



INTEGRATED MARKETING CAMPAIGN

Whole-of-State Cybersecurity

2023



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Goal

Over the last two years, the whole-of-state approach to cybersecurity has been rapidly embraced and expanded in adoption as state governments work with municipalities, education, tribal entities, and other governmental organizations to provide key funding and toolsets. But many government technology leaders are strapped for time and resources to navigate the essential components necessary to start down this architectural path.

It has been Tanium's purpose over the past year to stand out as the industry-leading whole-of-state strategy partner by supporting technology leaders in their journeys to adopt this architecture. We do this through a strategic "guidance first mantra" geared towards helping governments navigate their path to implementation through hands-on support and resources, regardless of whether they are current customers of Tanium.

Objectives

- Drive awareness of how state and local governments can use whole-of-state principles to strengthen their cybersecurity posture through policy, information sharing, incident response, workforce development, standardized tools, and governance.
- Position Tanium as the industry-leading thought leader and public-private sector partner for whole-of-state methodology and implementation, trusted by governments to help guide them in their implementation journeys regardless of whether they are current customers of Tanium.

Duration

While this campaign is ongoing, the following submission data represents our initial campaign time period, beginning in June 2022 until the end of August 2023.

Results

- In the last year, our experts have been asked to speak on more than **57 occasions** regarding whole-of-state implementation, including high-level engagements with the National Association of State Chief Information Officers (NASCIO), the National Association of Counties (NACo), and MS-ISAC, among others.
- Tanium's media relations, press coverage, and earned media placements resulted in a **98% share of voice** compared to our top competitor and an earned **\$1,756,708.39** in advertising value equivalency. Our thought leaders have been published in several industry publications such as *Government Technology*, *Security Magazine*, *StateScoop*, *CIO World Asia*, *Forbes*, and *Homeland Security Today*, among others.
- Since launching our all-in digital campaign strategy in May 2023, Tanium has served **1.2 million impressions** to date, generating **3,895 clicks** at a click through rate (CTR) well above the global average, exceeding our goals for account reach by **129%** and engagement by **204%**.
- Tanium owns **50%** of page one results market share (out of 10 results) in Google search rankings and **55%** of market share results (out of 11 results) in Bing when searching for "whole-of-state." Out of combined page 1 and 2 results, Tanium owns a **30%** market share compared to most other solutions providers at only 5% when searching on Google, and a **27%** market share with most other solution providers not even placing when searching on Bing.
- Our early campaign successes working with the state of Arizona in 2022 led to a customer deal supporting **80 state agencies** as well as an additional **160 local entities** (counties, cities, K-12s), for a total of more than **180K endpoints**.
- This campaign would lead to a whole-of-state deal with the state of Florida in 2023, protecting **19 state agencies** as well as **88 local entities**, for a total of more than **119K endpoints**. Additionally, this campaign's messaging and resources would help support a recent whole-of-government deal with the state of Oklahoma, protecting **17 state agencies** for a total of more than **35K endpoints**.

Industry Thought Leadership

Overview

Tanium has cultivated a menagerie of respected thought leaders who are frequently asked to speak, comment, and provide editorial perspectives around implementing a whole-of-state approach to cybersecurity.

Meet Our Thought Leaders

Together, our primary thought leaders around whole-of-state share a combined background experience of more than 15 decades in public sector and education technology solutions.



Jennifer Pittman-Leeper
Sr. Cybersecurity Strategist
(Whole-of-State Principal Lead)



Chris Cruz
Public Sector CIO



Jennifer Axt
Vice President,
State, Local & Education



Doug Thompson
Chief Education
Architect



Mike Hofmann
Director of Strategic
Accounts



Sam Kinch
Director, Technical
Account Management



Rob Jenks
Sr. Vice President,
Corporate Strategy

In the News

Tanium's media relations, press coverage, and earned media placements resulted in a **98% share of voice** compared to our top competitor, achieving **189.91M unique visitors per month**, and equating to an earned **\$1,756,708.39** in advertising value equivalency. Our thought leaders have been published in several relevant industry publications.

Bylines/Quotes/Contributed Articles:

1. [Grappling with Today's Complex Cyber-Threat Landscape](#)
CIO World Asia | 10.27.22 | Chris Cruz (Interview)
2. [Streamlining the protection of cities, counties, and schools with AWS Marketplace](#)
AWS Public Sector Blog | 11.11.22 | Jennifer Axt (Quoted)
3. [Power in Numbers: How a Whole-of-State Approach Can Improve Cybersecurity](#)
Homeland Security Today | 12.26.22 | Jennifer Pittman-Leeper (Editorial)
4. [Building a whole-of-state approach to cybersecurity](#)
Security Magazine | 1.5.23 | Chris Cruz (Editorial)
5. [How Russia's War in Ukraine Has Converged Cybersecurity Across Homeland and National Security](#)
Homeland Security Today | 4.8.23 | Sam Kinch (Editorial)
6. [Arizona Cyber Readiness Program Unified Schools, Governments](#)
Government Technology | 7.7.23 | Jennifer Pittman-Leeper (Quoted)
7. [FCC Proposes \\$200M for K-12 cybersecurity](#)
eSchoolNews | 8.3.23 | Doug Thompson (Quoted)

Press/Earned News Coverage:

In November 2022, Tanium [published a press release](#) on its selection to support the state of Arizona's Department of Homeland Security for its statewide cyber readiness program, receiving **9,656 total views** on the release, and an additional **256 link clicks**.

