** Petar Marinkovic—a senior cloud and DevOps practitioner—from the earliest production stages.

With Marinkovic leading the content strategy and serving as the main **technical gatekeeper**, IOD conducted **market research, competitive analysis, and brainstorming** sessions with Wiz stakeholders to help generate topics that would resonate with their target audience.

*“Working with the IOD strategy team, you get that internal validation from your target audience, and that gives you confidence in your project,”* said Episcopo.

Marinkovic was deeply involved throughout the entire production lifecycle—reviewing the SEO article briefs, outlines, and drafts in order to enrich the topics, check for technical accuracy and the right product angle, and to cater the articles to the specific Wiz buyer persona.

This took the guesswork out of the content production; Episcopo knew exactly what to expect:

“IOD’s CTO Petar and the strategy team became instrumental to the Academy content program, walking us through and designing what that content would look like. As an SEO strategist, when it came to deeply technical content, I didn't really have the time to ask for explanations from our tech team internally. Petar was huge in not only educating me; he also helped us design what, for example, a cloud incident response template should look like, offering a real-life scenario of a cloud SaaS company as well as specific playbooks.”

As Wiz’s dedicated tech content strategist, Markinovic also provided ongoing support, regularly reviewing the content plan with the IOD account and project managers as well as with Wiz in order to ensure its relevance and to pivot as needed.

# Solution: Partnering with IOD

## 3. Streamlined Content Management & Production

Previously, Episcopo had been handling the Academy content program on his own, doing all the heavy lifting; but working with IOD, he had an entire dedicated content production team at his disposal.

This included a core team of content and project managers, tech content strategists, three dedicated technical editors, and dozens of freelance technical experts, writers, and bloggers.

IOD essentially became an extension of the Wiz marketing team, accompanying them throughout the entire content production lifecycle.

With IOD, each stage of the process was clearly laid out and there was a clear separation of duties:

- **Content strategy/ideation:** Content strategist works closely with SEO, marketing, tech and product teams—researching and selecting topics tailored to each specific target audience and in line with the company’s marketing goals.
- **Brief:** Client/content strategist fills out a brief indicating key information to guide the tech writer, including topic and objectives, target audience, resources, links for inclusion, and so on.
- **Outline:** Writer creates outline based on the brief to ensure everyone is aligned.
- **Draft:** Writer creates first draft.
- **Editorial:** Professional technical editors review draft to ensure clarity and flow, as well as consistent messaging, reviewing every draft version.
- **Client review cycles:** Wiz provides feedback; revisions addressed with additional review cycles if necessary.
- **Ready for distribution:** Draft added to publishing queue.

Working with the IOD team in Google Docs and using the Asana project management tool facilitated collaboration and ensured full transparency throughout the production process.

As Episcopo noted:

*“Everything is in my Asana board; I know exactly where things stand and what’s next, and I can easily see what’s assigned to me. Plus, there are always clear due dates so I know when things are coming. IOD’s production process is so structured and seamless, it makes you wonder why everyone doesn’t work this way.”*

Wiz’s IOD account and project managers made sure everything was on track, communicating almost daily with Wiz. The production team strategized, synced, and did any necessary troubleshooting through regular calls. Not only did this streamlined production process take a huge load off the Wiz team; it also made it possible to produce at scale.



# Solution: Partnering with IOD

## 4. Tech Content at Regular Cadence and at Scale

Wiz needed to meet its goal of **20-25 articles per month** in order to catch up to its competitors; IOD's vast network and efficient workflows meant it could deliver on this.

With Wiz's **dedicated IOD production team** and its own internal stakeholders (SEO and marketing strategists, product marketing and tech reviewers) collaborating and working in parallel on the content production, Wiz would be able to quickly multiply the number of content assets published on the CloudSec Academy site.

Moreover, the deep involvement of a tech content strategist and tech experts with practical experience **eliminated** the **publishing bottlenecks** Wiz had experienced in the past.

As Episcopo explained:

*“While working with IOD, we've actually been down a PMM or two. So we had to make sure that the PMMs' review cycles were as limited as possible, especially as we were handing them 20-25 pieces a month on top of everything else they were doing. 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.”*

## 5. Consistent Brand Messaging & QA

As part of IOD's content services, Wiz was assigned a [dedicated editorial team](#). Three IOD editors and IOD's head of editorial worked regularly on the account, learning Wiz's messaging, target audience, voice, and tone.

To help enforce **editorial consistency** across the content, IOD's head of editorial created a **custom style guide**, which was regularly updated.

