

Case Study: How Pentera Won the 2025 Cybersecurity PR Campaign

(Produced for content marketing agency *Inspired Marketing*, 2025)

Pentera:

- Founded in 2015 (as Pcysys)
- Industry: Cybersecurity
- Website: <https://www.pentera.io>
- HQ: Boston, USA

Case Statistics

- 75% increase in brand advocate content
- 47% increase in impressions
- 159% increase in engagements and a 15.99% engagement rate, which is 75% higher than the engagement rate from Pentera's previous campaigns

Executive Summary

In 2024, *Inspired Marketing* (IM) partnered with *Pentera*, a leader in automated security validation, to execute a high-impact campaign centered around Super Bowl 2025. By pivoting from traditional "boring" messaging to a creative story featuring goat/man hybrid "Gary Grit, IM successfully positioned Pentera as the "Greatest of All Time" (GOAT) agents in proactive exposure management.

The Challenge

Pentera decided to pivot its Super Bowl 2025 campaign around the message that security is non-negotiable, even during high-stakes moments like the Super Bowl. This message was especially important given the significant spike in cybercrime that occurs each year around the event.

IM strove to help them cut through the noise to capture audience attention in a crowded digital space. Brands must create engaging, high-quality content while adapting to constantly changing algorithms and platform trends. Additionally, measuring ROI and maintaining consistency across different platforms can be difficult without a clear strategy and the right analytics tools. According to The World

Advertising Research Center (WARC), around [70% of advertising campaigns fail to generate meaningful returns on investment](#)

Inspired Marketing (IM) was given a slim deadline of just over two weeks to bring Pentera's campaign vision to life.

Objectives

Inspired Marketing focused on targeting security and IT professionals in mid to large-sized enterprises (3,000+ employees) across the United States.

By the end of February, IM aimed to accomplish the following:

- A **20% increase** in market engagement
- A **20% increase** in impressions.
- A **10% increase** in advocate engagement.
- At least **10 direct conversions** from Pentera's website.

The "Cyber GOAT" Approach

To cut through the noise, IM and Pentera developed a multichannel engagement strategy integrating humor and gamification.

1. Creative Narrative & Video

The campaign message pivoted around Pentera's Gary Grit, a goat/man hybrid cybersecurity professional who went from being a scapegoat to a cyber GOAT (Greatest of all Time). In the commercial, Gary Grit masquerades as a halftime show performer, inspired by Grammy-winning hip-hop artist Kendrick Lamar, with captions playing Kendrick Lamar lyrics. The commercial's message highlighted the challenges cybersecurity professionals face - and concluded with their theme: *Get Proactive, Eliminate Exposure, Be a Cyber GOAT—Like Gary.*

2. Multichannel Gamification

Inspired Marketing also created a multichannel engagement strategy with gamification elements that included the following:

- A whitepaper titled "*The Ultimate Guide to Proactive Exposure Management*" which received **7,900 reads**.
- An interactive game where visitors found hidden "GOATs" while learning about cybersecurity.
- Giveaways that included "Cyber GOAT" t-shirts and a Tom Brady autographed helmet, which generated the highest level of interest.

Execution & Performance Tracking

Inspired Marketing created a social media calendar with scheduled posts, content themes, visuals, and campaign timelines to ensure consistent, strategic content publishing. KPIs were set to track organic growth, including reach, impressions, engagement rate (likes, comments, shares), follower growth, and website traffic. Updates were posted in Pentera's [Oktopost Advocacy platform](#). Throughout the campaign, IM held regular meetings with relevant Penterra CEOs and staff to review progress and make adjustments as needed.

Final Performance Metrics

By collaborating closely and transparently with the Pentera team and leveraging their data-driven methodology focused on collaboration, strategic planning, and measurable results, IM helped Pentera achieve the following:

- **75% increase in advocate posts**
- **47% increase in impressions**

The collaboration yielded a **15.99% engagement rate**, which was **75% higher** than Pentera's previous campaigns.

Among other results:

- Around **a third** of the targeted market - 27% - had seen Pentera's ads and were interested enough to contact or visit Pentera.
- Nearly **35,000 people** visited Pentera's GOAT landing pages, which included the GOAT's Guide and various incentives.
- Sponsored articles in magazines on Pentera's security software and IT research garnered a total of **118K impressions**.
- The email click-through rate (CTR) was **0.35%**, while Pentera's qualified offer CTR reached **0.85%**, with the helmet offer generating the most interest.

Testimony

"By aligning with Inspired Marketing," Pentera's CMO [Aviv Cohen](#) attested, "we were able to reach beyond the cybersecurity industry, making its message accessible to executives, decision-makers, and the general public. The campaign's focus on proactive security validation reinforces the idea that cybersecurity should be viewed as a strategic business enabler rather than a reactive measure."