Press outreach surrounding the news resulted in the following earned media coverage:

1. [Arizona selects Tanium for 'whole-of-state' cyber program](#)
StateScoop | 11.16.22
2. [Tanium chosen by Arizona for statewide cyber program](#)
SC Magazine | 11.17.22
3. [Texas by Texas platform saw unexpected growth](#)
StateScoop | 11.17.22 (Cited)
4. [State of Arizona Selects Tanium Converged Endpoint Management for Statewide Cyber Readiness Program](#)
My TechDecisions | 11.21.22
5. [Arizona Department of Homeland Security Picks Tanium for Cybersecurity](#)
MSP Today | 11.22.22

Tanium also developed and placed sponsored content surrounding the whole-of-state message to establish thought-leadership and educate the market on the benefits of this strategy:

1. [What is a Whole-of-State Cybersecurity Strategy?](#)
Route Fifty | 8.1.22
2. [Whole-Of-State Made Practical: What It is And How to Implement It](#)
Forbes | 11.1.22 | Rob Jenks (Editorial)
3. [5 Ways State and Local IT Leaders Can Drive Change in Their Organizations](#)
Route Fifty | 1.24.23

Owned Content

To date, Tanium has produced 20 owned assets geared towards promoting the essential foundations for successful whole-of-state implementation, including blogs (incorporating Tanium's Focal Point magazine), eBooks, white papers, solution briefs, videos and more.

Blogs/Focal Point:

1. [Why State and Local Governments Need a Whole-of-State Strategy for Mature Cyber Hygiene](#)
Tanium Blog | 7.26.22 | Jennifer Pittman-Leeper (Author)
2. [What Is Whole-of-State Cybersecurity?](#)
Focal Point | 9.7.22 | Christopher Null (Author)
3. [Arizona's CISO and Homeland Security Director Explains How a Whole-of-State Strategy Can Hold Off Cyberattacks](#)
Tanium Blog | 9.12.22 | Staff
4. [A Whole-of-State Cybersecurity Strategy Begins with Policy Making](#)
Tanium Blog | 9.20.22 | Jennifer Pittman-Leeper (Author)
5. [Implementing Policies for a Whole-of-State Cybersecurity Strategy](#)
Tanium Blog | 10.26.22 | Jennifer Pittman-Leeper (Author)
6. [Advice from Arizona's CISO on Bringing a Whole-of-State Strategy to Life](#)
Tanium Blog | 11.9.22 | Staff
7. [Validating Security Tools and Practices for a Whole-of-State Cybersecurity Strategy](#)
Tanium Blog | 12.14.22 | Jennifer Pittman-Leeper (Author)
8. [How to Overcome the Challenges of Whole-of-State Cybersecurity](#)
Blog | 5.21.23 | Mike Hofman (Author)
9. [A Tale of Two States and Counties: How Whole-of-State is Shaping the Future of Cybersecurity](#)
Tanium Blog | 5.31.23 | Jennifer Pittman-Leeper (Author)
10. [A Practical Guide to Building a Whole-of-State Cybersecurity Strategy](#)
Focal Point | 6.22.23 | Christopher Null (Author)

Videos:

1. [Governments Need a Whole-of-State Cybersecurity Strategy](#)
2. [In Whole-of-State Cybersecurity, Counties Are Not Only One Piece of the Pie](#)
3. [Introducing the State of Florida Cybersecurity Grant Programs for Local Governments](#)
4. [Taking a "Whole-of-State" Approach to Cybersecurity](#)
5. [Arizona's CISO Explains How a Whole-of-State Strategy Can Hold Off Cyberattacks](#)
6. [Arizona's CISO Shares Best Practices for Implementing a Whole-of-State Cybersecurity Strategy](#)

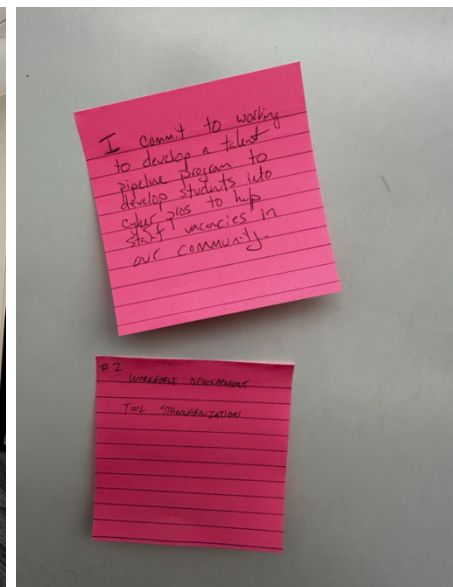
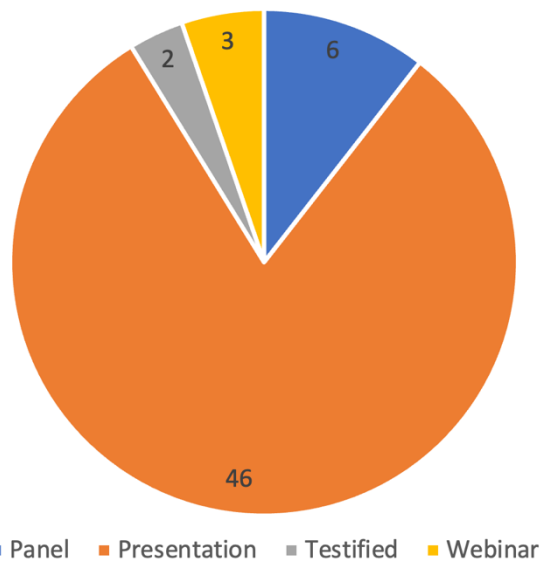
Resources:

