

**CYBER
THEORY**

Advisory Support for Cybersecurity Marketers

CyberTheory ABM: Higher Converting Leads

Performance Marketing for Cybersecurity

CYBER THEORY

**“EMPHASIZING QUALITY OVER
QUANTITY HAS ALWAYS BEEN A
SUPERIOR WAY TO ADVANCE YOUR
VALUE PROPOSITION.”**



Everyone in B2B marketing understands how ABM works. Most salespeople get the concept as well.

Focusing on quality over quantity has always been a superior way to advance your value proposition. But in our new COVID-19 world order, the pressure to connect with a target audience has increased dramatically and is challenging even the most mature and high performing sales and marketing organizations.

Those who are unable to hit the long ball under normal conditions are going to struggle at the plate even more. Old stand-by refrains have new musical arrangements:

- I can't get through to the company any longer.
- I don't have their cell phone number.
- These marketing leads are bad.

And my all-time favorite:

- I've left 6 messages and no one is calling me back!

How can sales and marketing find harmony while working toward the same goal of increased revenue?

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“FOCUSING ON KEY BUYER TARGETS IN STRATEGIC ACCOUNTS IN AN ORCHESTRATED CAMPAIGN IS FAR MORE LIKELY TO RESULT IN CLOSED DEALS.”



ABM identifies high-value accounts and uses a coordinated, cross-functional approach to capture those accounts. This requires marketing and sales to work together to 1) identify the key target accounts and the buyers therein, and 2) to develop an integrated plan to pull those buyers through the sales cycle.

Focusing on key buyer targets in strategic accounts in an orchestrated way is far more likely to result in closed deals. Because ABM can drive fast consensus across teams, so when an influencer brings up your solution in a meeting, three others will say, ‘Yes I’ve heard about that, sounds interesting.’

Let’s look at a hypothetical ABM example targeting 200 key accounts.

At CyberTheory, we match these accounts against 1st party networks of CISO and senior InfoSec practitioners worldwide. That may produce 1,000 contacts. A syndicated campaign targeting those contacts is deployed with a content asset of interest to those prospects.

Each prospect who downloads is ranked using 1st party intent data from our targeted networks. Those prospects are then used to create another independent set of profiles by running them through our proprietary technology that matches on demographic and psychographic data elements across a global database of over millions of business contacts.

CYBER THEORY

**“PERFORMANCE OPTIMIZED LEADS
(ExpressSQLs) ACCELERATED THROUGH
AI/ML, TELEVALIDATION AND
PROGRAMMATICS”**



DISCOVER MORE BUYING SIGNALS.

The purpose of this pass is to identify decision makers in the target accounts who may influence the decision process (like the CFO and other non-cybersecurity-related CxO titles), but who may not be in our InfoSec network. All matched results are sent to our research team, who develop actionable phone numbers and validate that each contact's information is accurate and recent.

Next, these highly filtered prospects are targeted through a programmatic and native ad campaign that actually matches clicks to IP addresses, including capturing prospects not consuming an offer for lead scoring. The results are then delivered to our AI/ML contextual analytics platform which combined with Bombora Intent data performs an electronic validation of intent.

The objective is to discover buying signals that go unnoticed by conventional sales and marketing systems.

The CyberTheory approach to uncovering demand requires insight into what prospect accounts are doing throughout the full funnel, from early stage interest on 3rd party websites, all the way down to interactions with late stage marketing content.

CYBER THEORY

**“WE HAVE SEEN INITIAL LEAD
CONVERSION RATES TO SQLS FOR
OUR OPTIMIZED EXPRESSSQL
LEADS INCREASE BY 30%”**



CAPTURE MORE INTENT SIGNALS.

Our platform captures intent signals from every known and anonymous source, including dark funnel activity and connects them to prospect accounts. This process optimizes insight into the entire account-based buying journey. The final stage of this process validates the response matrix and automatically scores and ranks the lead with dispositions in real-time, delivered to the customer within 24 to 72 hours.