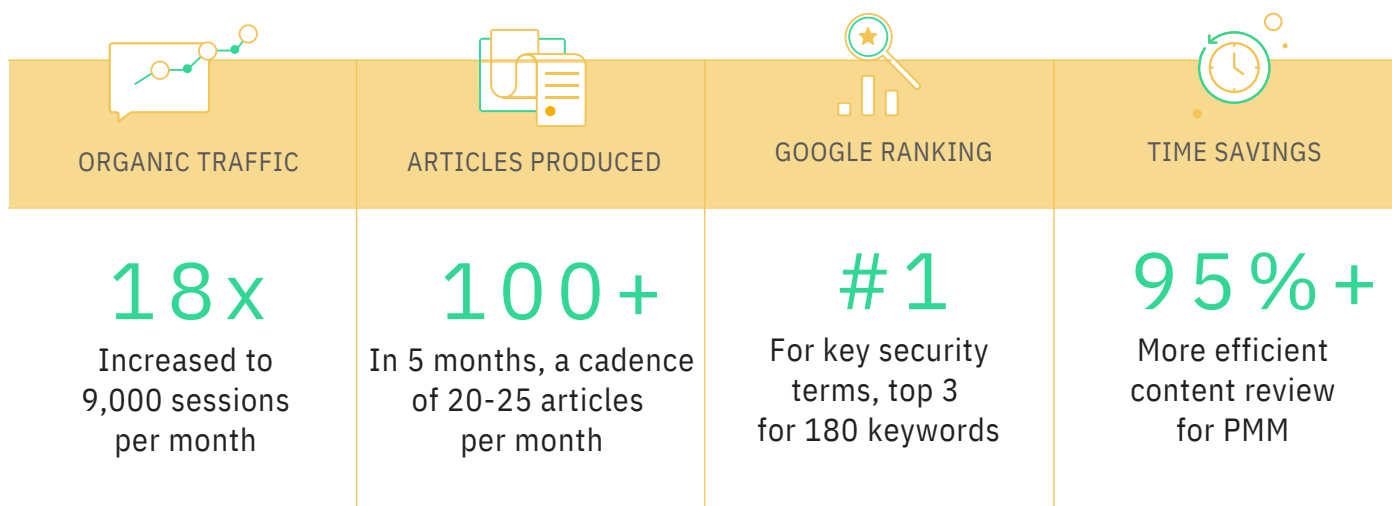
The editors followed this style guide closely, ensuring editorial consistency across all of Wiz's content assets. Wiz also adopted this style guide in house. IOD's editorial team also reviewed the articles for language and flow, checked that the briefs were followed, and that **SEO best practices** (e.g., white space, headings, crosslinks, and keywords) were implemented.

Episcopo remarked:

*“IOD's editorial reviews were great. We were no longer getting review comments from the PMMs on things they shouldn't be spending their time on, like grammar and flow. You'd think that was a small thing, but in the past, those issues could turn a simple task into a major undertaking, so IOD's editorial checks saved us so much time.”*

# Result: Driving Business Through Meaningful Tech Content at Scale

Just five months into Wiz's collaboration with IOD, the CloudSec Academy content program had been completely turned around. Not only was the company able to catch up with its competitors in terms of [volume](#), the Academy content was hitting the top rankings; generating traffic; and, most importantly, bringing in leads and revenue. Its work with IOD also helped Wiz streamline their content operation internally.



## 1. Streamlined, Accelerated Production

Thanks to IOD's transparent and efficient production process and quality technical content, Wiz was able to:

- **Slash average review time:** Before IOD, Wiz was averaging **3-4 cycles** and **multiple hours** on each asset, which almost always required major revisions; with IOD, that time was reduced to just **1 review cycle** of **30 minutes** on average, generally with only minor revision requests from the PMMs, if any. Episcopo noted:

*“The reviews on our PMMs have been fairly minimal. The average article takes one review cycle, which is mostly minor comments to make sure we touch on this and that, and then we're out the door. So the acceleration of the publishing can't be matched internally, especially at a company of our size.”*

- **Achieve internal buy-in:** According to Episcopo, the quality and technical depth of the articles IOD was producing encouraged the PMMs to become more actively involved in the Academy content program:

*“Working with IOD, we finally got buy-in from the PMMs, who had lost their enthusiasm for the Academy content due to previous issues with quality. They just saw how smooth the IOD process was; plus the traction and numbers spoke for themselves. They knew this was working, so they prioritized reviewing the IOD content—it just became part of their weekly schedule.”*

- **Streamline internal workflows:** Instead of the content production lifecycle stretching months, the PMMs would receive the content for review on Monday and review all of the articles by Friday.

