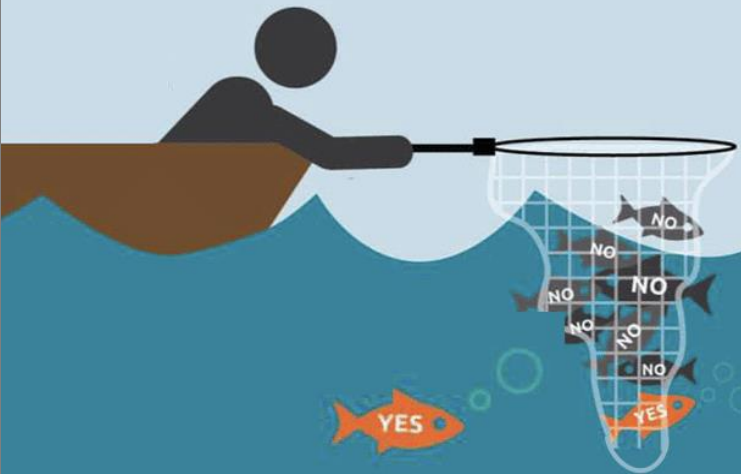


# RightLeads



Todd Lebo



Milap Shah

## Account-Based Marketing

*for Information Security (InfoSec) Industry*

Practitioner's insights into making ABM successful

# Today's Speakers



## Todd Lebo

**Chief Marketing Officer | Ascend2**

Todd is passionate with discovering what really works in marketing and helping marketers apply those findings to their marketing programs. At Ascend2, Todd helped develop a research-based marketing methodology that is used by marketing technology firms and agencies to generate demand and supplement content. Prior to joining Ascend2, Todd led the MarketingSherpa marketing, content, research and business development teams.



## Milap Shah

**Executive Chairman & Founder | Nexsales**

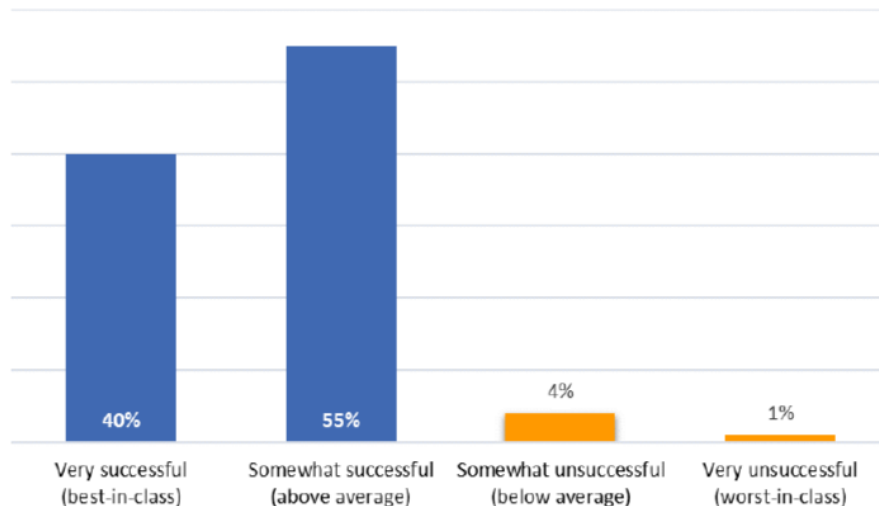
Milap is a fervent believer in adapting and evolving growth hacking techniques to help marketing and sales leaders succeed. In developing RightLeads™ for Information Security, Milap has brought together elements of AI and Data Science with proven demand generation frameworks. Prior to this, Milap led business development for GeP, and was a management consultant with Accenture.