1. [4 Pillars of a Whole-of-State Approach to Cyber Security \(With eRepublic's Center for Digital Government\)](#)
2. [Lessons Learned from Arizona's Whole-of-State Cybersecurity Strategy](#)
3. [Implementing a Whole-of-State Approach to Cybersecurity](#)
4. [How to Create a Whole-of-State Cybersecurity Strategy](#)

Events & Advocacy

In the last year, our experts have been asked to speak on more than **57 occasions** in support of achieving a whole-of-state approach to cybersecurity. This body of work includes a wide range of engagements including strategy sessions with individual state technology leaders and their education, local, and tribal counterparts, testifying to the benefits of whole-of-state implementation in front of state legislatures, and collaborations with industry leading nonprofits such as NASCIO, NACo and MS-ISAC, among others.

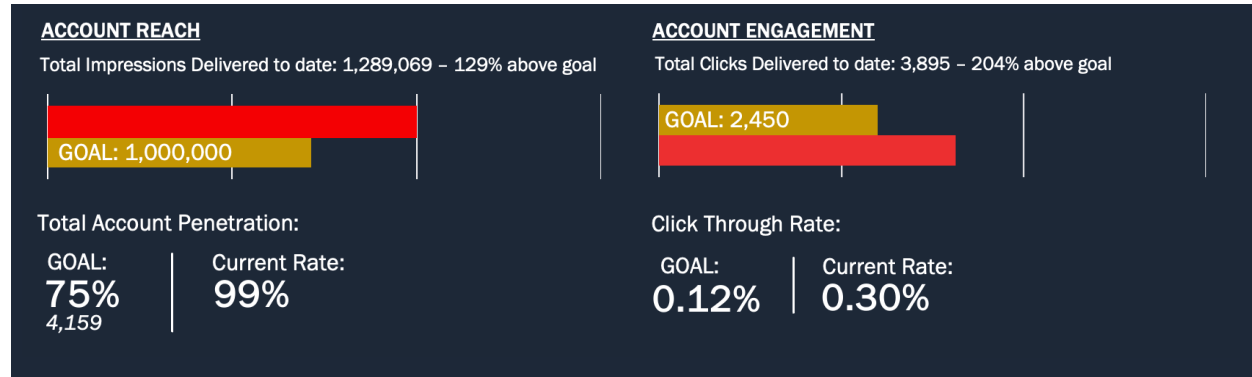
The photos below are from Tanium's most recent onsite engagement, working with influential leaders from North Carolina's state government, local counties, cities, and educational institutions. During this workshop, we focused on workforce development and had great participation from the group sharing ideas on how to develop a candidate pipeline, public-private partnerships, and ways they can better communicate and drive success.



Digital Campaign Strategy

Overview

Since launching our all-in digital campaign strategy on May 12, 2023, Tanium has served **1.2 million impressions** to date, generating **3,895 clicks** at a CTR well above the global average, exceeding our goals for account reach (**129%**) and engagement (**204%**).

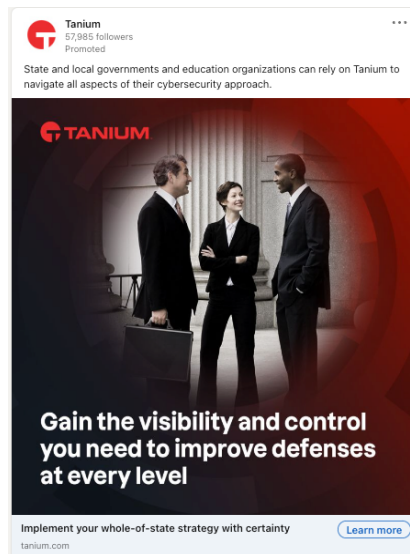
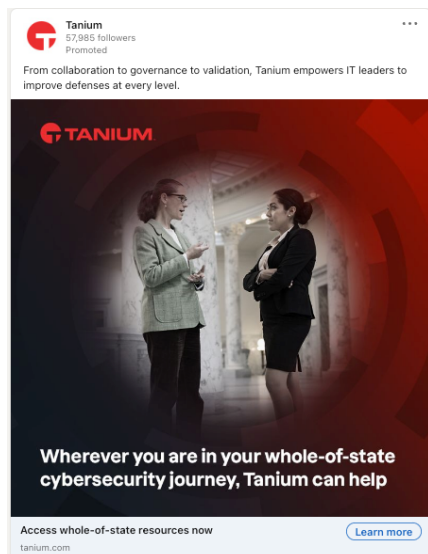


