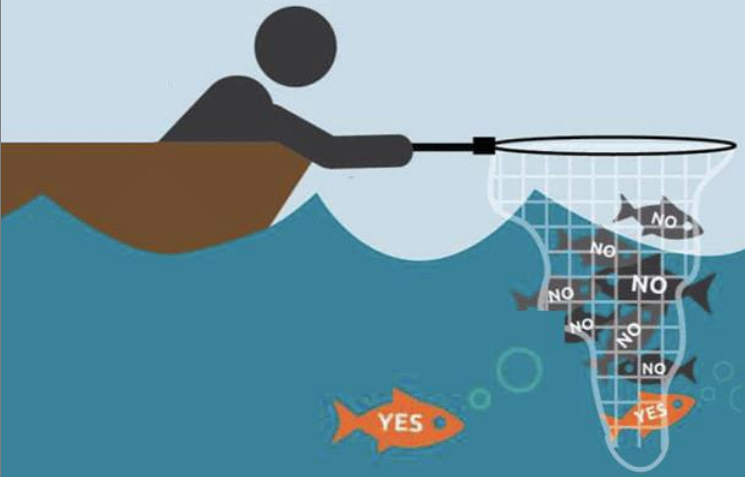
RightLeads



Todd Lebo

Milap Shah

Account-Based Marketing

for Information Security (InfoSec) Industry

Practitioner's insights into making ABM successful

Today's Speakers

RightLeads

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

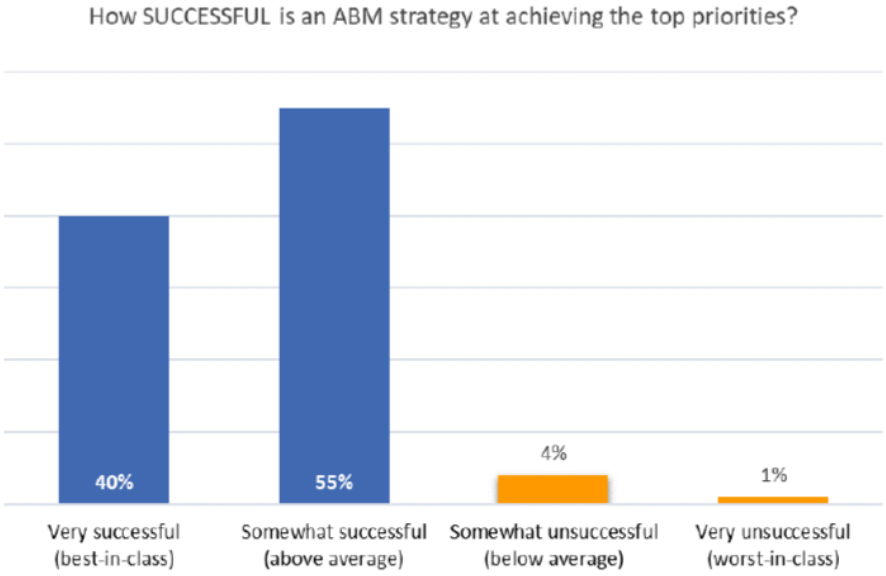
Milap is a fervent believer in adapting and evolving growth hacking techniques to help marketing and sales leaders succeed. In developing RightLeads™ for Information Security, Milap has brought together elements of AI and Data Science with proven demand generation frameworks. Prior to this, Milap led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

RightLeads

ABM Works!

ABM Works - across the board!