# ABM Works!

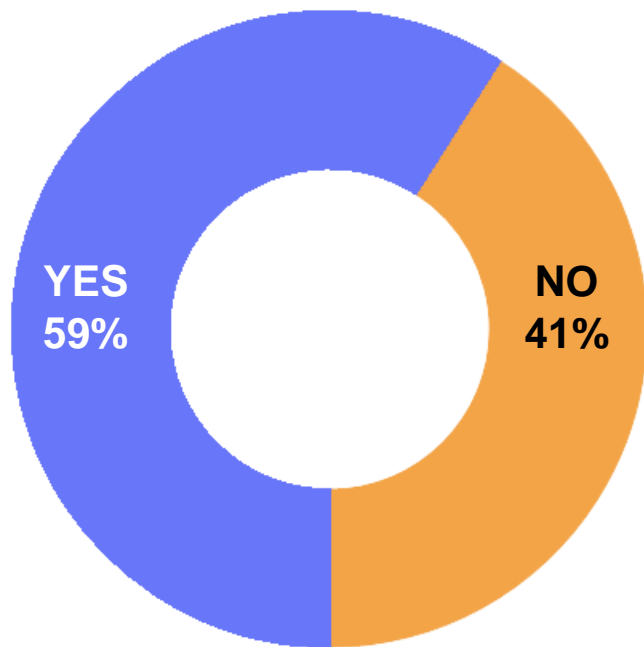


# ABM Works - across the board!

How SUCCESSFUL is an ABM strategy at achieving the top priorities?



## Has your company adopted an Account Based Marketing Strategy?

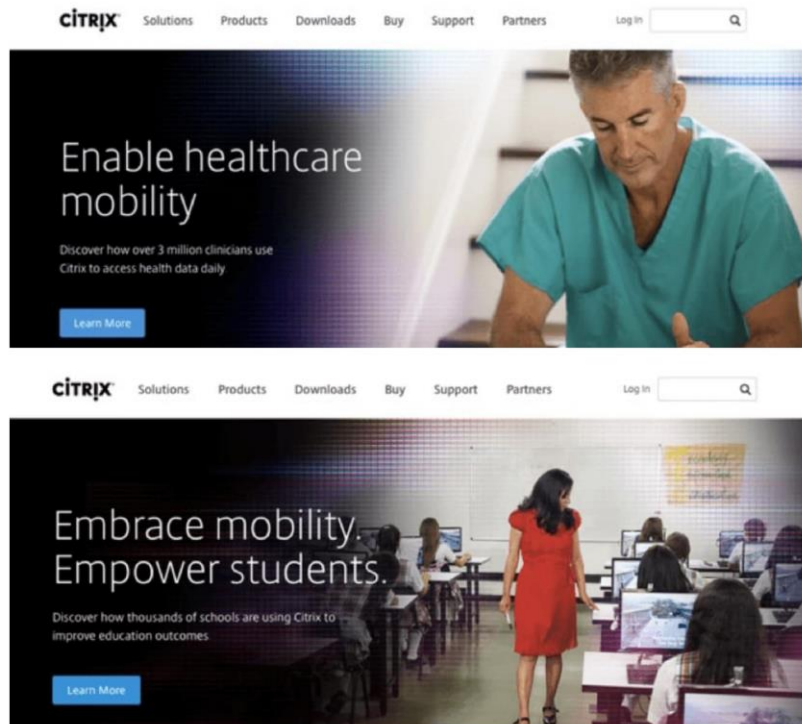


**RightLeads**

*Survey of marketers conducted by  
RightLeads between Jan 2018 – July 2019  
748 respondents across over 450 InfoSec  
companies*

# ABM in the real world

RightLeads



Personalized experience  
on your website.

## MID-TOUCH – RELEVANT CONTENT



Hello *First Name*,

As the *Title* at *Company*, I'm curious if you face any of the following challenges:

*Dynamic content based on title*

Here are some great examples of how we have worked with other *Industry* companies to overcome those obstacles.

*Dynamic content based on industry*

If any of this peaks your interest please...

Personalized  
experience with email  
and content delivery.

