

Customer Success Story

# \$15M pipeline in 12 months





## Executive summary

Fortinet partnered with ISMG to enhance its go-to-market strategy for Secure Access Service Edge (SASE) solutions. Andrew Daniel, a marketing veteran with over 15 years in cybersecurity, relied on ISMG's trusted solutions to drive pipeline and achieve measurable results.



## Aggressive targets for a robust top of funnel

Fortinet needed to generate high-quality leads for its SASE offerings, targeting specific accounts while demonstrating clear ROI. Operating with a small team, Andrew faced challenges in managing campaigns and attributing multi-touch marketing efforts to pipeline growth. The goal was to build a robust top-of-funnel pipeline and accelerate opportunities, all while maintaining efficiency.

## ISMG GTM support



- Strategy included custom mix of content syndication, webinars and in-person roundtable events.
- The content syndication aligned with Fortinet's Target Account List (TAL) while webinars such as "Rethinking Network Security in the Age of SASE," engaged key audiences at the decision-stage of the marketing funnel.
- ISMG's proactive project management included content optimization based on intent signals from ISMG Athena and reliable reporting, easing the burden on Fortinet's team.

## Accelerated outcomes

**In 60 Days**

**255 High Intent Leads**

**7+ New Fortune 1000 Buying Teams Engaged**

**50%+ Director Level**

## Personalized attention through custom events



Fortinet's SASE (Secure Access Service Edge) campaign focused on showcasing a secure and flexible network access solution for hybrid workforces, leveraging AI and automation to enhance security and simplify management. In-person round table dinners were used to build trust with senior practitioners in a comfortable and trusted environment with room for human-networking.



## Trusted cybersecurity ecosystem

ISMG's long-standing industry presence and deep audience understanding set it apart. Its flexibility in offering digital and traditional tactics, combined with a partnership approach, makes it an extension of Fortinet's team. ISMG's consistent delivery across Andrew's roles at FireEye, Palo Alto Networks, and Fortinet reinforces its reliability.

“ISMG has been in the business for a very long time. They know their audience. They know what works. You can put your trust in them.”

**-Andrew Daniel, Director GTM Acceleration Marketing-SASE, Fortinet**



## Long-term results: 30% closed-win rate

ISMG's campaigns delivered exceptional ROI in 2024, generating \$15.8 million in total value opportunities, with \$5.4 million closed-won, achieving a 30% close-win rate. ISMG's consistent performance and collaborative support have made it a cornerstone of Fortinet's marketing strategy, delivering measurable impact. As of June 30th, 2025, ISMG's campaigns have generated \$7.5 million in pipeline year-to-date.

## Campaign results

- Generated \$7.5 million in pipeline for 2025
- Achieved \$15.8 million in pipeline for 2024.
- Closed \$5.4 million in opportunities for 2024.
- Secured additional marketing budget due to irrefutable results.
- Provided flexible marketing solutions: content syndication, webinars, and in-person events.

The screenshot displays the Athena platform interface. On the left is a sidebar with navigation options: Dashboard, Analytics, and Revenue. The main content area is titled 'Campaign Profile' and shows various filters and a table of leads. The table includes columns for Contact Name, Title, Account, Account Engagement Score, Contact Activity Score, and a Select All checkbox. The table lists 20 leads, with the first few rows showing contact details and engagement scores.

Contact Name	Title	Account	Account Engagement Score	Contact Activity Score	Select All
Handy, Wendy	Sr. Security Specialist	Veritas Forge	★★★★	90	<input type="checkbox"/>
Hudell, James	IT Manager Architect	Hudell/Hackard	★★★★	90	<input type="checkbox"/>
xxxxxxxxxxxx		github	★★★★	90	<input checked="" type="checkbox"/>
xxxxxxxxxxxx	Independent Officer	IBM	★★★★	90	<input type="checkbox"/>
xxxxxxxxxxxx	Chief of Sales	Federal Pension Service	★★★★	90	<input type="checkbox"/>
xxxxxxxxxxxx	Head of Technology	Securix	★★★★	90	<input type="checkbox"/>
xxxxxxxxxxxx	Practice Lead IT	PJCS	★★★★	90	<input type="checkbox"/>
xxxxxxxxxxxx	Cyber Security Engineer	Tata Steel	★★★★	90	<input type="checkbox"/>
xxxxxxxxxxxx	Information Technology Project	Bank of the West	★★★★	90	<input type="checkbox"/>
xxxxxxxxxxxx	Director, Information Technology	Development Solutions	★★★★	90	<input type="checkbox"/>

## Campaigns designed to speak to your buyers' unique interests

ISMG's platform, **Athena**, delivers contact-level intelligence on the world's most valuable cybersecurity decision-makers. This loyal audience generates more than **15 million unique monthly touchpoints**, enabling you to track their content interactions and engagement signals in real time. This empowers go-to-market teams to refine messaging and focus on accounts demonstrating clear purchase intent.



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## About iSMG

Information Security Media Group (iSMG) is an intelligence and education firm focused exclusively on Cybersecurity and Information Technology. Our global media properties provide security professionals and senior decision-makers with industry and geo-specific news, research and education.

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