RightLeads



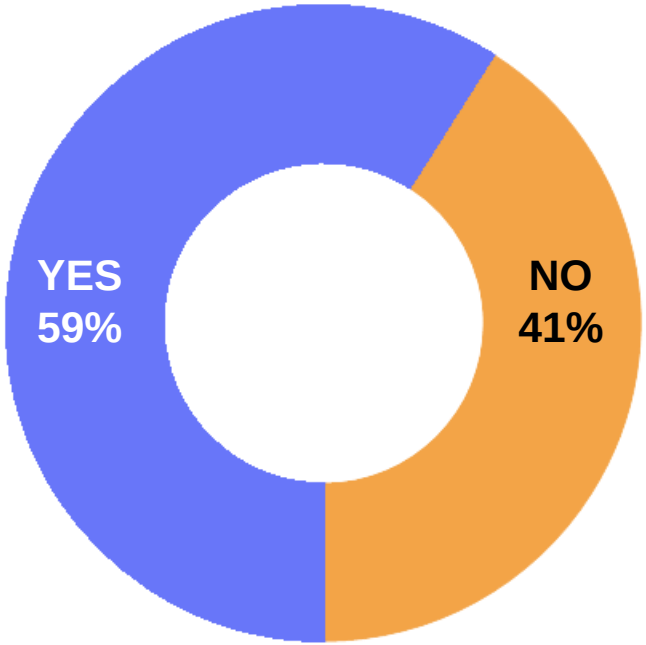
Ascend2

Account-Based Marketing Strategy Survey
by Ascend2 and our Research Partners, January 2018

ABM adoption is high in InfoSec

RightLeads

Has your company adopted an Account Based Marketing Strategy?

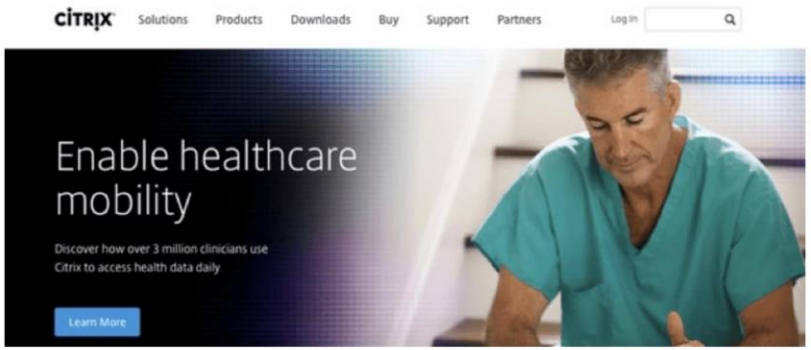


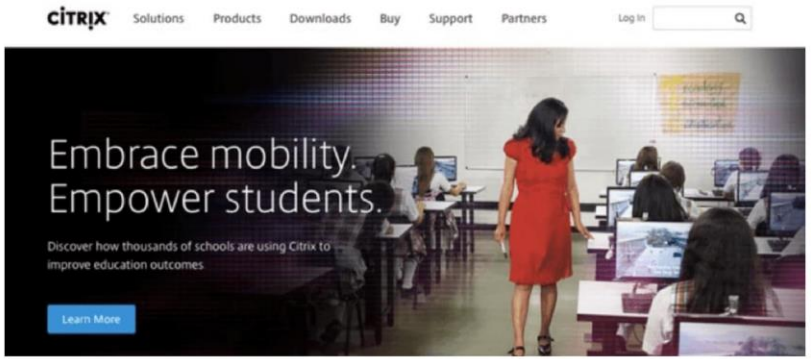
RightLeads

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.

ABM in the real world

RightLeads

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….

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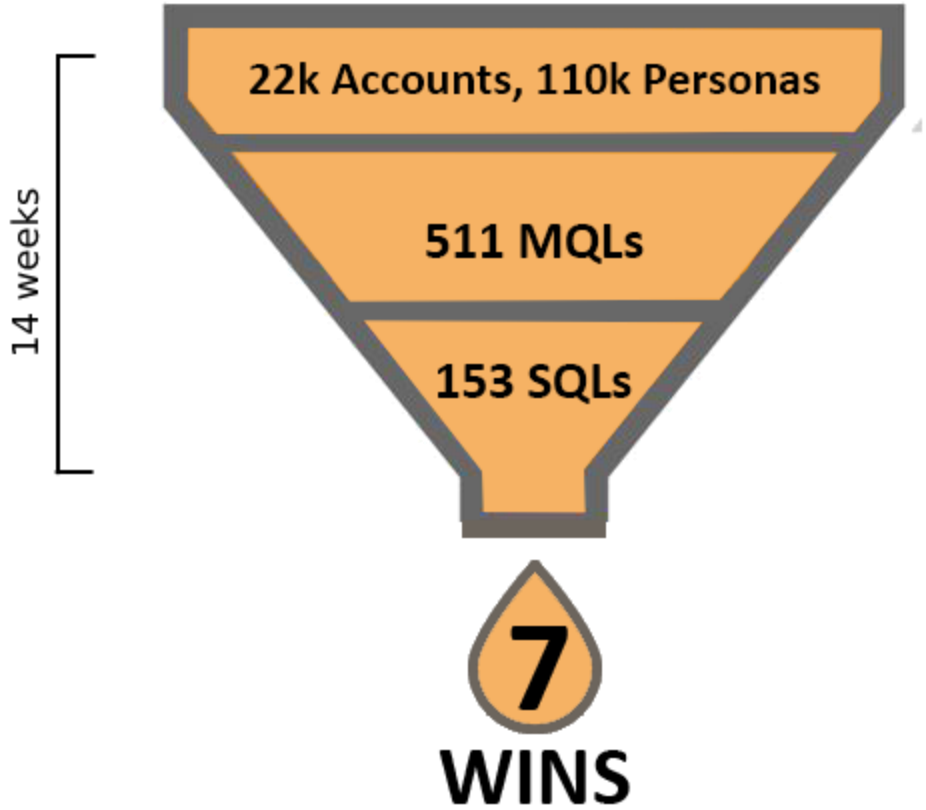
SF Bay Area-based **Malware Isolation Platform**