# ABM at work in the InfoSec world....

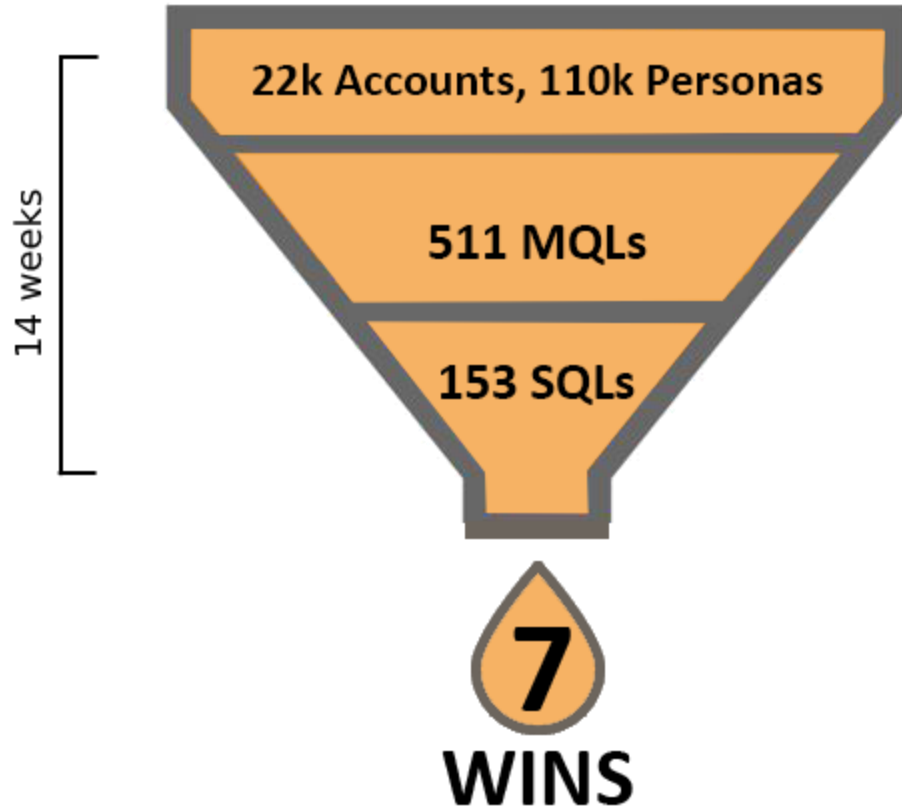
RightLeads



SF Bay Area-based  
**Malware Isolation  
Platform**

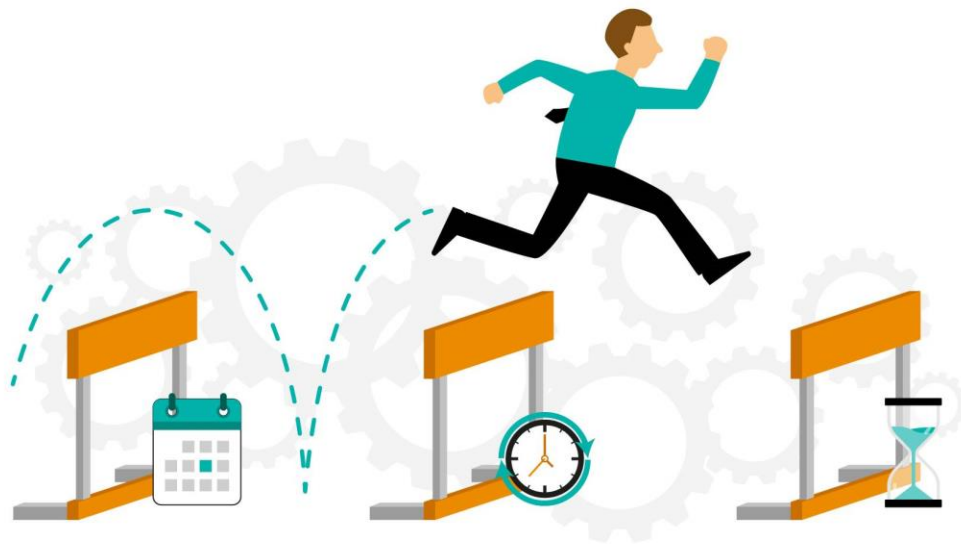


**FOCUS:** Accounts  
buying **advanced  
end-point  
protection**





## Challenges in ABM



# What are the Challenges to ABM?

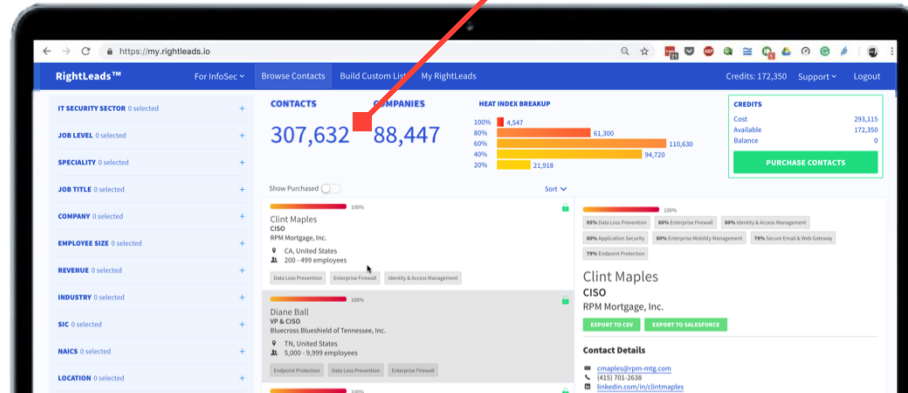
What are the most CHALLENGING BARRIERS to the success of an ABM strategy?



