CUSTOMER STORY

Drata Maximizes Multi-Channel Opportunities with ViB

75%
live attendance rate at a recent webinar

5.02x
ROI on renewal appointments

12.23x
ROI on content syndication program



"We're embedding ViB solutions into every aspect of our funnel, creating an omni-channel approach. This is helping us push prospects who have already shown an interest further along the sales cycle and to the finish line."

Shannon Galvin
Senior Partner Marketing Manager, Drata

About Our Customer

Drata is an Agentic Trust Management Platform helping businesses bring governance, risk, compliance, and assurance together. With Drata, teams spend less time on repetitive manual work, while gaining a clearer view of what's happening across their organization and third-party ecosystems.

As Drata's Senior Partner Marketing Manager, Shannon Galvin leads revenue-generating co-marketing programs with technology, cloud, and other strategic partners. Her focus is on turning partner relationships into measurable demand, engagement, and pipeline through joint marketing programs and co-funded activities.

A significant part of her role is creating repeatable programs that can scale without requiring every team to rebuild an entire motion from scratch.

Challenge: Reaching the right technology decision-makers

One of the major challenges Shannon faces in her role is scaling partner marketing programs while maintaining quality and keeping the operational burden manageable for Drata's internal team. "We need to reach the right security, risk, and compliance decision-makers," she explained.

Additional challenges Shannon sought to overcome include:

- Extending the reach of webinars and content beyond Drata's existing audience
- Building webinar registration momentum on a predictable timeline
- Reaching specific buyer personas and target accounts across regions
- Creating qualified conversations without relying entirely on manual Sales Development Representative (SDR) and Account Executive (AE) outreach

Drata deploys ViB as an extension of its marketing team

Drata's introduction to ViB solutions was through its partner marketing and demand generation programs. The company was looking for a partner who could help extend its reach, target relevant security and compliance audiences, and execute programs with less operational lift for its internal teams.

> *"ViB stood out because it combines a large technology-focused community with turnkey campaign execution," noted Shannon. "That made it a strong fit for helping us reach our goals in partner-led webinars, meeting generation, and content promotion. Now, we employ ViB as an extension of our demand generation and partner marketing team."*

Today, Drata uses the full range of ViB solutions to support its partner marketing motion, including:

- ViB Emails to promote its webinars, events, and content
- ViB Webinars for full-service and simulated live webinar programs
- ViB Appointments for inbound meetings and appointment generation
- ViB Syndication for content and on-demand asset promotion

"For webinars and content campaigns, we provide ViB with our core messaging, audience criteria, and tracking requirements," Shannon explained. "ViB then helps us operationalize the promotions, reach the right audiences, manage registrations or lead generation, and handle reporting."

"For meeting generation, we align with ViB on our ideal customer profile, target account lists, personas, and qualification criteria," said Shannon. "ViB handles much of the sourcing,

outreach, and initial qualification, while our internal teams manage the follow-up and sales process."

Shannon added, "This model lets us use ViB in different ways across our sales funnel, helping us build awareness and registration at the top of the funnel while also supporting the middle of the funnel through the meeting-generation motion, which helps us create more direct sales conversations."

Drata gains campaign execution at scale with ViB

Shannon said that ViB delivers results for Drata on multiple levels: "ViB's audience and targeting capabilities help us get in front of the people we want to reach, while its campaign support reduces the amount of manual coordination required by our internal team. Plus, thanks to ViB's portfolio of solutions, we are able to expand beyond our owned audience, build stronger registration momentum for our webinars, and create a repeatable source of new conversations for our sales teams."

As an example of the results ViB is helping Drata generate, Shannon cited a recent full-service webinar generation project, which delivered:

632	474	75%
registrants	live attendees	live attendance rate

"Typically with a webinar, we don't see this type of conversion," noted Shannon.

The value ViB delivers to Drata has impacted both its effectiveness and efficiency, Shannon added. "[With ViB] our campaigns move faster, and our performance is measurable. Our internal marketing team is free to spend more time on strategy, partner alignment, and follow-up rather than campaign mechanics."

ViB delivers precise targeting to unlock new audiences

Drata uses a mix of marketing tactics to promote its products, from owned email to paid media to field events. "ViB compares favorably when our goal is to reach new technology and security audiences," Shannon said.

> *"With ViB, we never have to wonder whether we're reaching the right target audience," she added. "Our ViB customer success manager helps us fine-tune our targeting so that we're very deliberate in choosing the buyer personas we want to reach. Other agencies I've found are more spray and pray."*

Compared with purely outbound programs, Shannon said that “ViB is a stronger fit for building awareness, promoting content, driving webinar registration, and creating inbound interest. We’re hitting that sweet spot of intent buyers who are pre-qualifying before submitting a meeting request.”

After the webinars, ViB’s meeting-generation solution gives Drata an additional path to direct sales conversations. “ViB Appointments differentiates itself from other programs because it’s purely inbound,” noted Shannon. “There’s no SDR calling on your behalf. We can dictate the messaging. We’re able to add qualifying questions to weed out non-ICP-aligned folks.”

Drata expands ViB solutions into its partner program

Recently, Drata expanded ViB into its partner program. “Our partners are now able to not only leverage ViB independently but also in partnership with Drata,” explained Shannon.

“The program allows us to tell a more organic story, not just about Drata’s value proposition, but also about our Better Together partnerships. So, not only do ViB Community members gain insight on our solutions, but also on our partners’ solutions.”

Shannon says that the program, which started in May 2026, has been well received by Drata’s partners. “In fact, one of our partners is renewing independently with ViB outside of our program based on the positive experience they already had.”

Specific ViB solution advantages for Drata include:

- For its twice-a-year webinars, ViB helps Drata build registration and attendance momentum through targeted email promotions and a structured promotional cadence.
- For ongoing meeting generation, ViB provides a more systematic way to identify and engage potential buyers against Drata-defined criteria.
- For once-a-year content syndication support, ViB helps put useful resources in front of new audiences and expand its prospect reach.