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



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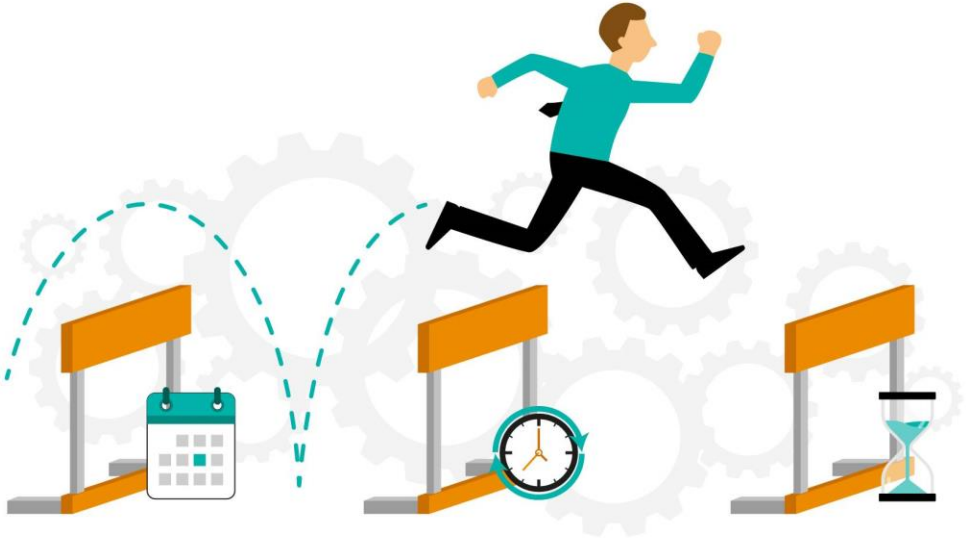
Challenges in ABM



What are the Challenges to ABM?

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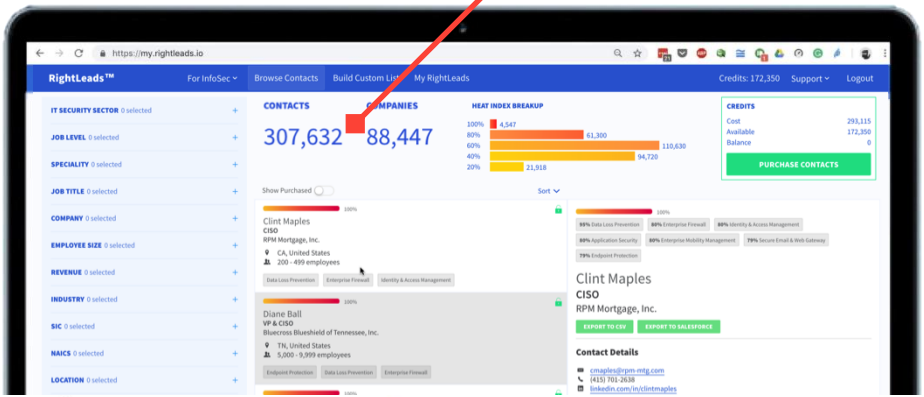
Ascend2

Account-Based Marketing Strategy Survey
by Ascend2 and our Research Partners, January 2018