# Rich Account Data is foundational to ABM

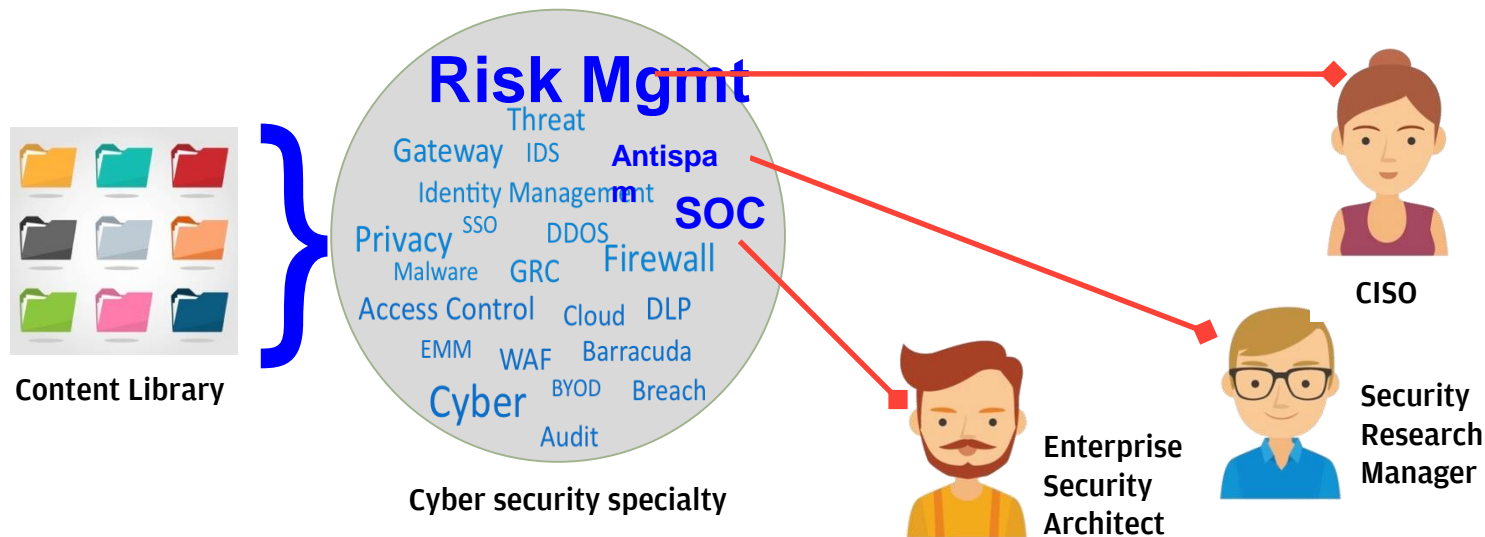
**RightLeads**

**InfoSec Specialist**  
>> With 300k+ leads:



# Personalizing Content is key to ABM

Rich account intel enables personalized messaging



More relevant messaging = Better engagement = Higher Conversions

# Scoring and Targeting in ABM: AI at Work

RightLeads

## Step 1: Filter

IT SECURITY SECTOR Application Security +

JOB LEVEL 3 selected +

SPECIALITY 0 selected +

JOB TITLE 0 selected +

COMPANY 0 selected +

EMPLOYEE SIZE 50 - 1,000 +

REVENUE \$50M - \$250M +

INDUSTRY 0 selected +

SIC 0 selected +

NAICS 0 selected +

LOCATION 1 selected +

ZIP CODE 0 selected +

## Step 2: Customize

IT SECURITY SECTOR

Application Security x

JOB LEVEL

CXO x VP x Director x

