

CASE STUDY

Google x TryHackMe: Launching a Customer-facing Sales Generating CTF



- Google Chronicle, Google's security tool, has a cloud-native approach to threat detection, investigation, response and remediation

Challenge

- Promote Google Chronicle with a hands-on cyber security CTF campaign
- Requiring engaging phishing and malware challenges
- Available remotely, offering gamified, bite-sized, interactive training
- Needing logistically swift, reliable processes

Results

- ✓ Over 200 prospects attended the CTF event
- ✓ Google achieved promotional goals, collating a 99% positive response rate
- ✓ Seamless event management without process barriers

ORGANISATION BACKGROUND

Google LLC is an American multinational technology company focusing on numerous niches, including search engine technology, cyber security, advertising, and cloud computing. Google released Chronicle Security in 2019, featuring a cloud-native approach to threat detection, investigation, response and remediation.

CHALLENGE

Google was looking to give prospects an introductory, beginner-friendly experience of Chronicle through CTF tasks. The intended audience included practitioners through to managers, so the event needed to be suitable for all skill levels.

It was important for the event to have no process barriers, for the software to work swiftly, and for attendee sign-ups to require no internal management. The goals were to run a gamified, engaging, interactive event that introduced attendees to the Google Chronicle.

“ I wanted to get prospects involved in an engaging event, and personally champion TryHackMe. The Google EMEA marketing team loved the idea, so ran a campaign leveraging TryHackMe to invite customers to get hands-on in a guided CTF. ”

OUR PARTNERSHIP

Google developed two TryHackMe training rooms to challenge prospects and promote Chronicle. The two challenges were focused on blue team malware and phishing topics.

Google hosted an online hub targeting security practitioners and managers. They encouraged participants to use a demo version of Chronicle to search for the answers when completing the labs on TryHackMe. The event ran over summer 2022, acting as lead generation for the Chronicle product.

PARTNERSHIP BENEFITS

The event ran seamlessly - with no process or logistic barriers. All participants signed up swiftly and found ease in using the TryHackMe and Chronicle platforms. Over 200 participants were involved, with 99% reporting positive feedback on the CTF.

Google achieved their promotional goals, and plans to roll out other drives with TryHackMe in the future, looking at challenges, walkthroughs, and product promotion.

“I’m personally a massive fan of TryHackMe - I’ve been using the platform since it first came out! I only wish I had more time to complete more rooms. I use TryHackMe for personal development and thoroughly enjoy incorporating it into my work responsibilities. I was incredibly excited to follow the opportunity for a customer-facing CTF event, and the results have spoken for themselves!”

Keith Manville, Google Security

Continuously develop and empower your team with immersive training for all experience levels.

We pride ourselves on hands-on quality training, content variety, and engaging, gamified labs.

Our team of experts deliver reactive, engaging content that upskills employees from complete beginner levels through to seasoned hackers - equipping employees to tackle industry evolutions. Our flexible approach enables businesses to transfer licenses, customise learning paths to align with team goals, and revolutionise training remotely, safely, and with brilliant results.