Westcon | paloalto NETWORKS

Fast-track your commercial success with Palo Alto Networks

Campaign Activation Kit

- Email, Organic Social Copy
- Landing Page Copy
- Campaign Graphics



Fast-track your commercial success with Palo Alto Networks

Email, Organic Social and Landing Page Copy & Graphics

We created this campaign toolkit to make it easy for you to promote Palo Alto Networks through your marketing channels and launch your digital campaign.

Option A

Use the **Microsoft Outlook OFT** co-branded campaign email templates and customize them for your own audience before sending them through Microsoft Outlook.

Option B

Use the email copy, social media content, landing page copy and creative assets provided in this toolkit through your preferred email or CRM platform, or post them on your social channels to engage customers and prospects.

					
Campaign Offer 1: Infographic: How Can SMBs Stay Ahead of Cybersecurity Threats?	Email Copy	Email (outlook oft)	Social Copy	LP Copy	Banner
Campaign Offer 2: The SMB Guide to Affordable, Enterprise-Grade Security	Email Copy	Email (outlook oft)	Social Copy	LP Copy	Banner
Campaign Offer 3: Infographic: Security Posture Assessments for mid-market businesses	Email Copy	Email (outlook oft)	Social Copy	-	Banner
Campaign Offer 4: Miercom Report for PA-500: Palo Alto Networks Next-Generation Firewall AI-Powered Prevention Performance	Email Copy	Email (outlook oft)	Social Copy	LP Copy	Banner
Campaign Offer 5: Miercom Report: Next Generation Firewall (NGFW) Competitive Performance for Distributed Enterprise and SMB Use Cases	Email Copy	Email (outlook oft)	Social Copy	LP Copy	Banner

CAMPAIGN OFFER 1:

Infographic: How Can SMBs Stay Ahead of Cybersecurity Threats?

EMAIL COPY

Offer	Infographic: How Can SMBs Stay Ahead of Cybersecurity Threats?
Subject Line	Stay Ahead of Cybersecurity Threats
Email Header	
Copy	Hi <Name>, Recent findings show that 23% of SMBs identify cybersecurity among their top five biggest threats. With tighter funds and fewer IT resources, SMBs are increasingly vulnerable, with 43% experiencing at least one cyberattack in the last year. To empower our business against these threats, we are excited to share valuable insights with you. Our infographic reveals the optimal combination of skills, tools, and tactics designed to enhance your business's security posture. Arm yourself with the knowledge to safeguard your SMB from potential cyber threats. Download our infographic. I'd love the opportunity to discuss how Palo Alto Networks can help you. Could we schedule a quick 20-minute call next week? I'm available on <DATE at TIME> or <DATE at TIME>. Or alternatively, could you suggest a time that works best for you? <Partner to customize as needed with offer to explore plans to experience NGFWs in action. Offer on behalf of (Partner) and Palo Alto Networks

CTA	Download the Infographic

LANDING COPY

Offer	Infographic: How Can SMBs Stay Ahead of Cybersecurity Threats?
Landing Page Header	How Can SMBs Stay Ahead of Cybersecurity Threats Infographic
Header	
Copy	Twenty-three percent of small businesses describe cybersecurity as one of the top five biggest threats they currently face. With tighter funds and fewer IT resources, small- and mid-sized businesses are increasingly vulnerable to successful attacks. In fact, 43% experienced at least one cyberattack in the last year. How can small- and mid-size businesses stay ahead of cybersecurity threats? Download our infographic to learn the right combination of skills, tools, and tactics to dramatically improve your business' security posture. Offer on behalf of (Partner) and Palo Alto Networks

SOCIAL COPY

LinkedIn **Facebook**	
Copy	23% of SMBs identify cybersecurity among their top five threats. Limited funds and IT resources make them vulnerable, with 43% experiencing a cyberattack. Empower your business! Download the infographic.

CAMPAIGN OFFER 2:

The SMB Guide to Affordable, Enterprise-Grade Security

EMAIL COPY

Offer	The SMB Guide to Affordable, Enterprise-Grade Security
Subject Line	SMB cybersecurity guide.
Preheader	Learn how to keep your small business safe with limited resources.
Banner	

Copy	Hi <Name>, Twenty-three percent of small businesses name cybersecurity as one of the top challenges they currently face. With limited budgets and IT resources, SMBs are very attractive targets to criminals. They have the sensitive information cybercriminals want, but may lack the proper security infrastructure. Read the e-book, The SMB Guide to Affordable, Enterprise-Grade Security. Get sensible guidance, like: ● 5 security features to include in your defense lineup. ● 12 simple security best practices for SMBs. ● How AIOps can help. Don't miss out! This e-book explores cost-effective ways SMBs can secure themselves. I'd love the opportunity to discuss how Palo Alto Networks can help you. Could we schedule a quick 20-minute call next week? I'm available on <DATE at TIME> or <DATE at TIME>. Or alternatively, could you suggest a time that works best for you? <Partner to customize as needed with offer to explore plans to experience NGFWs in action.> Offer on behalf of (Partner) and Palo Alto Networks
Call to Action	Read the ebook