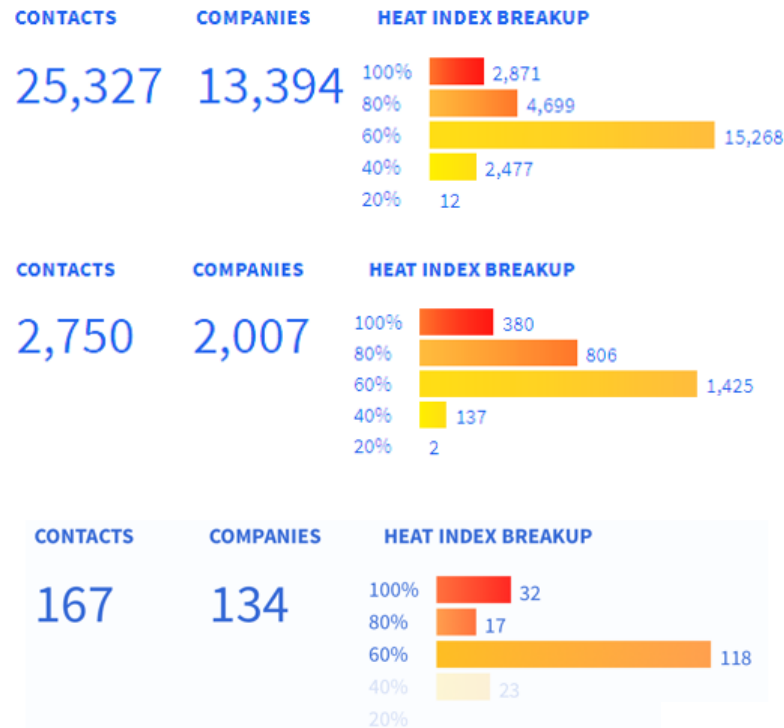
EMPLOYEE SIZE REVENUE

50-1000 x \$10M-\$250M x

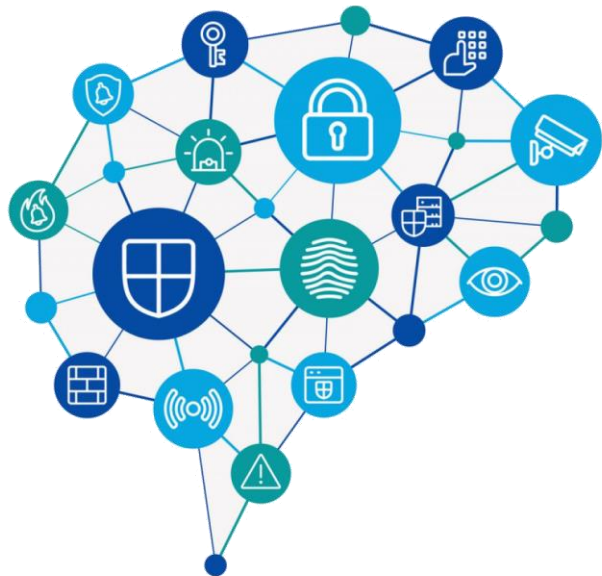
LOCATION HEAT INDEX

San Francisco x 60-100% x

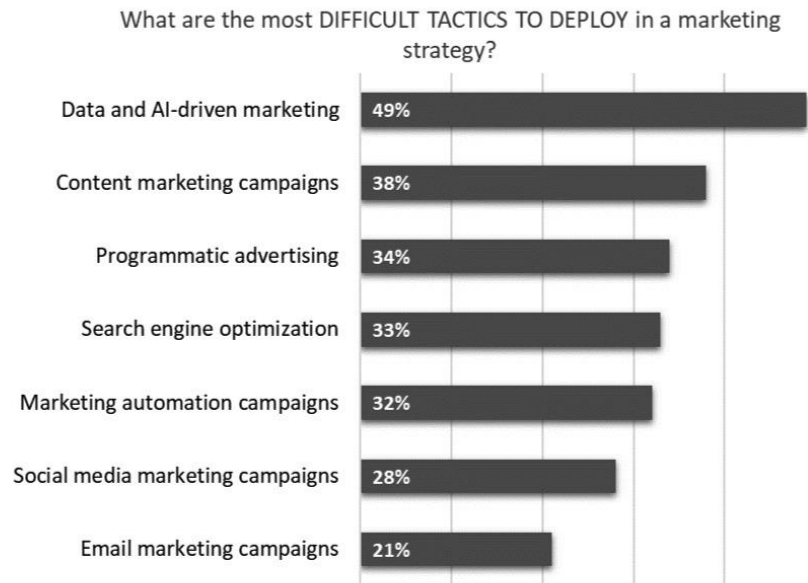
## Step 3: Analyze



# Data & AI Driven Marketing



# What tactics are difficult to deploy in ABM?




# AI everyday: Google!


RightLeads


Google lasagna recipe


Web Videos Images Shopping News More Search tools

About 2,840,000 results (0.23 seconds)

**Classic lasagne | BBC Good Food**  
 [www.bbcgoodfood.com/recipes/10602/classic-lasagne](http://www.bbcgoodfood.com/recipes/10602/classic-lasagne) ▼  
★★★★★ Rating: 4.8 - 106 votes - 3 hrs - 580 cal  
I used this **recipe** to make chicken **lasagna** and I loved it!!! I used about 500 .... Also made enough ragu sauce to freeze and make **lasagne** again two more times.

**Lasagne | BBC Good Food**  
 [www.bbcgoodfood.com/recipes/1109637/lasagne](http://www.bbcgoodfood.com/recipes/1109637/lasagne) ▼  
★★★★★ Rating: 4.5 - 54 votes - 4 hrs 10 mins - 794 cal  
This is the best **lasagne recipe** I have come across. It is also easy to ... It turned out beautifully with lots of good flavour and a sumptuous lasagna. Sign in or ...

**Good Old Lasagne | Pork Recipes | Jamie Oliver Recipes**  
 [www.jamieoliver.com/recipes/pork-recipes/good-old-lasagne/](http://www.jamieoliver.com/recipes/pork-recipes/good-old-lasagne/) ▼  
22 cal  
This really is a good old **lasagne recipe** packed full of lean mince, beef, carrots, mushrooms and creamy white sauce; the perfect combination.