LinkedIn

Spend	Impressions	Clicks	Click Through Rate
\$3,976	395,084	2,508	.63%

- Average CTR: **.63%** (above the industry benchmark of 0.06%)
- These ads were also running in conjunction with Tanium Solution messaging & ROI
- All campaigns targeted our SLED prospect account list, refreshed monthly (approx. 5,500 accounts)

LinkedIn Ad Designs

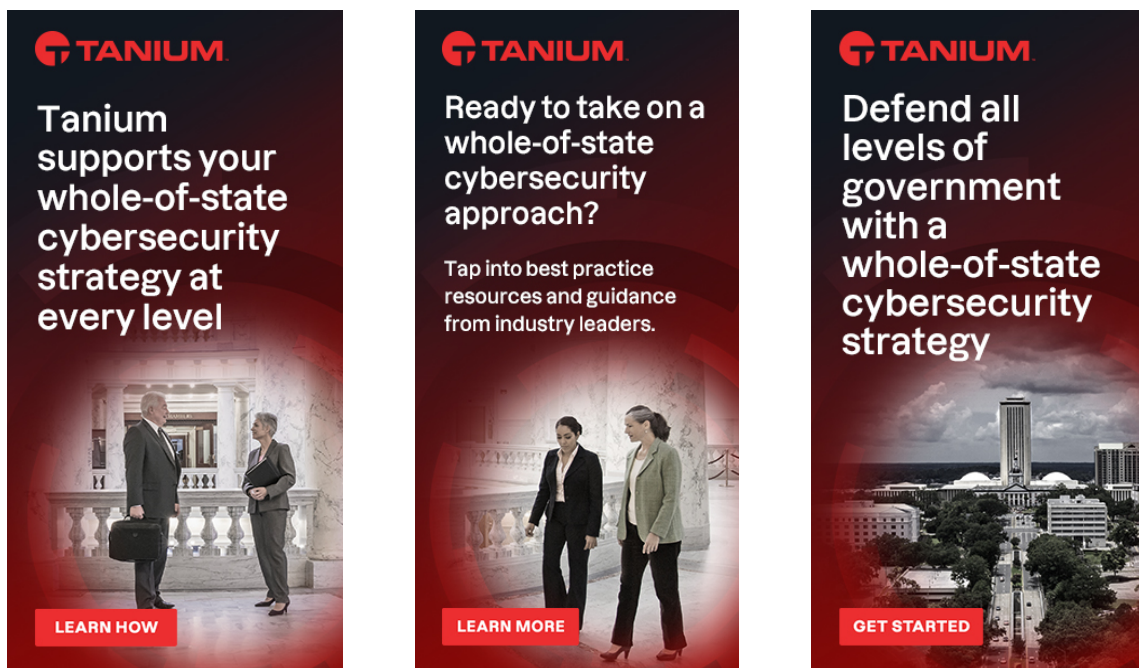


6Sense

Spend	Impressions	Clicks	Click Through Rate
\$5,238.18	736,058	205	.03%

- Average CTR: **.03%** (industry benchmark is 0.06%)
- These ads were also running in conjunction with Tanium Solution messaging (Risk & Compliance and Endpoint Management)
- All campaigns targeted our state, local and education prospect account list, refreshed monthly (approx. 5,500 accounts)

6Sense Ad Designs

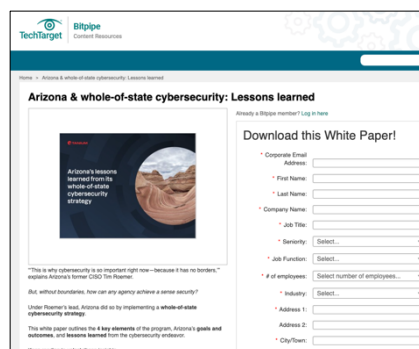


Content Syndication

Whole of State Asset Title	Madison Logic		Tech Advice		Tech Target	
	Spend	Leads	Spend	Leads	Spend	Leads
Arizona's lessons learned from its whole-of-state cybersecurity strategy	\$ 1,265	23	\$ 112	2	\$ 2,000	20
How to create a whole-of-state cybersecurity strategy	\$ 1,540	28	\$ 672	12	\$ 600	6