LANDING COPY

Offer	The SMB Guide to Affordable, Enterprise-Grade Security
Landing Page Header	
Copy	**Important Cybersecurity Tips Every SMB Should Know** There's a popular misconception that cyberattacks only happen to large organizations. But in reality, small and midsize businesses are very attractive targets because they have the sensitive information cybercriminals want but may lack the security infrastructure to adequately protect themselves. Hybrid work, the internet of things and the explosion of cloud-based applications and services have introduced new risks, while threats keep getting more and more sophisticated. Twenty-three percent of small businesses describe cybersecurity as one of the top five biggest challenges they currently face. With smaller budgets and fewer IT resources, protecting small and midsize organizations against a constant barrage of threats can feel like an uphill battle. Read "The SMB Guide to Affordable, Enterprise-Grade Security" e-book to get firsthand information on:

	• 5 security features to include in your defense lineup. • 12 simple security best practices for SMBs • And more! This e-book will teach you the right combination of skills, tools and tactics to dramatically improve your business' security posture. It's a must-read for every small and midsize business.

SOCIAL COPY

LinkedIn **Facebook**	
Copy	How SMBs Can Stay Ahead of Cybersecurity Threats? Read The SMB Guide to Affordable, Enterprise-Grade Security.

CAMPAIGN OFFER 3:

Infographic: Security Posture Assessments for mid-market businesses

EMAIL COPY

Offer	Infographic: Security Posture Assessments for mid-market businesses
Subject Line	Is your business ready for a cyberattack?
Preheader	A quick 60 to 90-minute check to simplify your security roadmap.
Banner	

Copy	Hi <Name>, Last year, 43% of small and mid-sized businesses faced at least one cyberattack. The good news? You don't need a big team or budget to stay protected. A Security Posture Assessment (SPA) shows you exactly where your business stands, in just 60 to 90 minutes. Here's what you'll get: • A prioritised roadmap, so you know what to fix first. • A leadership-ready executive summary you can share in minutes. • A clear view of your gaps across network, cloud, endpoints, and more. Less than 90 minutes. A plan you can act on straight away. I'd love the opportunity to discuss how Palo Alto Networks can help you. Could we schedule a quick 20-minute call next week? I'm available on <DATE at TIME> or <DATE at TIME>. Or alternatively, could you suggest a time that works best for you? Offered on behalf of (Partner) and Palo Alto Networks.
Call to Action	Book your assessment

SOCIAL COPY

LinkedIn **Facebook**	
Copy	43% of small and mid-sized businesses faced a cyberattack last year. Staying protected doesn't take a big team or budget. It takes knowing where you stand. A Security Posture Assessment (SPA) shows you exactly that, in 90 minutes. ✅ Spot your security gaps across network, cloud, and endpoints ✅ Get a prioritised roadmap, so you know what to fix first ✅ Share a leadership-ready summary in minutes Book your assessment today In partnership with Westcon and Palo Alto Networks.

CAMPAIGN OFFER 4:

Miercom Report for PA-500: Palo Alto Networks Next-Generation Firewall AI-Powered Prevention Performance

EMAIL COPY

Offer	Miercom Report: Palo Alto Networks Next-Generation Firewall AI-Powered Prevention Performance
Subject Line	2026 Miercom: PA-500 outperforms
Email Header	

Copy	Hi <Name>, How's your current security architecture handling the rapid rise in AI and API traffic? As these demanding workloads begin to flood networks, even the most reliable legacy systems face new challenges. Miercom decided to assess how Palo Alto Networks PA-500 Series handles real-world AI workloads compared to industry standards. The results were decisive: • **8x faster throughput:** Optimized specifically for OpenAI and DeepSeek AI flows. • **Architectural stability:** 100% flawless operation under peak sessions. • **Cost efficiency:** Up to 60% lower TCO per protected Mbps. Get the full Miercom performance report and check out the data. I'd love the opportunity to discuss how Palo Alto Networks can help you. Could we schedule a quick 20-minute call next week? I'm available on <DATE at TIME> or <DATE at TIME>. Or alternatively, could you suggest a time that works best for you? <Partner to customize as needed with offer to explore plans to experience NGFWs in action. Offer on behalf of (Partner) and Palo Alto Networks
CTA	SEE RESULTS

LANDING COPY

Offer	Miercom Report: Palo Alto Networks Next-Generation Firewall AI-Powered Prevention Performance
Landing Page Header	Independent testing. Undeniable results.
Header	
Copy	With AI and API traffic dominating modern networks, security must process encrypted flows without creating a bottleneck. Miercom recently conducted independent assessments, putting Palo Alto Networks PA-500 Series head to head against other NGFW vendors in real-world scenarios. The results for the PA-500 Series were decisive: • Massive AI throughput: 2x to 8x the throughput of equivalent Fortinet models in AI-heavy workloads like OpenAI and DeepSeek. • Architectural stability: 100% flawless operation when competitors failed. Avoids Conserve Mode and memory exhaustion. • High-fidelity encrypted traffic inspection: Faster, more reliable processing of TLSv1.2 and 1.3 traffic to protect data. • 30% to 60% lower TCO: Unmatched hardware efficiency delivers a lower cost per protected Mbps. • Enterprise-grade scalability: Specialized protocols like FIX and SMBv2 run at full speed, avoiding the severe throughput drops seen in Fortinet devices.