Rich Account Data is foundational to ABM

RightLeads

InfoSec Specialist
>> With 300k+ leads:



Personalizing Content is key to ABM

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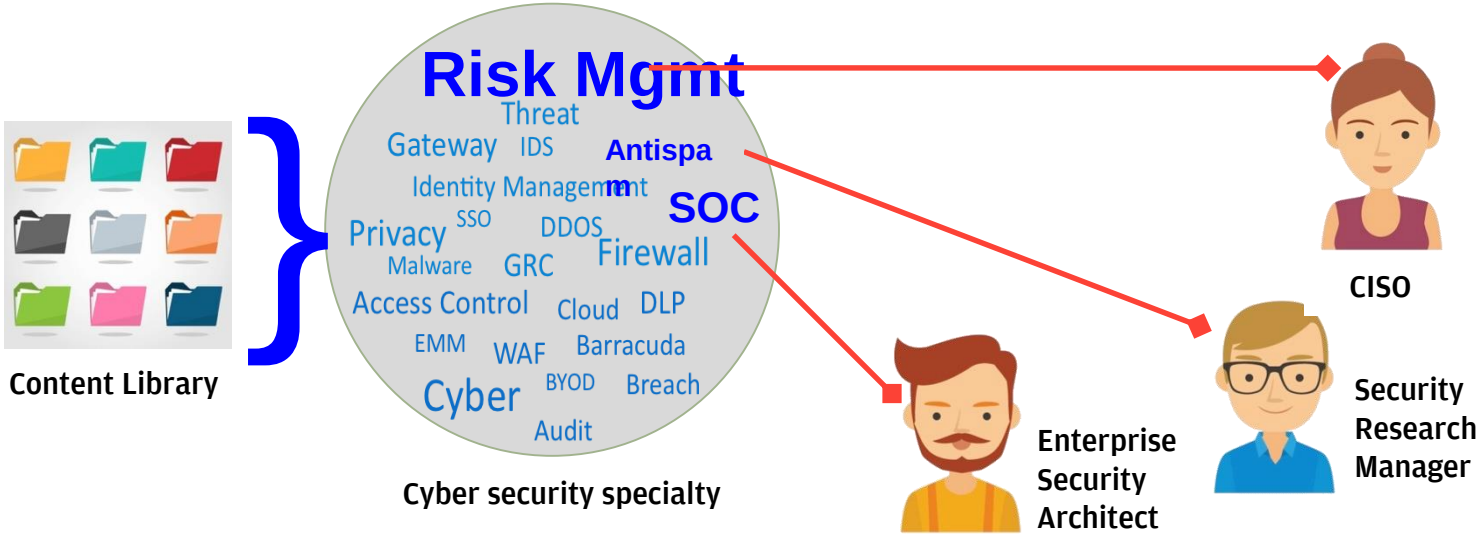
Rich account intel enables personalized messaging



More relevant messaging = Better engagement = Higher Conversions

Scoring and Targeting in ABM: AI at Work

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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

CONTACTS	COMPANIES	HEAT INDEX BREAKUP
25,327	13,394	100% 2,871 · 80% 4,699 · 60% 15,268 · 40% 2,477 · 20% 12
2,750	2,007	100% 380 · 80% 806 · 60% 1,425 · 40% 137 · 20% 2
167	134	100% 32 · 80% 17 · 60% 118 · 40% 23 · 20%

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Data & AI Driven Marketing

What tactics are difficult to deploy in ABM?

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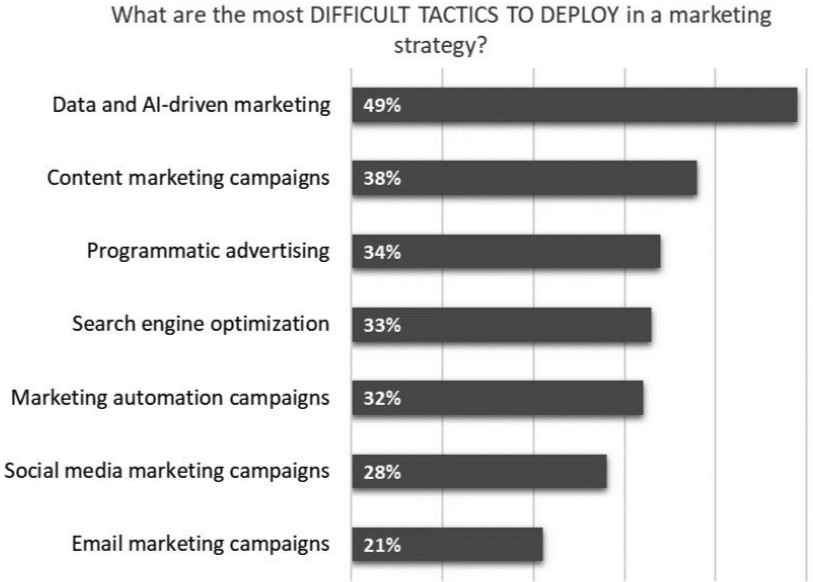

