

Making Content Loud while Keeping Data Quiet

A content marketing newcomer builds a Fortune 500 clientele. Trava helps seal the deal.

CASTED is a Series A-funded SaaS content marketing agency that helps clients leverage targeted audio and video content across multiple channels and collect crucial metrics. The company positions itself as the “first and only amplified marketing platform,” placing recorded assets at the center of content strategy. Proving their worth via marketing metrics is key. And so is proving their trustworthiness.

“When a company shares their content with us, when they’re putting our players on their websites and trusting us with their viewer and reader data, they want to know Casted is taking the protection of their data seriously,” explains Adam Patarino, Co-Founder and Chief Product Officer. “We want every company to come to Casted and see the sophistication of our security platform. We want to win those deals.”

Casted’s commitment holds appeal for another



important audience as well: “As a venture-backed company, we know our current board and future investors will notice our security posture,” Patarino



We have not lost a single deal during the security process. The only deal we ever lost due to security was pre-Trava. Trava is helping us earn new enterprise business and renew customers.”

Adam Patarino



says. “The more mature our security posture, the more attractive we are to future investors.”

The Business Challenge

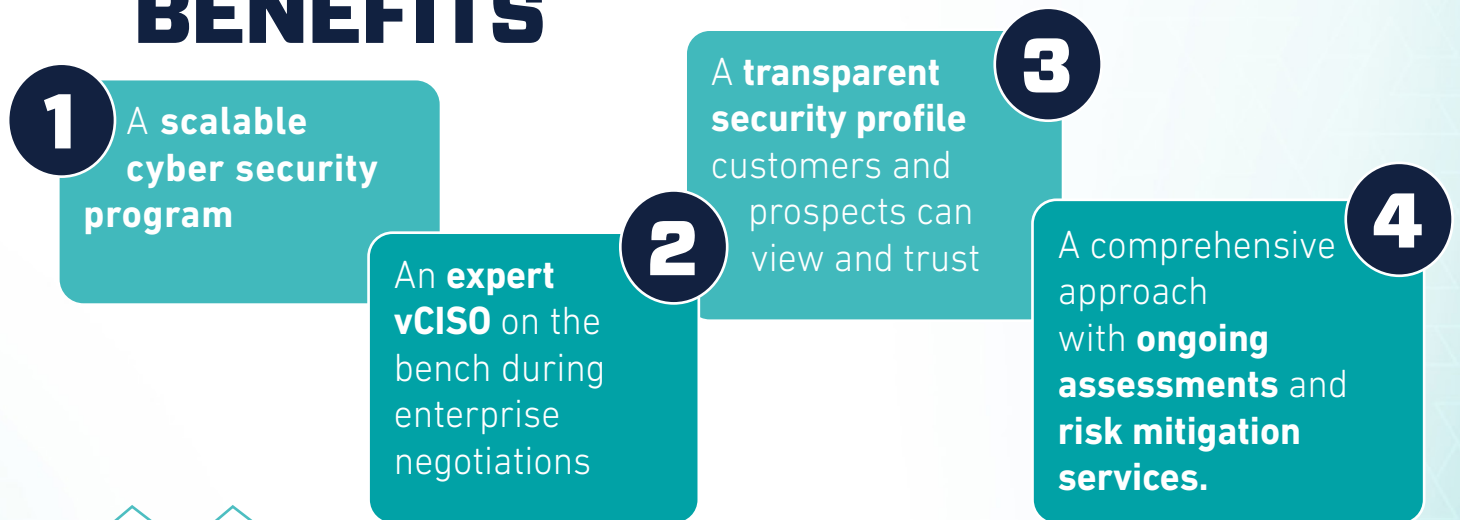
From Casted’s inception, its co-founders recognized the critical role a holistic cyber risk management program would play in its ability to land enterprise clients. Casted understood that the threat vectors of large corporations were often their vendors. “We are a dependency in our customers’ tech stacks,” Patarino explains. “We don’t want to be a weak link in the chain.”

Armed with a vision for generating authentic, compelling marketing content, Casted was poised for a fast rollout and eager to move beyond the small to medium-size clients and approach large organizations. But larger prospects demanded rigorous proof of cyber security policies, and protocols as well as badges such as SOC2 attestation and ISO 27001 would take months.

It's All About the Results

Trava is helping Casted earn new enterprise business and renew customers—contributing to its 130% net retention plus growth in 2021. Recently, Casted landed a contract with IBM that required a robust cybersecurity analysis lasting almost a year. “Having an expert from Trava on our bench enabled us to close the deal with IBM,” says Patarino. PayPal, Salesforce, and HubSpot are already on their client roster, and more Fortune 500 discussions are in the works.

BENEFITS



When you are small and first starting out, things that cost money and don't have a clear ROI get overlooked. But don't assign a cost to managing risk. Instead, look at it to how much you will gain. **Cyber security is directly related to revenue, especially when dealing with selling business to business.** You'll close deals faster, your AEs will have more confidence in the selling process, and you can land larger deals because you can pass their security reviews. All of those are direct ROI.”



Adam Patarino

Co-founder, CPO, Casted