STOPPING RANSOMWARE WITH A 300% LEAD SURGE

A Cybersecurity Software Provider

Industry: Cybersecurity Software
Size: ~45 employees, $11M revenue
Location: West Coast, USA

This cybersecurity software provider develops advanced threat detection and response platforms, specializing in real-time ransomware protection that cuts incident response times by 40%, according to client benchmarks. With a dedicated team of approximately 45 employees and $11M in annual revenue, they've established a foothold on the West Coast, safeguarding small-to-mid-sized businesses in sectors like healthcare, finance, and retail. Positioned in a tech-savvy region, they aim to expand their reach, secure contracts with larger enterprises, and grow into a $25M leader in the cybersecurity market.

BUSINESS CHALLENGES

- Low lead volume: 10 per month, mostly startups, unfit for $100K+ software deals.
- High CAC: $1,400 per client, slashing profits on $150K average contracts.
- Slow outreach: 20 hours weekly chasing leads, delaying platform updates.
- Market noise: Bigger cybersecurity firms dominated enterprise attention.

OBJECTIVES

- Boost leads to 40+ monthly, targeting $100K+ deals from vulnerable businesses.
- Cut CAC to $450, freeing funds for AI-driven feature upgrades and hires.
- Hit 90% lead fit for firms with 100+ staff needing ransomware protection.
- Reduce outreach time by 70%, focusing team on coding and client demos.

SOLUTION

- Our AutoReach Pro initiative:
- Targeted 2,500+ IT managers at firms with 100+ staff in high-risk sectors.
- Ran 5-touch campaign: LinkedIn posts with ransomware stats, emails with case studies, SMS demo invites, follow-ups, nurture drips for non-responders.
- Used AI scoring to reach 90% lead fit, cut low-value chases by 75%.
- Synced with Salesforce, automated tracking, sped up sales handoffs.

RESULT AND BENEFITS

After 6 months (Q3 2022):
- Leads jumped from 10 to 40 per month, a 300% rise, filling pipeline with retail clients.
- CAC dropped from $1,400 to $450, a 68% decrease, funding two new engineers.
- Revenue grew with $600K enterprise deal, $1.8M more in pipeline.
- Outreach time fell from 20 to 6 hours weekly, a 70% gain, boosting dev speed by 25%.
- $41K investment returned 27x in revenue, eyeing $20M goal.

"This outreach system gave us a big edge on our competitors because I know most don't have what you've implemented for us, we're firing from all sides now and getting big clients."
— Head of Marketing Department