Ascend2
RESEARCH-BASED MARKETING

Marketing Resource Effectiveness Survey
Conducted by Ascend2 and our Research Partners
Published January 2019

AI everyday: Google!

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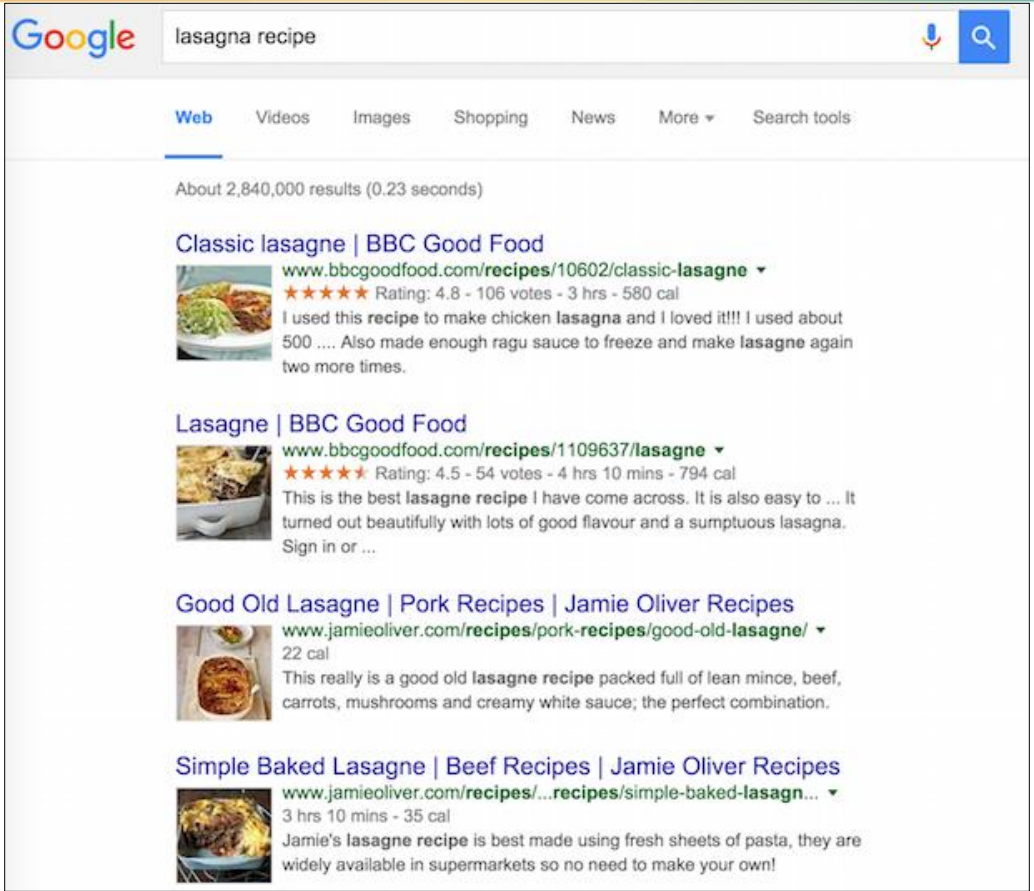


Practical Application of AI: Heat Index

RightLeads

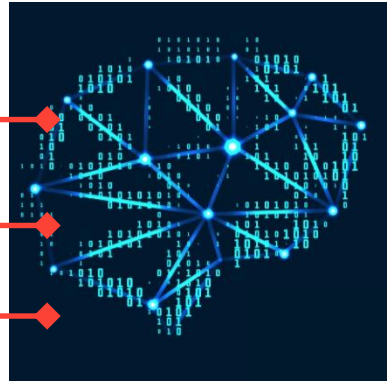
HOW?

