

A person is seen from behind, sitting at a desk and working on a laptop. A bag is hanging on the back of the chair. The scene is dimly lit with a warm, orange-toned light. The person's hands are on the laptop keyboard. The background shows a desk with various items like a tissue box and a power strip.

2020 CASE STUDY

# An EndPoint Solution Provider Captures Market Share Through ExpressSQL DemandGen



# INTRODUCTION

**Our client, a leading global technology company, had recently acquired the industry's leading endpoint management platform and wanted to launch a major roll-out in concert with the impact of the coronavirus pandemic.**

**With the sudden rush toward WFH protocols, it seemed an opportune time to leverage the new paradigm given the natural protection, detection and defense capabilities the product provided.**

**The only problem was that no one was associating their solution with the company or was connecting the dots between their product and a hungry market.**

**With a rapidly disappearing network perimeter and a lack of centralized controls, the influx of new devices, incomplete patching and updates, and an explosion of personal cloud services, WFH has immediately become a primary contributor to enterprise vulnerabilities.**

**By June, a Threatpost poll revealed that 40% of companies had seen an increase in cyberattacks as they enabled remote work.**

**MOBILE DEVICES  
ACCELERATE  
ENTERPRISE  
VULNERABILITIES**

# CHALLENGE

Our client had a great product and a ready sales team, but getting through that wall of noise, tracking down their buyer personas and doing it with speed and scale using conventional DemandGen techniques had produced little.

Time continued to march along and competitors were increasing their market footprint.

The lead programs they had tried were converting at 3% and the resulting SQLs weren't quite qualified at the level sales were expecting.

**CONVENTIONAL  
DEMANDGEN  
PROGRAMS WERE  
FAILING TO PRODUCE  
HIGH PERFORMING  
MQLs AND WERE  
GENERATING POORLY  
QUALIFIED SQLs.**



# SOLUTION

Seeking solutions, the marketing team reached out to ISMG, a network they had trusted in the past to produce high-quality leads.

At that same time, the CyberTheory division of ISMG had just completed development of an innovative program that took Content Lead Syndication into a new realm of performance.

Taking guidance from 32 CMO meetings at RSA in San Francisco in February, CyberTheory had gone to work building out a process that leveraged AI and an agent-assisted dialing platform to enable a team of Cybersecurity graduate students to tele-validate and confirm intent before transferring leads to the client.

***We call it ExpressSQL.***



**OUR SALES TEAM IS COMPOSED  
OF TRAINED GRADUATE  
STUDENTS IN THE NSA/DHS  
CERTIFIED (CAE-CD)  
CYBERSECURITY PROGRAM AT  
THE GRAND CANYON  
UNIVERSITY.**

# PROCESS

**Each ExpressSQL campaign begins with a collaborative effort to identify our clients' target personas with optimal precision and evolves from a dialogue script and screenplay that our grad students use when qualifying a prospect and an appropriate array of objection handling responses.**

**Each campaign employs 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 with their solution.**

**These assets work best when they are short and cut directly to the chase – identifying the problem, process and solution for multiple use cases.**

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

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

**A second download substantially increases the implication of intent, and those leads are then appended with additional contact information and forwarded to CyberTheory's sales validation team.**



**THE IMPACT OF THE  
PROGRAM IS NOT LIMITED TO  
SQL CONVERSION RATES.**

# OUTCOME

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

**In this case, we were able to connect with 26% 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 32 projects (SQLs) that fit the client's solution, uncovered over a period of 45 days and those opportunities are now in the bottom half of their pipeline.**

**At their average rate of 30% (SQL to Closed/Win) conversion, the expected ROI from the campaign is 500% (10 deals x \$75K ARR with 80% GM).**

**While the impact of the CyberTheory ExpressSQL program is significant, it is not limited to SQL conversion rates alone.**

**Speed to market is an important pivot point for pipeline velocity.**

**The average time a B2B MQL lead takes to become an SQL is 3 months.**

**The ExpressSQL programs leverage advanced outreach technology to accelerate contact by a factor of 10.**

**Thus, the program converts in half the time, creating 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 40 member Customer Advisory Board, our extensive knowledge model allows us to personalize the 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 demands.**

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