Case Study

IBM Security

Security brand serves high-speed professionals with a personalized content experience

Get personal with your content marketing
In this modern always-connected world, there are as many benefits as there are risks when using the latest technology. In our personal lives, identity theft and fraud are painful experiences to navigate. But for business, security breaches can be catastrophic. In a moment, a brand can lose its hard-earned customer trust, and in turn, revenue because of malicious cyber attacks.

IBM Security needed to share how it could help the world’s security professionals protect their companies with IBM Security solutions. Rather than only rely on the brand strength of its parent company, IBM Security understood it needed to build trust and familiarity with all ranks of security professionals to be known as the leader in enterprise security technology and services. Accomplishing this would lead to more business opportunities over the long term.

With a nimble, high-impact editorial team in place, SecurityIntelligence.com was created with the intent to become the trusted resource for the security industry to find up-to-the-moment security news and modern best practices information.

In ramping up Security Intelligence, the editorial team reached a high volume of content production by posting up to five pieces of original content each business day, eventually housing more than 3,000 articles on the content hub.

Despite this achievement, IBM Security now faced the “needle in the haystack” problem by having a lot of relevant content buried deep in the website, hidden from visitors who only saw the most recently promoted pieces. Security professionals need information quickly, and with security breaches happening so often, they must be able to search and find relevant content quickly when an issue arises.

“We wanted Security Intelligence visitors to have a personalized experience and be served content relevant to them. We want the customer to have a personal journey through to conversion.”

Pamela Jones
Worldwide Digital Strategist, IBM Security
IBM Security chose to leverage OneSpot’s content personalization platform to deliver the individualized content experiences the Security Intelligence audience expected.

OneSpot OnSite gave Security Intelligence the ability to display individually relevant content recommendations to visitors on the blog and news pages. Because the recommendations were based on a user’s individual interest profile, Security Intelligence’s content was able to keep visitors engaged on the website longer and recirculate older, yet still relevant blogs for additional consumption during their visits.

To deliver the best experience, OneSpot OnSite recommendations implemented two algorithmic approaches in content selection that married the meta data of the content with the individual users’ offsite content consumption history to create a unique experience for each website visit.

For example, a healthcare CISO could learn the impacts of a major security breach while a security specialist in retail could learn how to protect his/her company from vulnerabilities at the point of sale—all at the same time—thanks to content recommendations that nurtured these individual visitors with the appropriate content.

Further fueling the experience with engaging content, IBM Security’s staff used the OneSpot Insights content intelligence platform to determine what content most effectively engaged its audience in real-time, as well as to see which articles would be effective for paid promotion and growing organic traffic. Day-to-day, IBM Security also used OneSpot Insights to identify gaps in content coverage and to guide the editorial team to fill them with the appropriate content.

**The Solution**

**Deliver individually relevant content for each security professional**

**Personalizing the experience Informing content creation**
The Results

A personalized experience of real-time security news and evergreen content

IBM Security successfully addressed the personalization imperative for content marketing by partnering with OneSpot to personalize the content experience on SecurityIntelligence.com.

Once website visitors were exposed to OneSpot OnSite recommendations, IBM Security tracked a lift of over 15% more engaged pageviews, which are defined as a visitor viewing content for at least 30 seconds and scrolling at least 25% down the page. In addition, IBM Security found that visitors spent more time with content, earning more than 16% lift in actively engaged time spent reading the content. IBM Security also saw that visitors who interacted with OneSpot OnSite were greater than 13% more likely to consume 3+ pieces of content per session, growing the number of highly engaged readers for the site.

With a strategy based on creating a meaningful and valued relationship with its audience through relevant content, Security Intelligence is well on its way to cementing its status as the go-to resource for digital security news.

IBM Security used OneSpot to boost content consumption per visit across devices

- Greater than 13% lift in highly engaged readers
- Over 15% lift in engaged page views
- More than 16% lift in engaged time with content

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