- Total Spend: \$6,189
- Total Leads: 91
- Avg. Cost Per Lead: \$68

Global Media Vendor Display Screenshots

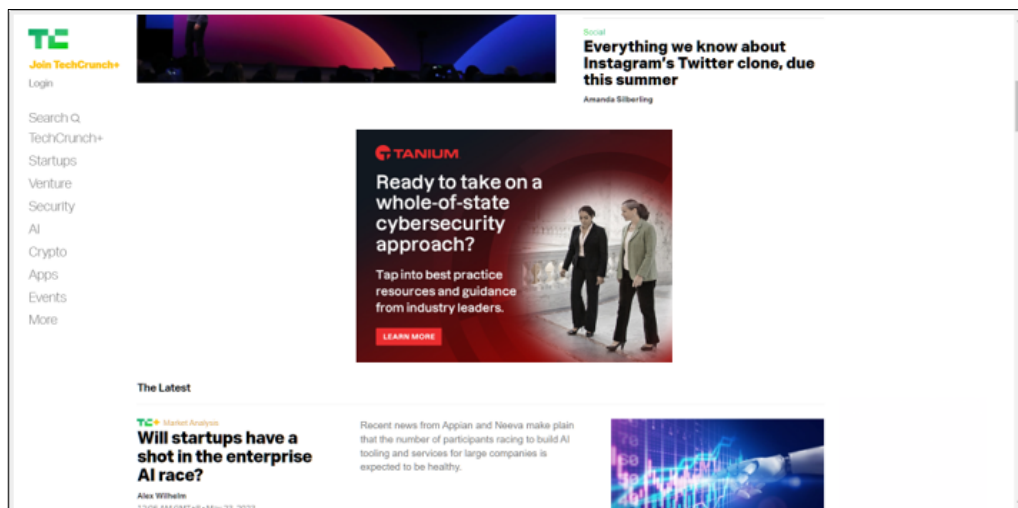


Global Media Vendor Display

Targeted Display	Spend	Impressions	Clicks	Click Through Rate
Madison Logic	\$ 4,762	136065	1134	0.83%
Tech Advice	\$ 199	4153	19	0.46%
Tech Target	\$ 885	17709	29	0.16%

- Total Spend: \$5,846
- Total Impressions: 157,927
- Total Clicks: 1,182
- Average CTR: **0.75%** (above industry benchmark of 0.15%)
- All campaigns targeted our SLED prospect account list, refreshed monthly (approx. 5500 accounts)
- They performed **5X above benchmark** click through rate
- Compared to Tanium Solution messaging, the whole-of-state ads were consistently top performers month over month
- Placements included large-scale, established publications such as *The New York Times*, *TechCrunch*, *CNBC*, *TechRepublic*, *eWeek*, and *Forbes*, among others.

Global Media Vendor Display Screenshots



Regional Media Vendor Display

Publisher	Campaign	Spend	Impressions	Clicks	Click Through Rate	Benchmark CTR
SNG	Display	\$ 6,735	84,188	101	0.12%	0.14%
	StateScoop newsletter	\$ 2,000	18,509	188	1.02%	2.10%
GEMG	Display	\$ 4,772	38,178	30	0.08%	0.05%
	GCN newsletter	Added Value	12,375	305	2.47%	0.20%
	Route Fifty newsletter	Added Value	12,292	73	0.60%	0.50%
	Welcome ad	\$ 2,500	2,208	33	1.49%	3%
eRepublic	Email	\$ 6,000	689	10	1.45%	1%
	Display	\$ 28,522	125,892	398	0.29%	0.31%
	Sponsored Article	\$ 3,000	159	n/a	n/a	n/a
	Newsletter	\$ 2,000	5,922	113	1.91%	0.85%

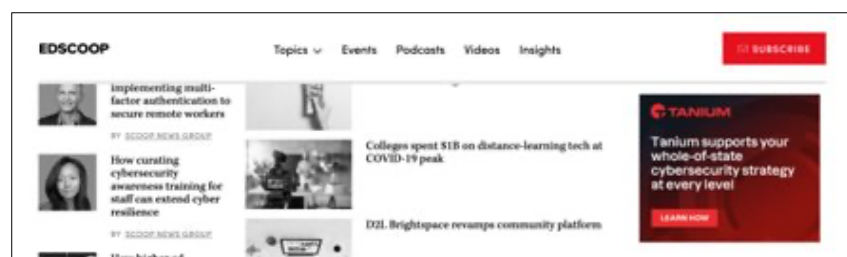
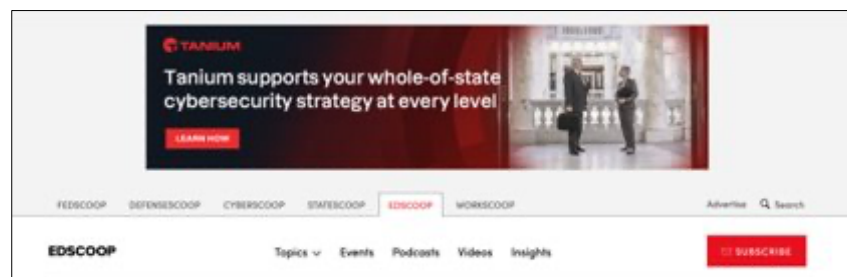
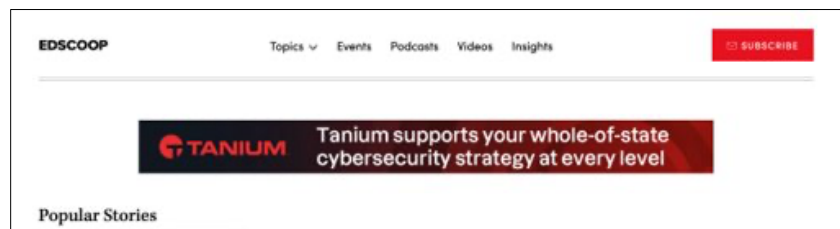
STATESCOOP

GovExec

eRepublic

- Total Spend: \$55,529
- Total Impressions: 275,745
- Ran a mix of display, email, newsletter campaigns with Scoop News Group, Government Executive Media Group (GovExec), and eRepublic
- The whole-of-state approach to cybersecurity messaging was exposed to each publisher's database
- Most campaigns performed above benchmark click through rates, especially with GovExec

