

How Cato Networks Gained More Leads with TrenDemon Intel

Client Overview

Cato Networks provides organizations with a cloud-based and secure global SD-WAN. Cato delivers an integrated networking and security platform that securely connects all enterprise locations, people, and data. Cato Cloud cuts MPLS costs, improves performance between global locations and to cloud applications, eliminates branch appliances, provides secure Internet access everywhere, and seamlessly integrates mobile users and cloud datacenters into the WAN. Based in Tel Aviv, Israel, Cato Networks was founded in 2015 by cybersecurity luminary Shlomo Kramer, co-founder of Check Point Software Technologies and Imperva, and Gur Shatz, co-founder of Incapsula.

The Challenge

After two years in operation, Cato's digital marketing efforts accounts for approximately 80% of its marketing-sourced revenue, so it was vital to maintain that level of performance.

The main objective of the website is to turn visitors into leads by prompting them to complete a contact form. Given that their product relates both to security and networking, the website content varies according to these fields.

It was therefore critical to know where and what content should be presented to visitors with different interests. Without this insight, Cato's ability to convert visitors was limited. Cato needed a range of tools that could provide every possible insight into how to increase engagement.

The Action

Cato evaluated various products, but was impressed the most by TrenDemon's easy integration. It took only two minutes to implement TrenDemon's code, followed by a rapid scan of all Cato webpages.

Then came the crucial step: production of optimization units that deliver content suggestions to the user on the fly.

Insights provided by TrenDemon's dashboard were immediate. The units effectively generated suggestions to users regarding other articles of interest, which extended user time in the conversion funnel and ultimately increased conversions.

Within a short time, Cato noticed that the number of pages read per visit was a key conversion metric. As the company fine-tuned its content according to TrenDemon's personalization features and insights, **they saw that pages per visit were increasing**, and reached an average of four per visitor. This is considerably high, particularly for a B2B website.

With the right messages in the right places, they were able to lead visitors to the contact form and convert unknown traffic into known leads.

The Results

As a result of TrenDemon's personalization feature, **Cato increased conversions from content by 42%.**

TrenDemon also allowed Cato to see which traffic sources contributed the visitors who read the most articles and ultimately converted.

This was particularly useful for analyzing the benefit of paid advertising campaigns.

Lastly, Cato's content managers and writers could now learn how their articles and blogs attracted visitors to the marketing funnel.

Instead of only seeing that an article was trending, they could determine if/how it contributed to goals, and use those topics as a guide for future articles.

"I have recommended TrenDemon to many peers, and they are using it," said Idan Hershkovich, Senior Director of Corporate Marketing at Cato Networks. **"Every B2B company website needs TrenDemon to direct people to the right places and provide guidance for content creators.** Plus, it's an easily integrated technology. Other tools simply don't provide these advantages."

About TrenDemon

TrenDemon's industry-leading solution enables marketers to analyze and increase the impact of content with a technology that is easy to implement and use, but which delivers powerful results. TrenDemon is trusted by top companies around the world, from Fortune 500 to early stage startups. To discover the value of your content and how we can take it to a higher level, arrange a no-commitment demo today.

[Schedule a Demo](#)