This richly layered approach to lead generation outperforms conventional leadgen campaigns when applied to a broad range of prospect personas and associated filters, but when executed in an orchestrated ABM campaign, it is particularly effective as it leverages the proximal relationships within a set of targeted companies.

By combining your target account list with our first party subscriber data, intent overlays, highly focused programmatic and content syndication targeting – we see more mid to late funnel leads uncovered, with more SQL conversions and higher engagement in the nurturing phases.

How much more?

We have seen lead conversion rates from our performance optimized leads to SQLs above 30%.

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“IF A WELL-EXECUTED ABM STRATEGY ISN’T RESULTING IN A 20%+ IMPROVEMENT OVER YOUR CURRENT CONVERSION RATES, IT’S TIME TO RETOOL.”



SUCCESS FACTORS.

An integrated ABM approach also requires that your sales and marketing leadership team is on board and has designated support roles with responsibility for success, including SDRs/BDRs/ISRs, Field Sales, account managers, marketing managers and those responsible for customer success.

ABM is a team sport. Everyone needs to be on board and pulling their own oar in the same direction.

Because we are data-addicts here at CyberTheory, we firmly contend that any successful ABM strategy is dependent on performance metrics that connect with revenue goals. If a well-executed ABM strategy isn't resulting in a 20%+ improvement over your current conversion rates, it's time to retool.

The best way to test an ABM strategy is to start with a pilot. Target a small percentage of your enterprise prospects, deploy, measure, iterate and prove value against revenue and conversion goals. You'll be able to determine the effectiveness at each phase without disrupting your institutionalized processes. Then, when you have achieved a productive model, you can scale with confidence.

CYBER THEORY

**“WHAT YOU DO IN THE NEXT
SEVERAL MONTHS WILL
HAVE A LONG TERM IMPACT
ON BRAND PERCEPTION
AND SALES RESULTS.”**



A LONG-TERM WINNING STRATEGY.

The front end investment of an ABM program can be higher than traditional campaigns.

But ABM delivers important results at the ROI level, including increased annual and lifetime contract values and reductions in customer acquisition costs.

And while the average lead conversion to SAL through continual lead nourishment takes 84 days according to a Marketo study, our accelerated outreach platform drives 10-12X the number of calls we make in a given session.

In effect, we are able to reduce your revenue runway by 50% per campaign, enabling twice the opportunity for revenue realization.

And since part of ABM success depends on building broad relationships within target accounts, what you do in the next several months will have a long term impact on brand perception and sales results.

So, now is the time to lay the foundation; reach out with offers of support unrelated to your product or service. Be flexible. Look for ways to provide value. Gaining a top of mind position among your key prospects will pay off heavily when the markets return to some semblance of normalcy.

CYBER THEORY

**“WITHOUT A WORD, COCA-COLA HAS
BURNISHED THEIR BRAND IMAGE TO THE
WORLD FOR A LONG TIME TO COME.”**



MESSAGING THAT WORKS.

Here's an example of Coca-Cola offering value in an innovative outreach:

Instead of tweets touting their wonderful philanthropic programs amid COVID-19, Coca-Cola has simply relinquished all of their social media channels to the American Red Cross, Boys & Girls Clubs, Feeding America and the Salvation Army.

Without a word, Coca-Cola has burnished their brand image to the world for a long time to come.

You know what else is great about that move?

It didn't cost a cent.

CYBER THEORY

“WHERE MEDIA, CREATIVE,
TECHNOLOGY AND DATA
WORK TOGETHER AS ONE.”



Cybersecurity is in our DNA.

CyberTheory is a full-service cybersecurity marketing advisory firm. Our strategies increase lead generation rates for B2B organizations. Our professionals leverage insider intelligence, years of experience in Cybersecurity as CISOs and as Marketers, and deep expertise in digital advertising and technology driven media.

We speak AI and ML and we combine them with our proprietary data models to optimize the delivery of remarkable outcomes.

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