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

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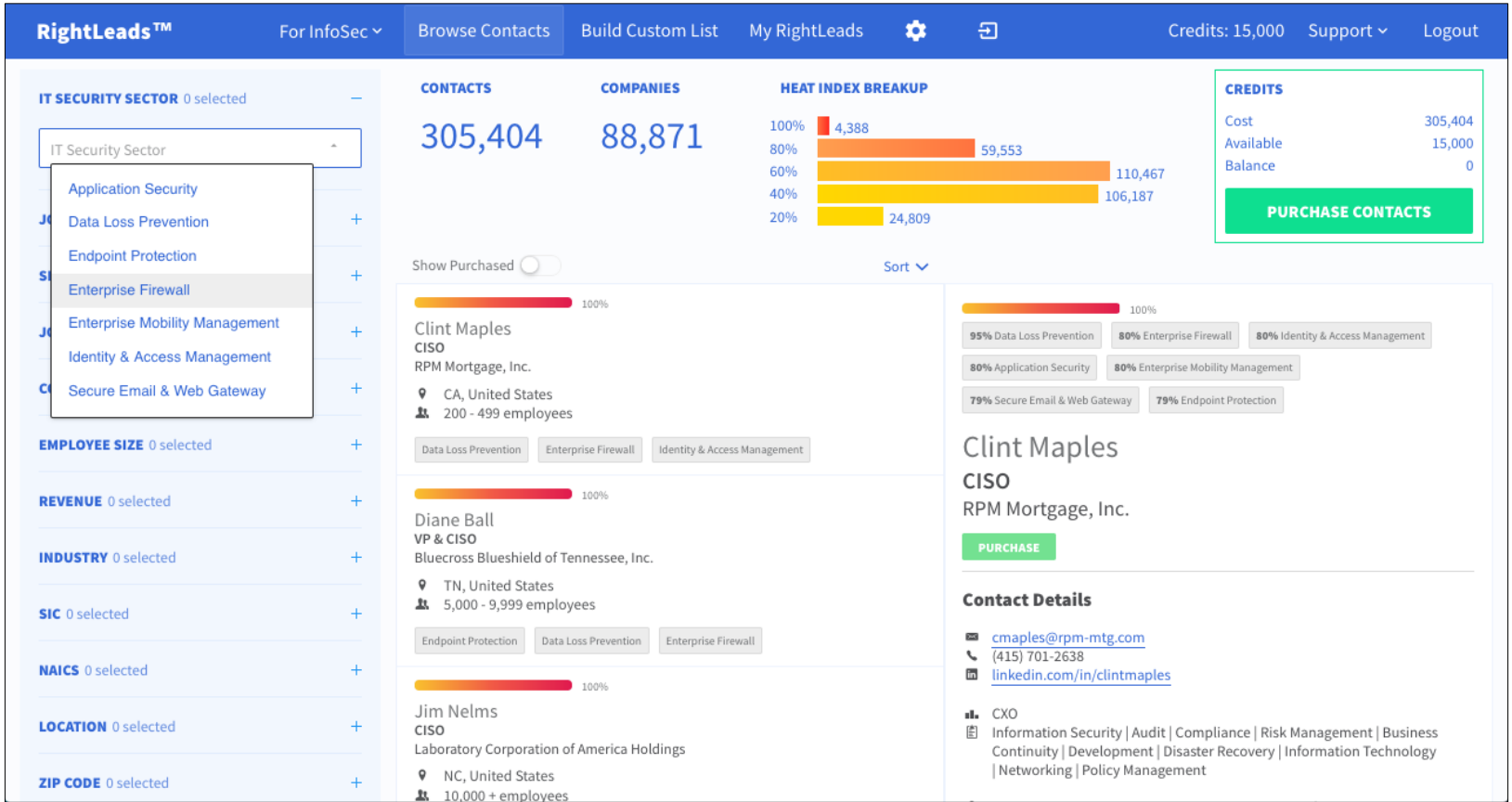

RightLeads

Focused on Cybersecurity.
Powered by AI.

Want to rev up pipeline acceleration?

Please connect with

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