Regional Media Vendor Display Screenshots



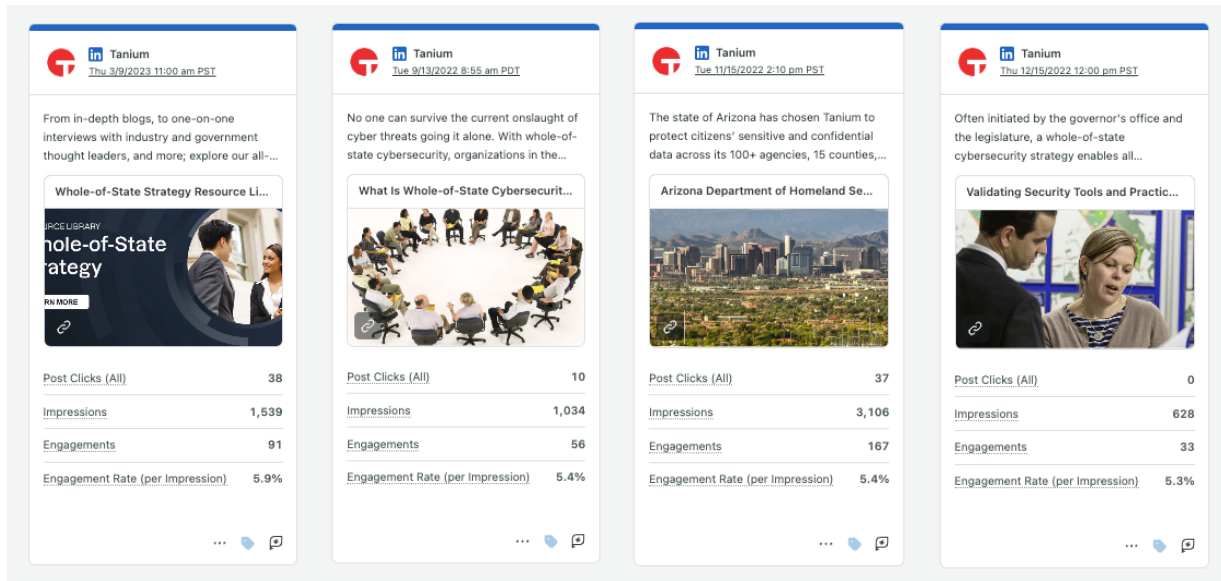
Organic Social Engagement

Overview

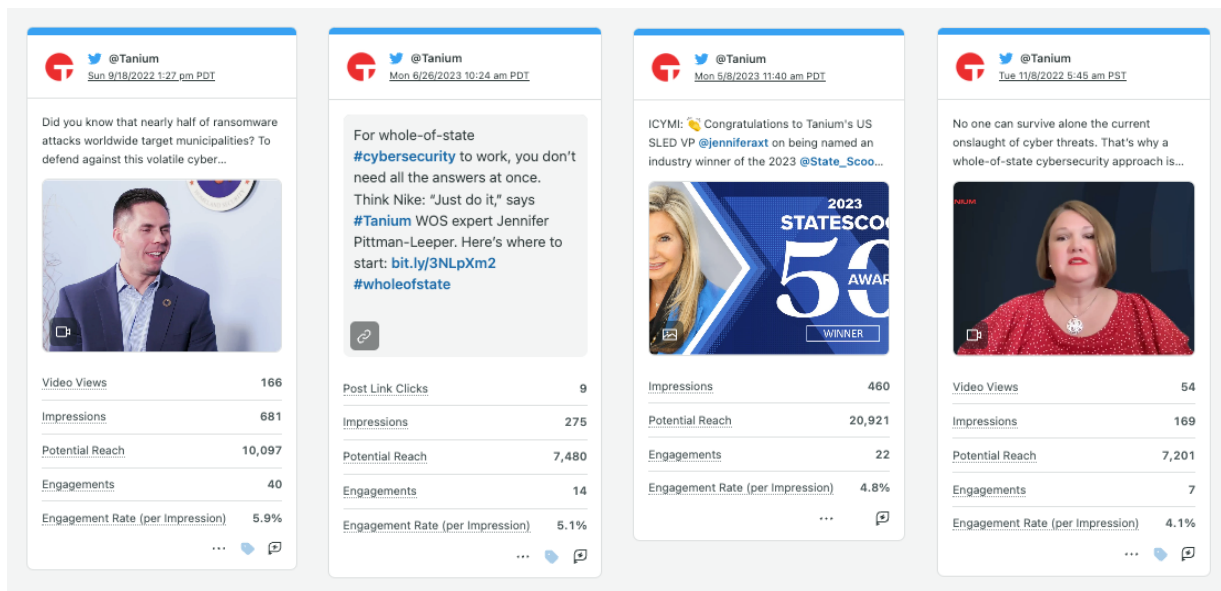
To date, Tanium's brand voice has shared **51 social media** posts across LinkedIn and Twitter/X promoting our whole-of-state thought leadership and resources, reaching **61,637 impressions** and **2,160 engagements**.

