CUSTOMER STORY

Palo Alto Networks Turns Ghosted Prospects into Engaged Buyers with ViB Emails

14,900%
increase in unique microsite visitors

2,700+
unique visitors in six months, up from 18 visitors over the same period before ViB

34%
email click-through rate



*"Time after time, ViB's email programs have been the highest performing I've run. ViB acts as a reliable force multiplier, **allowing our lean internal teams to focus on strategy and optimization**, knowing that we're putting the execution in reliable hands."*

Bridget Weir
Senior Regional Marketing Manager, Palo Alto Networks

About Our Customer

Palo Alto Networks is a global cybersecurity leader, helping organizations secure their networks, clouds, security operations, and AI.

As Senior Regional Marketing Manager, Bridget Weir drives pipeline and revenue growth in North America, connecting global marketing initiatives with regional sales targets. Before supporting the new acquisitions team, she built the marketing foundation for Palo Alto Networks' commercial segment: more than 60,000 target accounts ranging from 2 to 2,500 employees.

Challenge: Breaking through the “big dog” perception

Palo Alto Networks had the data, the budget, and the accounts to win in the SMB and mid-market segment. What stood in the way was market perception. “Palo Alto Networks is rightfully seen as the big dog in cybersecurity. We are seen as the partner for large, complex enterprise organizations,” Bridget explained. “Even if our emails got delivered, our target SMB and mid-market audiences often dismissed them, believing that we didn’t have solutions tailored to their size, budget, or simpler requirements.

On top of that, Palo Alto Networks had little content built for smaller organizations, and its new commercial-segment microsite was essentially hidden, drawing just 18 unique visitors in six months. “The core problem was promotion,” said Bridget. “We didn’t know how to get people to the site.”

Palo Alto Networks turns to a trusted partner

Bridget has worked with ViB for years across multiple organizations, using it for content syndication, events, appointment setting, and email campaigns. Her go-to contact is Amy, her account partner at ViB.

“Amy has truly been a genuine partner over the years. She’s not just a vendor,” said Bridget. “When I approach Amy with a marketing problem, she always helps me get to a solution.”

To change perception across 60,000 accounts, Bridget chose ViB Emails. “The open rates and click-through rates are consistently amazing, ” she said. “ViB’s ability to drive high-quality traffic to a specific destination was exactly the force multiplier we needed.”

The two teams work in what Bridget calls dual ownership. “Amy and her team are honest and highly consultative. They’re not afraid to tell me if my headlines are weak, ” she noted. “My role is to pay close attention to engagement quality once the audience lands on our site.”

An ungated, high-tempo email strategy

Over two quarters, Palo Alto Networks and ViB ran a high-tempo ViB Emails campaign designed to change perception and drive visibility to the commercial microsite. One choice set it apart: no gated content. “We needed to let the content speak for itself,” said Bridget.

Key elements of the strategy included:

- **Direct messaging.** Headlines such as “Simplified cybersecurity solutions for the mid-market” addressed the elephant in the room.
- **Visual storytelling.** The microsite used diagrams, statistics, and clean graphics instead of long text blocks.

- **Optimized cadence.** Guided by ViB, the team sent one to two emails a week on varying days
- **Smart content rotation.** Instead of 24 unique emails, Bridget built six core themes and gave the top performers more frequent placement.

ViB Emails delivers a 14,900% traffic boost

The results came right after the first few sends. In the first half of 2025, the campaign delivered:

2,700+
unique microsite visitors in six months, up from **18 visitors**

23%
average email open rate

34%
average click-through rate

"When you only have 18 visitors and it goes to 2,700, that's a huge uplift," said Bridget. "By combining ViB's list quality and expertise with our targeted messaging, we were solving the problem of scale and perception."

The engagement went beyond the click. Visitors spent multiple minutes on the site and explored more than one piece of content. "The biggest surprise was the sheer quality of the engagement," Bridget noted. "We finally broke through the noise and overcame that big dog perception."

Turning visibility into pipeline

Palo Alto Networks is now converting that engagement into pipeline, refreshing the microsite with segment-specific demos and driving new ViB email programs directly to them. In her new role with the acquisitions team, Bridget and ViB are applying the same approach to a more account-based motion, including new meeting-maker programs.

Bridget's advice for marketers facing disengaged prospects

When asked what she would tell other marketers, Bridget shared three pieces of advice:

- **Fix the delivery, not the content.** "The problem usually isn't the content, it's the delivery system. Focus obsessively on the relevance and catchiness of your headlines. You can't change perception if people don't open the door."

- **Be a visual storyteller. "**In the tech world, our audiences eat up visuals. A great headline landing on a boring page is a wasted click."

- **Optimize based on behavior, not just clicks.** "If a visitor is leaving after five seconds, your headline lied to them. Be brave enough to pull the stuff that isn't working."

ViB: An essential and embedded partner

Today, ViB is woven into demand generation across Palo Alto Networks' marketing organization, with teams using everything from content syndication to appointments to events.

> *"ViB is an essential and embedded partner in our demand gen strategy, not just for me, but across our marketing organization. ViB has proven the ability to deliver high-quality engagement at scale, time and time again."*
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> **Bridget Weir**
> Senior Regional Marketing Manager, Palo Alto Networks