

## 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.