

**2020 CASE STUDY**

**How a Deception  
Technology company  
increased LeadGen  
ROI by 294%**



# INTRODUCTION

**Our client is a Gartner Cool Vendor company that builds simple and intuitive solutions that enable companies to predict threats, detect attacks, and respond to breaches.**

**Headquartered in India, they were founded by a member of the Dead Pixel Security Research Group, a by-invite think-tank of independent security researchers, and some of the most renowned technology practitioners in the world.**

**Today, their Deception products have helped security teams around the world detect threats where others have failed.**

**But, in America, they were essentially unknown.**

**With a small internal sales organization and no direct experience in the U.S., they needed both strategic and tactical assistance to bring their products into this \$53B market in a timely and cost efficient manner.**

**THE COMPANY WAS  
ESSENTIALLY  
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AMERICA**

# CHALLENGE

Their management team realized that all geo-markets have differing characteristics in terms of buyer perceptions, cognitive biases, cultural norms and consumption habits. Vendor delivery norms and philosophy may not always align with practices and processes that native firms take for granted.

And more importantly, since CISO purchasing decisions are frequently influenced by community word-of-mouth, entering a new market as an unknown can be an expensive up-hill climb.



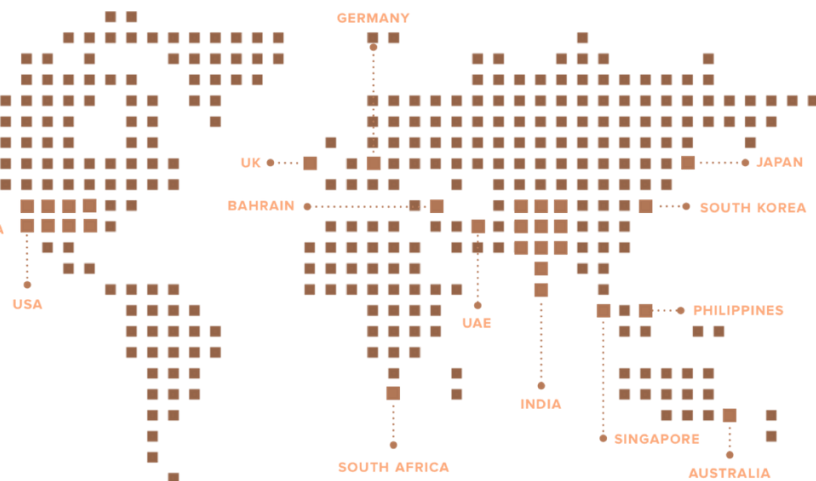
*Messaging guidance from 30 advisory CISOs.*

# SOLUTION

Casting about for possible solutions, the team turned to their network in India, and were referred to CyberTheory by the local Managing Director for CyberTheory's sister company, iSMG.

Discovering that CyberTheory is trusted by International cybersecurity vendors worldwide, the management team arranged to meet with CyberTheory at the RSA Conference this past February in San Francisco.

Their decision to partner with us was based on our Cybersecurity-focused approach to digital marketing that includes guidance from 30 influential CISOs in a customer advisory capacity.





*Our sales team is composed of trained graduate students in the NSA/DHS certified (CAE-CD) Cybersecurity program at the Grand Canyon University.*

# PROCESS

**Working together, our client's marketing team and CyberTheory's demand gen experts created a laser-targeted content syndication campaign.**

**The campaign employed some of the client's existing assets, refreshed and updated by our content writers, to address the outcomes that the client's customers had achieved across a range of industry sectors.**

**These assets were short and cut directly to the chase – identifying the problem, process and solution for each of five separate use cases.**

**Then those assets were syndicated across iSMG's broad network of 980,000 senior InfoSec practitioners through a series of targeted emails.**

**When an interested party downloaded the asset, they were scored as an intentional lead and using first party data, we were able to discover their level of intent based upon the topics they had been exploring over the past 4-6 weeks.**

**A second download substantially increased the implication of intent, and those leads were then appended with direct contact information and forwarded to CyberTheory's sales development team.**





*The impact of the program is not limited to SQL conversion rates.*

# OUTCOME

**The CyberTheory SDR team made 5 outreach attempts on each lead before scoring them and aggregating the batch for transmission to the client's sales team.**

**We were able to connect with 17% of the intent leads and convert 47% of those to meetings or next steps. Hot leads were transmitted to the client's sales team within the hour and the entire batch was sent over within 72 hours of the second download.**

**The result has been the discovery of 29 projects (SQLs) which fit the client's solution, uncovered over a period of 45 days and those SQLs are now in the bottom half of their pipeline.**

**At their average rate of 25% (SQL to Closed/Win) conversion, the expected ROI from the campaign is 294% (7 deals x \$25K ARR @90% GM).**

**The impact of the CyberTheory eMQL program is not limited to SQL conversion rates.**

**Speed to market is a significant pivot point on pipeline velocity.**

**The average time an MQL lead takes to become an SQL in the SaaS world is 3 months.**

**The CyberTheory eMQL programs leverage advanced agent-assisted dialing technology to accelerate outreach by a factor of 10.**

**The resulting conversion rate in half the time creates twice as much runway for revenue production.**



# ABOUT US

**CyberTheory is a full-service cybersecurity marketing advisory firm, providing advertising, marketing, content, digital strategy, messaging, positioning, event management and media publishing.**

**We manage broad demand generation programs with extremely high conversion rates. In addition to our resident CISO team and Customer Advisory Board, our extensive knowledge model allows us personalized targeting of each and every Cybersecurity buyer persona.**

**With strategic insights from global education services, media providers, intelligence analysts, journalists and executive leaders, we're always aligned with the latest industry trends.**

**More information at [www.cybertheory.io](http://www.cybertheory.io)**