- Our campaign's average LinkedIn engagement rate is **3.98%** (consistently exceeding the [industry benchmark](#) of 1.72%)
- Our campaign's average Twitter/X engagement rate is **2.38%** (above the [industry benchmark](#) of 1.34%)

Top Performing LinkedIn Posts (By Engagement):



Top Performing Twitter Posts (By Engagement):



Webpages

Overview

In order to fully tell our complete narrative around whole-of-state, two full-scale pages were developed. Our primary page is designed to provide government technology leaders with a synopsis and outline of how whole-of-state architecture is achieved, along with a resource library page of more than 27 comprehensive resources.

www.tanium.com/whole-of-state

Whole-of-state cybersecurity

Serving the public interest by working together across agency lines to create a more secure government.

What is a whole-of-state approach to cybersecurity?

In a whole-of-state architecture, state, local, education, and tribal leaders work together and pool resources to improve their cyber posture and reduce risk.

How to create a whole-of-state cybersecurity strategy

Whole-of-state cybersecurity requires three components — governance, implementation and validation.

Why adopt a whole-of-state approach?

Government agencies at all levels must reduce their cyber attack surface. A whole-of-state method to IT risk and cyber hygiene bridges the gaps in outdated, siloed strategies.

Essential components for whole-of-state

This type of cybersecurity architecture takes more than the right software. To be successful, you need a solution partner that can help you throughout the planning, implementation and maintenance of your program, and that have experience along these key components.

Tanium is your whole-of-state partner

Learn how Tanium can guide you through your whole-of-state implementation.

Lessons learned from Arizona's whole-of-state cybersecurity strategy

In this eBook, we dig into the details of how they successfully brought a whole-of-state strategy to life and the new ways it's made Arizona safer.

Featured resources

Visit our whole-of-state resource library for more resources.

explore.www.tanium.com/wholeofstate

Whole-of-State Strategy

From in-depth blogs, to one-on-one interviews with industry thought leaders, and more, explore our latest resources on how implementing a whole-of-state cybersecurity architecture between state and local government as well as education is gaining traction.

Latest Blogs

A Practical Guide to Building a Whole-of-State Cybersecurity Strategy
What you need to take the first step and a few other tips in implementing a whole-of-state.

A Tale of Two States and Counties: How Whole-of-State is Shaping the Future of Cybersecurity
Local government experts Boulder County (Colorado) CIO, Ben Ecker, and Pinel County, Ben Ecker, Pinel County.

How to Overcome the Challenges of Whole-of-State Cybersecurity
An expert's take on whole-of-state, good things happen when state and local enterprises work.

Validating Security Tools and Practices for a Whole-of-State Cybersecurity Strategy
In part four of our blog series, we cover the validation phase in which teams analyze their...

Hear From Industry Leaders

Why State and Local Governments Need a "Whole-of-State" Cybersecurity Strategy
To help defend municipalities and other local governments from growing cyberattacks...

In Whole-of-State Cybersecurity, Counties Are Not Only One Piece of the Pie
In this NAAC panel discussion with Nevada County (California) Director Ken DeWitt and Tanium.

Introducing the State of Florida Cybersecurity Grant Program for Local Governments
Florida CIO James Grant discusses the state's whole-of-state cybersecurity strategy and...

Taking a "Whole-of-State" Approach to Cybersecurity
Arizona Deputy State CISO Ryan Murray shares how this holistic approach looks at creating a...

In the News

How Russia's War On Ukraine Has Converged Cybersecurity Across Homeland And National Security (HNS Today)
The subtle convergence of homeland security with our broader national security.

Ariz Cyber Readiness Program Unifies Schools, Government (Government Technology)
An outreach effort called AZ UEGT aims to connect rural schools and agencies with...

Building A Whole-of-State Approach To Cybersecurity Security Magazine
For states, the economic fight against ransomware payments begins and ends with a common...

3 Reasons Whole-of-State Cybersecurity Makes Sense Now (StateScope)
With local governments needing cybersecurity support more than ever and federal grant money...

Additional Resources

4 Pillars of a Whole-of-State Approach To Cybersecurity (eRepublic)
This report analyzes successful implementation and government case studies across the nation.

Lessons Learned from Arizona's Whole-of-State Cybersecurity Strategy
In this eBook, we dig into the details of how they successfully brought a whole-of-state strategy...

Implementing A Whole-of-State Approach to Cybersecurity
Early collaboration, clear governance and a mechanism for enterprise-wide validation ar...

How to Create a Whole-of-State Cybersecurity Strategy
Whole-of-state cybersecurity requires three components — governance, implementation and...