	Dive into the Miercom data side by side, and discover how to modernize your network with the definitive, cost-effective NGFW. Offer on behalf of (Partner) and Palo Alto Networks.

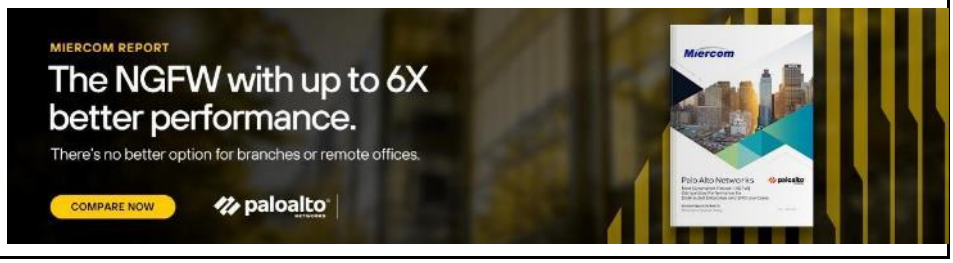
SOCIAL COPY

LinkedIn **Facebook**	
Copy	1. Miercom put our PA-500 Series NGFWs head to head against the competition. The results were decisive. See the report for yourself. 2. Secure. Scalable. Lower TCO. This is the next NGFW. See how the PA-500 Series outperformed the competition in the Miercom report. 3. See how the PA-500 Series and other NGFWs performed in independent Miercom testing. Get the report. 4. See how the PA-500 Series and other NGFWs performed in modern, real-world scenarios. Get the independent Miercom report. 5. See which NGFWs are built for today's AI world. The results were decisive. See the independent Miercom report for yourself.

CAMPAIGN OFFER 5:

Miercom Report: Next Generation Firewall (NGFW) Competitive Performance for Distributed Enterprise and SMB Use Cases

EMAIL COPY

Offer	Miercom Report: Next Generation Firewall (NGFW) Competitive Performance for Distributed Enterprise and SMB Use Cases
Subject Line	Stop trading security for performance
Email Header	

Copy	You don’t have to trade security for performance. Miercom, an independent network and security testing organization, put the Palo Alto Networks PA-400 Series Next-Generation Firewall and a similarly priced Fortinet firewall through rigorous testing, and the report results are in: • The PA-400 Series maintained predictable throughput while Fortinet showed significant performance degradation with services on • The PA-400 Series offers up to 6X better performance and up to 9X lower TCO Read the report to learn what was tested and how. Make sure you’re getting uncompromising network security at your branches and small offices. I’d love the opportunity to discuss how Palo Alto Networks can help you. Could we schedule a quick 20-minute call next week? I'm available on <DATE at TIME> or <DATE at TIME>. Or alternatively, could you suggest a time that works best for you? <Partner to customize as needed with offer to explore plans to experience NGFWs in action. Offer on behalf of (Partner) and Palo Alto Networks
CTA	Download the report

LANDING COPY

Offer	Miercom Report: Next Generation Firewall (NGFW) Competitive Performance for Distributed Enterprise and SMB Use Cases
Landing Page Header	Security Without Compromise
Header	
Copy	PA-400 Series Beats Competition in Head-to-Head Testing You don't have to trade security for performance. Some organizations believe they can't fully secure branches and small offices locally without compromising performance. Because they need cost-effective security, IT teams choose low-cost appliances, not realizing they aren't getting predictable performance. Alternatively, some IT teams disable security features to increase throughput, putting organizations at risk for cyberattacks. Miercom, an independent network and security testing organization, put our PA-400 Series Next-Generation Firewall and a similarly priced Fortinet firewall through rigorous testing, and the report results are clear. The PA-400 series: • Maintains predictable throughput with services on while Fortinet showed significant performance degradation • Offers up to 6X better performance • Provides up to 9X lower TCO • Read the report to find out what was tested and how. Make sure you're getting uncompromising network security for your branches and small offices. Download the report, Miercom report, sponsored by (Partner). Offered on behalf of (Partner) and Palo Alto Networks.

SOCIAL COPY

LinkedIn **Facebook**	
Copy	The results are in - the #PA-400 Series from Palo Alto Networks beat the competition in a head-to-head test conducted by Miercom! Download this report and ensure you're getting uncompromising network security for your branches and small offices today. .