**Simple Baked Lasagne | Beef Recipes | Jamie Oliver Recipes**  
 [www.jamieoliver.com/recipes/...recipes/simple-baked-lasagn...](http://www.jamieoliver.com/recipes/...recipes/simple-baked-lasagn...) ▼  
3 hrs 10 mins - 35 cal  
Jamie's **lasagne recipe** is best made using fresh sheets of pasta, they are widely available in supermarkets so no need to make your own!



# Practical Application of AI: Heat Index

RightLeads

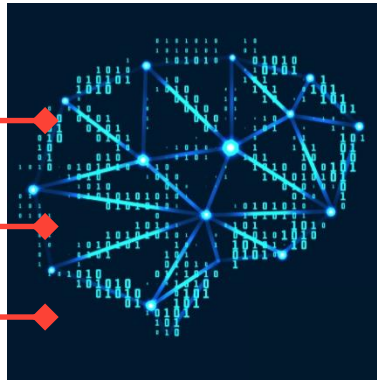
## HOW?

Supervised Machine Learning

Tracking of 1,000+ markers

>100 MM web pages + >4MM phone dials +

>10 MM contacts



AI Engine “Heat Index”

RightLeads’ Heat Index score prioritizes leads,  
...so your Marketers and SDRs can score the wins!

# Data & AI Driven Marketing

RightLeads

**RightLeads™**For InfoSec ▾Browse ContactsBuild Custom ListMy RightLeads⚙️🔗Credits: 15,000Support ▾Logout

**IT SECURITY SECTOR** 0 selected  
IT Security Sector  
Application Security  
Data Loss Prevention  
Endpoint Protection  
Enterprise Firewall  
Enterprise Mobility Management  
Identity & Access Management  
Secure Email & Web Gateway

**EMPLOYEE SIZE** 0 selected

**REVENUE** 0 selected

**INDUSTRY** 0 selected

**SIC** 0 selected

**NAICS** 0 selected

**LOCATION** 0 selected

**ZIP CODE** 0 selected

**CONTACTS**  
305,404

**COMPANIES**  
88,871

**HEAT INDEX BREAKUP**  
100% 4,388  
80% 59,553  
60% 110,467  
40% 106,187  
20% 24,809

**CREDITS**  
Cost 305,404  
Available 15,000  
Balance 0  
**PURCHASE CONTACTS**

Show Purchased ☐Sort ▾

100%

Clint Maples  
CISO  
RPM Mortgage, Inc.  
CA, United States  
200 - 499 employees

Data Loss PreventionEnterprise FirewallIdentity & Access Management

100%

Diane Ball  
VP & CISO  
Bluecross Blueshield of Tennessee, Inc.  
TN, United States  
5,000 - 9,999 employees

Endpoint ProtectionData Loss PreventionEnterprise Firewall

100%

Jim Nelms  
CISO  
Laboratory Corporation of America Holdings  
NC, United States  
10,000 + employees

100%

95% Data Loss Prevention80% Enterprise Firewall80% Identity & Access Management

80% Application Security80% Enterprise Mobility Management

79% Secure Email & Web Gateway79% Endpoint Protection

Clint Maples  
CISO  
RPM Mortgage, Inc.  
PURCHASE

**Contact Details**  
✉️ [cmaples@rpm-mtg.com](mailto:cmaples@rpm-mtg.com)  
☎️ (415) 701-2638  
🌐 [linkedin.com/in/clintmaples](https://www.linkedin.com/in/clintmaples)  
👤 CXO  
📋 Information Security | Audit | Compliance | Risk Management | Business Continuity | Development | Disaster Recovery | Information Technology | Networking | Policy Management

# RightLeads

Focused on Cybersecurity.

Powered by AI.

*Want to rev up pipeline acceleration?*

Please connect with

**Milap Shah**

Executive Chairman & Founder | RightLeads

milap@rightleads.io

(408) 831-3802

Tel: +1-408-831-3800 Fax: +1-408-831-3700

20660 Stevens Creek Blvd, #129 Cupertino, CA 95014