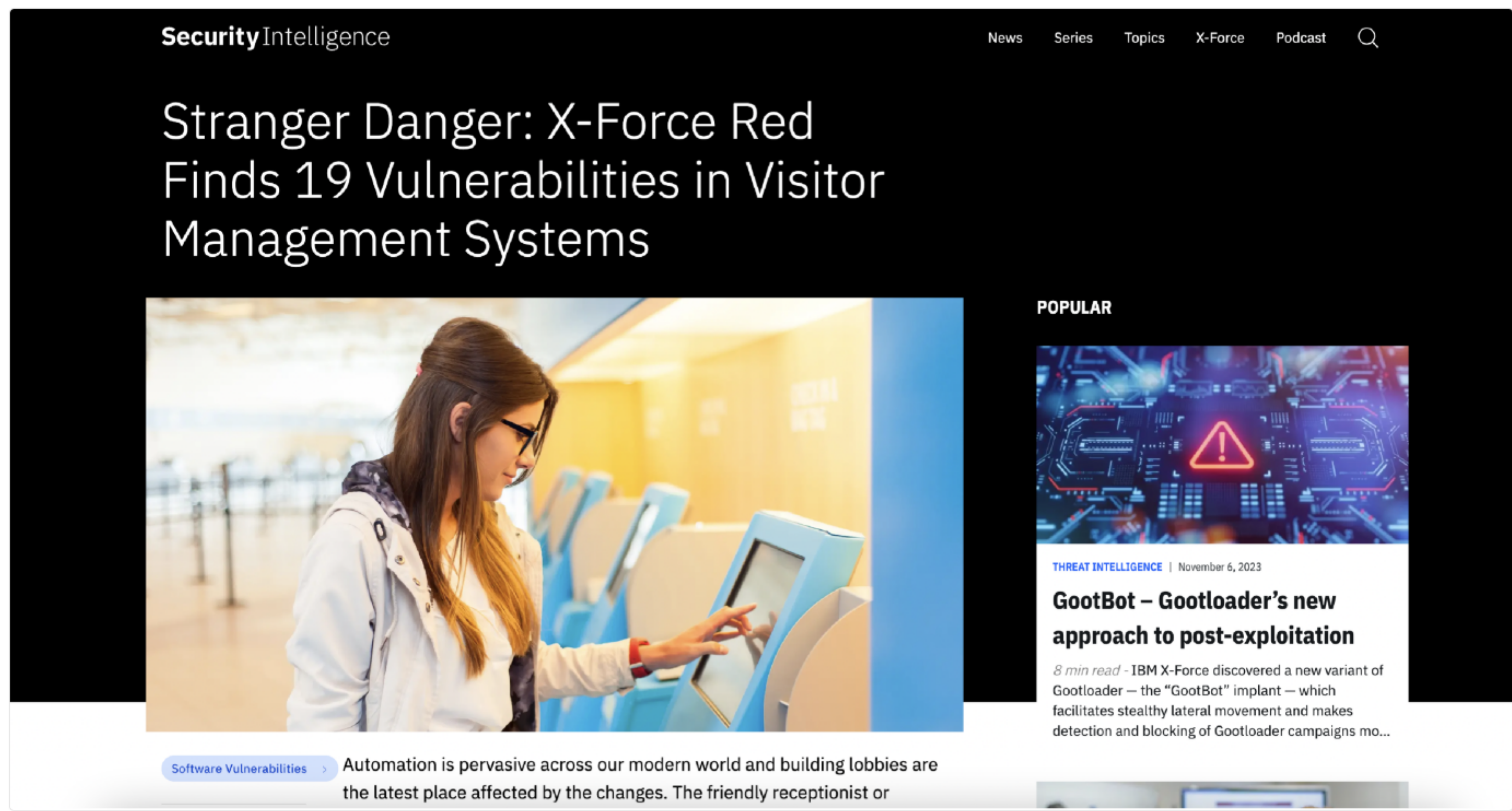


Transformed a B2B Blog into the Go-To Resource for Cybersecurity Professionals

We delivered the content to power IBM's Security Intelligence site, building and training a base of 500+ IBM experts and industry influencers to establish a cybersecurity publication that's cited by The NYT, Washington Post, and more.



With a strategy centered on scaling first-party thought leadership, the program produced unrivaled original analyses, threat research, and industry commentaries that security professionals now rely on.

Results

5.3M

Global organic search visitors

#1

Source of qualified leads for Security division

33K+

#1 rankings on key cybersecurity topics