PHISHING DEFENSE WITH A 250% LEAD BOOST

A Cybersecurity Solutions Firm

Industry: Cybersecurity Software
Size: ~55 employees, $18M revenue
Location: Southeast, USA

This cybersecurity solutions firm develops cutting-edge phishing prevention software, integrating AI-driven email filters and employee training tools that reduce phishing success rates by 35%, per client data. With a skilled team of approximately 55 employees and $18M in annual revenue, they've built a strong presence in the Southeast, protecting mid-sized firms in finance, education, and government from social engineering attacks. Located in a growing tech region, they aim to scale their client base, land enterprise contracts, and grow into a $40M leader in the cybersecurity landscape.

BUSINESS CHALLENGES

- Stagnant leads: 15 per month, mostly small businesses, unfit for $150K+ software deals.
- High CAC: $1,500 per client, cutting margins on $200K average contracts.
- Slow outreach: 25 hours weekly chasing leads, delaying feature updates.
- Competition: Larger firms dominated enterprise phishing contracts.

OBJECTIVES

- Increase leads to 50+ monthly, targeting $150K+ deals from at-risk firms.
- Reduce CAC to $480, freeing funds for AI enhancements and hires.
- Hit 90% lead fit for organizations with 200+ staff needing phishing defense.
- Cut outreach time by 70%, focusing team on development and demos.

SOLUTION

- Our AutoReach Pro initiative:
- Targeted 3,000+ security officers at firms with 200+ staff in phishing-prone sectors.
- Ran 5-touch campaign: LinkedIn posts with breach stats, emails with prevention data, SMS demo invites, follow-ups, nurture drips for non-responders.
- Used AI scoring to reach 90% lead fit, cut low-value chases by 80%.
- Synced with HubSpot, automated tracking, sped up sales cycles.

RESULT AND BENEFITS

After 8 months (Q4 2023):
- Leads climbed from 15 to 50 per month, a 250% rise, filling pipeline with financial clients.
- CAC fell from $1,500 to $480, a 68% drop, funding three new developers.
- Revenue grew with $800K enterprise deal, $2.4M more in pipeline.
- Outreach time dropped from 25 to 7 hours weekly, a 72% gain, boosting update speed by 25%.
- $48K investment returned 38x in revenue, aiming for $40M target.

"Your system is a in house sales and marketing machine running at 100% 24/7, I've never seen anything like it. It's saved us a ton of money, thank you really for reaching out to us "
— Head of Business Development