

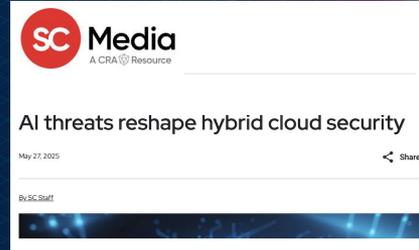
Global, Integrated Survey Driving YoY PR & Social Impact

The annual Gigamon Hybrid Cloud Security Survey is a data-led yearly initiative designed to anchor communications throughout the year. It reflects the true nature of a global account, with agencies collaborating across regions to ensure relevance, consistency, and scale from ideation through launch and sustained activation.

Survey questions are developed collaboratively to meet reporters at the intersection of what they are actively covering and the strategic, data-backed narratives most important to Gigamon. Recognized with industry accolades for PR performance year over year, the survey has become a yearly report journalists actively look for and trust.

Tactical Execution

- Global collaboration across agencies from survey ideation through launch and long-tail activation
- Modular data design that allows insights to be sliced into focused extensions such as a CISO-specific survey for Cybersecurity Awareness Month in October
- Multiple launch moments and story angles created from a single data set to sustain media interest over time
- Targeted pitching aligned to reporter beats, regional relevance, and timely news hooks
- Built-in long-tail strategy that encourages reporters to retain and reuse the data well beyond initial launch



Impact and Success Metrics in the First 8 Months Post-Launch

- 150+ pieces of global coverage
- > 75% of coverage appeared in Tier 1 + 2 business and technology trades
- Strong social engagement, including
 - 25K+ impressions
 - 114+ website visits
 - 1,400+ engagements
- Continued earned media momentum driven by modular data sets and reporter reuse over time
- Year-over-year industry recognition for PR performance