NETSKOPE CASE STUDY

Strategic Engagement w/ Business Media



EXECUTIVE SUMMARY

In this case study, we dive into the growth journey of networking and security leader Netskope, who sought recognition from major business media for its increasing market leadership and its ability to take share from publicly-traded competition. We discuss the business media strategy crafted by the agency and how it was executed over a multi-quarter period.

INTRODUCTION

Netskope started out as a cloud access security broker (CASB) and evolved its business into a much larger offering built around secure service edge (SSE) and single vendor security access service edge (SASE) services provided through a robust network security platform. This part of the cybersecurity marketplace has become increasingly fragmented and competitive over the last several years, making it difficult to substantiate a unique business narrative with top journalists.

STATEMENT OF THE PROBLEM

Netskope experienced a steady cadence of recognition among security trade publications in recent years, but it was challenged in breaking through with business media because it leaned heavily into its technology story. Netskope sought strategic communication services and counsel to help the brand elevate its awareness among a more influential set of business media. The brand typically experienced a small soundbite or two in a business press up to this point and rarely had its executive bench prominently highlighted in larger business stories. That needed to change given the company's growth path.

DECISION CRITERIA AND CHOICE

GUIDING THE PATH FORWARD

Netskope sought a strategic communications firm with deep cybersecurity market expertise and wanted a more boutique offering to ensure more senior level collaboration was possible. W2's account structure and approach fully aligned with Netskope's agency support expectations and led the company to bring W2 aboard in October 2022.

IMPACT AND RESULTS

Over the course of 24 months, Netskope generated more coverage in Wall Street Journal platforms than at any other point in time in the company's history. W2 Communications' approach struck the right balance between business and technology storytelling. It not only led to a steady increase in tier-1 business results but also saw a boost in its trade media results. Nearly a year after onboarding W2 Communications, Netskope reported that it won consecutive quarters of competitive SOV, beating its publicly traded competition.

ALTERNATE COURSES OF ACTION

EXPLORING SOLUTIONS

Netskope sought strategic communications services that could be consistently delivered with a sense of urgency and staffers that could collaborate in lock step with their internal senior team. The company had several emerging needs including additional communications support for other verticals - including the public sector and temporary staffing support for other marketing functions - including social media management. The company was able to find turnkey solutions within W2 Communications vs. seeking additional communications vendors in the process.



RECOMMENDATIONS

TRANSFORMING MARKETING AND/OR STRATEGIC COMMS

Elevating brand reputation among business media is not a one-size-fits-all approach. That belief permeated the strategic communications playbook crafted by W2 Communications and was further embraced by Netskope. Business storytelling was contingent upon pairing relationship building with delivering custom, timely exclusive storylines and financial metrics plus a willingness for executives to be extremely candid in their storytelling delivery. This combination consistently met outlets' and editors' requirements leading to a steadier cadence of top results.