# Result: Driving Business Through Meaningful Tech Content at Scale

Episcopo commented: *“Working with IOD has also helped me bring structure internally between SEO and our internal tech, product, and marketing teams. It's so much smoother now. Everyone knows when the content is coming and knows to set a specific time to review it. You have the PMMs saying, ‘I'm dedicating a portion of my valuable time to you every week,’ and it's in a structured manner, so it's not just like they're helping you out with a favor—they know it's worth their time. For an SEO that's a dream.”*

This was especially significant since, according to Episcopo, *“For most of the time so far that we've worked with IOD, we've actually been down a PMM or two. So we had to make sure the review cycles were as limited as possible because we were already handing them 20-25 pieces a month, which is a lot on top of everything else they're doing.”*

## 2. Content Strategy That Drives Results

As Episcopo noted:

*“The IOD team has really helped us in **identifying the right content and tailoring it to our audience**. When we write our advanced best practices guides on topics like AI, DevOps, or Kubernetes security, not only does our dedicated IOD content strategy team indicate what those practices are; they also add code snippets, tables, diagrams, and images that really enrich the articles and that have given us real **branding moments**. This also makes the pieces much more shareable.”*

In addition to this showing in the rankings and traffic, Wiz was also getting **positive feedback from security practitioners** on the articles, recounted Episcopo:

*“We've been getting comments from external practitioners who aren't part of Wiz on how awesome the Academy content is and asking how Wiz was creating it. Hearing that from a cloud security architect, for example, really validates the qualitative end of the articles we've been producing with IOD.”*

## 3. Rankings: Hitting #1 in Google

“One of the first indicators that your content program is working is the rankings,” Episcopo explained. And just three months into its partnership with IOD, the CloudSec Academy content had made it to the top rankings in Google.

*“By six months into our collaboration with IOD, we were **hitting #1 for a new term almost every week**.”*

**180 keywords** were **ranking #1-3**; Wiz was also **#1 for dozens of key security topics**, including:

- Cloud security challenges
- Cloud security standards
- Cloud strategy
- Cloud vulnerability/vulnerabilities
- Container runtime security
- CSPM (an especially competitive market)
- Kubernetes security issues
- Shared responsibility
- Vulnerability management practices

# Result: Driving Business Through Meaningful Tech Content at Scale

Based on their traction, Wiz also worked with IOD to create downloadable cheat sheets to supplement these top-ranking best-practice articles.

*“Now that we’re at #1, we’re going to start to see more of those downloads, which we’re getting contacts and leads from,”* Episcopo noted.

## 4. 18x the Organic Traffic

“After achieving top rankings,” Episcopo explained, “you expect to see the traffic benefits from that.”

The early indicators were there after just three months working with IOD: **“Most SEO experts will tell you it takes six months to a year to really start to see the effects [of your content]. Here, we saw it within three months—in terms of rankings and traffic,”** Episcopo stated.

And just five months in, Wiz had seen a **18x increase in organic traffic**, going from **30 articles** with **500 organic sessions a month to 9,000 sessions**.

“That was a huge jump in a very short period of time,” Episcopo added.

## 5. Scaling to 100+ Articles in 5 Months

In just five months, IOD had produced over 100 articles for the Academy knowledge base. After learning Wiz’s offering and their content needs, IOD was able to establish a [regular cadence](#) of 20-25 articles per month to meet the Academy’s goals, without compromising on quality.

Episcopo remarked:

“ Since partnering with IOD, we've been pumping out more content than any of the other teams internally. The Wiz blog has roughly 220 posts, and Wiz Academy already has around 100 articles. So **within these five months, we were able to catch up to a full team of researchers and writers.** ”

He added:

“ In the past we've had content just sitting there in review cycles. That’s basically just money sitting there. So by **eliminating** that **review and publishing bottleneck**, we’ve been able to publish at a rapid pace and at scale. ”

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...  
What is CSPM? - Wiz

# Result: Driving Business Through Meaningful Tech Content at Scale

## 7. ROI: Generating Solid Leads and Revenues

When asked about return on investment working with IOD, Wiz CMO & VP Product Strategy Raaz Herzberg commented, *“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—the opportunities coming from the Academy. We're seeing **leads and contacts** from the blog 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.**”*

As for the types of leads, Herzberg noted they were seeing both **old and new prospects** from the Academy content:

“

Some of these are first touches, but the content is also helping us seal renewals and expansion deals. For example, when we released the Wiz Runtime Sensor, the prospects would jump to our runtime security post to see our perspective on that. And that has helped massage that expansion or renewal across the way.

”

Wiz has also repurposed the IOD-generated content, using it for paid social, content syndication, email newsletters, and paid search:

*“We're also leveraging the **IOD content for other marketing channels**, which is performing and **bringing in opportunities and pipeline** as well,”* noted Herzberg.

## A Content Partnership: Expansion and Future

Just three months into the collaboration, Wiz decided to ramp up its content production with IOD, creating more gated assets such as white papers and cheat sheets to complement its SEO blog posts.

Impressed with the Academy content and the traction it was getting, Wiz's product marketing department has also begun working directly with IOD to generate product-related content for the Academy blog.

In addition, Wiz has been looking into IOD's [video](#) and design services as a way to further enrich the CloudSec Academy content, maximize their search, and to drive engagement through organic and paid social.

When asked to sum up Wiz's collaboration with IOD, Episcopo commented:

“

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. There are comments going back and forth between SEO and the editors, with the project managers, with content strategy, and directly from the tech experts writing for us. So you feel ingrained in this, that it's a team; you have a team with you.

”



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.



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