



Article Group Case Study: CrowdStrike Product Portfolio Reorganization and Marketecture Strategy for Fal.con 2023

How reorganizing a complex product portfolio helped define a category—and unlock a new story for the business.



We started working with CrowdStrike in 2018, at a time when their platform was rapidly evolving but nowhere near the size it is today. Our early work focused on executive storytelling and keynote development—foundational efforts that built lasting trust with the leadership team and gave us a front-row seat to their growth.

Over the years, CrowdStrike's product portfolio expanded dramatically. But by 2023, that growth had created friction. With dozens of SKUs, overlapping capabilities, and a technical depth that was difficult to distill, their platform had become increasingly hard to navigate—for customers, sellers, and even internal teams.

Our Contribution

- Keynote narrative
- Keynote design
- Customer-centric marketecture design
- On-site design and show-ready delivery

A Time for Change

CrowdStrike leadership was clear: something had to change. They came to us to help solve it—and to do so through a critical moment in their calendar: Fal.con, their annual customer conference.

An Intuitive and Flexible Story

Rather than anchoring the story around individual products, we worked with leadership to group their offerings into a smaller set of intuitive, industry-based categories. These categories reflected how buyers think and how real-world security challenges show up, not how the platform grew over time.

The new marketecture gave CrowdStrike a story that could flex across audiences, scale with their growth, and hold up under pressure. It helped customers find their way in. It helped teams align around what they were building. And it helped leadership show—not just say—that CrowdStrike is defining their industry.

Today, we continue to support CrowdStrike across launches, executive communications, and high-visibility moments—including their response to the historic 2024 outage. That kind of work is only possible because of the foundation we've built together.