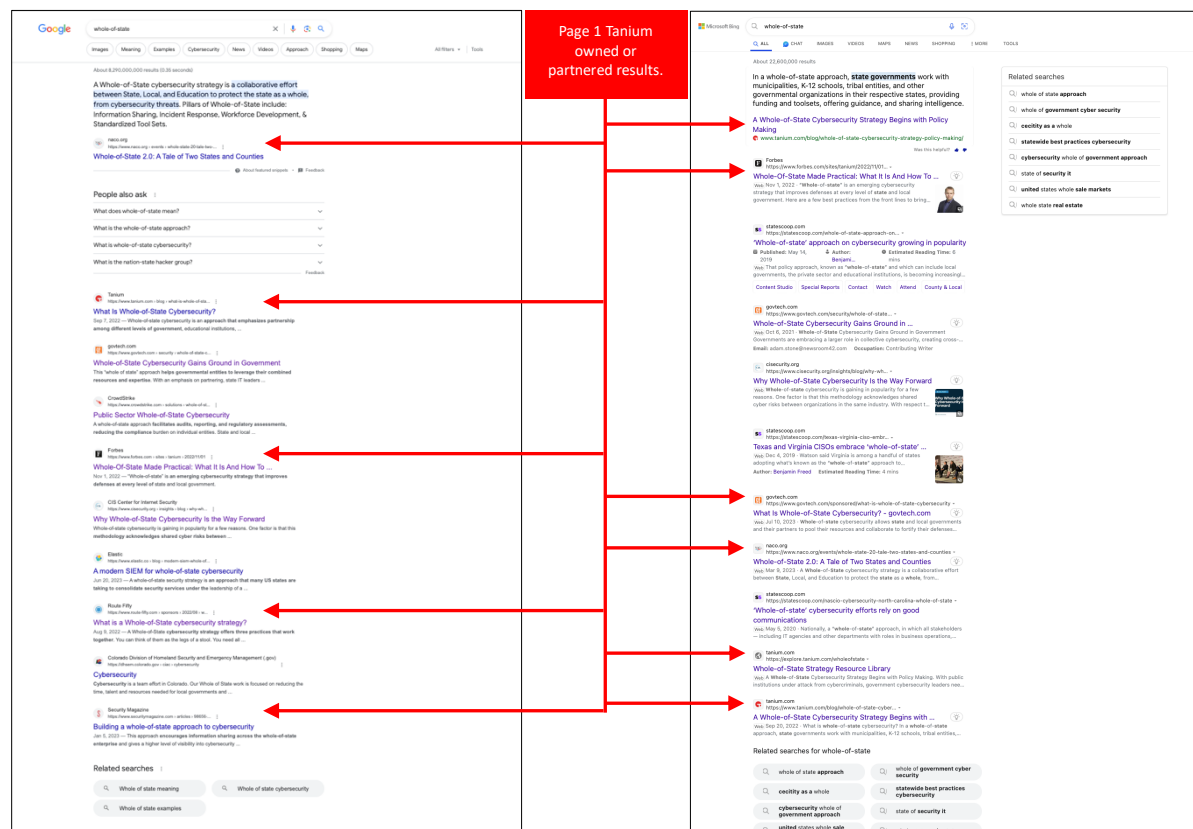
The Power of Certainty™

Experience complete visibility over all your endpoints and perform large-scale actions within minutes from the cloud, right now.

TRY TANIUM TODAY

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- Launched the first week of March 2023, our whole-of-state resource library maintains our highest engagement rate at **44%**
- The resource library is one of Tanium's highest ranked webpages at #240
- Launched the first week of May 2023, our primary whole-of-state page holds the highest number of views at **4,851**
- Our primary page is Ranked #37 (out of 5,000+) on Tanium's sites despite only being on the website for four months while measured for the full term of this reporting period
- Ours was the first dedicated whole-of-state web experience built by a solutions provider. Our closest competition wouldn't go live until late June 2023
- Our top 30 whole-of-state webpages drove **7,758 in web traffic** during the initial campaign period, with **46.62%** in returning traffic



Industry Recognition

Government Marketing University GAINer Award

Presented by Government Marketing University and GovExec, the GAINer Awards have recognized excellence in government marketing for six years in categories like lead generation, social media, brand awareness, events, partner marketing, and innovation. This year's competition had 28 finalists – the [largest number of finalists](#) in the award's program history (including major technology solutions providers such as Google, Adobe, Booz Allen Hamilton).

In October of 2023, the Whole-of-State Cybersecurity campaign won a 2023 GAINer Award in the program's Brand Awareness category. [Read the official announcement](#)



StateScoop 50 Industry Leadership Award

As part of a holistic program to bring visibility to whole-of-state thought leaders, Tanium also monitors and pursues key industry-leading awards. As a result of this work, in May of 2023, Tanium Vice President for U.S. State & Local Government and Education, Jennifer Axt, [won a StateScoop 50 Industry Leadership of the Year Award](#) for the pivotal role she played in securing buy-in from stakeholders, including at the Governor's level, and closing both whole-of-state deals in Arizona and Florida. Axt's award submission was spearheaded by Tanium's executive leadership, with Chief Revenue Officer Ty Fagg serving as the primary nominator.



2023 MarCom Platinum Award

This campaign was also [named a Platinum Winner](#) in the 2023 international [MarCom Awards](#) under the program's Integrated Marketing Campaign category. The MarCom Awards are administered by the Association of Marketing and Communication Professionals and honor excellence in marketing and communications from across the globe. Out of 6,500+ entries, only 17% of nominations receive a Platinum Award making our campaign one of the select few, alongside top brands such as Pepsi, Pfizer, Wells Fargo, Nissan, and PwC, among others. Other major technology providers that placed included AWS, OpenText, ServiceNow and Splunk.



“That’s one of the reasons we chose Tanium, too. They’re not here to sell us a product. They’re here as a partner. A key factor when we’re looking at any product is that we need a partner in this—someone that will help us promote and share this with entities that are not involved.”

– Ken DeWitt
IT Director, Navajo County (Arizona)