



ExpressSQL: Innovation in LeadGen

After 32 meetings with Cybersecurity CMOs at the 2020 RSA Conference in San Francisco, the CyberTheory team went into product development and came out 2 months later with ExpressSQL, an innovative LeadGen campaign product that leverages the breadth and depth of the ISMG Network along with dozens of media partners to reach every possible persona in the Global Cybersecurity community.

The ExpressSQL Process

Combined with advanced outreach technology and AI-enabled contact information capture, source MQLs are created through content syndication after two downloads of a client's assets, and validated through extensive first-party intent data.

The assets may be existing white papers, customer success stories, solution briefs, data sheets, eBooks or case studies.

Our tele-verification team then makes a limited number of contact attempts on every lead in an attempt to confirm interest and opportunity.

Qualification and Vetting

Once contact is established, our team takes the prospect through a light discovery call to determine whether there is budget, authority, a problem that needs solving and an indication of when a decision might be made.

In addition to those qualifying questions, we develop a set of further qualifiers based on client direction and guidance.

If a hot lead is encountered, we send the lead over immediately along with full disposition and notes.

SQL Conversion

While all of the MQLs receive the same outreach treatment, we typically reach between 20-30% of the leads, and of those, our conversion rate runs between 32-47%.

This translates into about a 10-12% MQL to SQL conversion rate.

We do not guarantee that any given campaign will produce those same results and while past performance doesn't ensure future outcomes, we are confident that our ExpressSQL campaigns will consistently perform at the 10-12% level or higher.

The campaign organizing activities usually require a 2 week ramp in order to provide enough time to develop the call guides and screenplays so that we can properly prepare our outbound team.

About the Team

Our outbound team is comprised of graduate students in a co-op program at one of the highest ranked Cybersecurity Masters programs in the nation. Grand Canyon University is uniquely accredited by the NSA/DHS and certified as a National Center of Academic Excellence in Cybersecurity Defense (CAE-CD).

Adjacent to the graduate degree program is the Cyber Center of Excellence labs and a collaborative startup incubator operated by Canyon Angels in partnership with CyberTheory.

Our outreach team is led by Glassdoor winning sales leader Corey Frank. Not only do they earn course credits and a substantial part-time wage to offset their educational expenses, they also learn one of the essential skills involved in launching new businesses in Cybersecurity.

Our clients benefit from a ramped up tele-verification team steeped in technical Cybersecurity knowledge who can come immediately up to speed on any Cybersecurity solution and by a sales leadership team that has won industry acclaim for sales performance.

For more information about our ExpressSQL programs, please contact your local account representative, or inquire at www.cybertheory.io.

Continuous Optimization

Every campaign has a Customer Success Manager and a Campaign Manager assigned to it. The purpose is to assure that the lead flow continues unheeded, the outbound mechanics are performing as expected and that the quality of the SQLs produced is in line with campaign objectives.

The execution team continuously monitors the efficacy of the call guide, scripts and screenplays and applies corrective iterative guidance as necessary.

All MQLs are delivered along with qualified SQLs both throughout and at the end of each campaign so that they can be followed up on quickly and can enter our clients' lead nourishment programs.

If a given lead fails to match the filters, we replace it at no cost.