Abnormal Security

Cybersecurity Firm Drives $800k Monthly Sales Pipeline with Content Syndication

50%
Higher conversion rate than other providers

1,000+
Quarterly lead volume

$800k
Monthly content-attributed pipeline

Overview

Abnormal provides enterprise organizations with one of today's leading cloud-based email security solutions, with a mission to fight cybercrime by blocking the email attacks that matter most.

Jon Moody, the Director of Demand and Digital Marketing, aimed to generate a higher quality and quantity of leads through innovative lead generation methods.

Prior to his successes with ViB Syndication, Jon was already tapping into several of ViB's lead generation services — including appointment setting, webinar promotion, and email marketing — and also looking forward to expanding into ViB's newest solution, ViB Deal Discovery.

In the earlier ViB Appointments lead generation case study, Jon was seeing 82.5% lead to opportunity conversion rates, bringing the total ROI to an estimated 67x.

With his past experience, Jon knew that the robust and segmented network in the ViB Community would enable him to effectively reach Abnormal's target audience.

Jon Moody
Director of Demand and Digital Marketing, Abnormal Security

"It's usually a struggle to get the attention of C-level execs with digital initiatives, but when they trust an organization like ViB, the process becomes much easier.

"We're already working with ViB with appointment setting and webinar registrations. We saw strong value and quality there and were looking to expand our lead generation volume. We found the network was extremely engaged. This gave us confidence in ViB's network and processes, to expand our relationship further with ViB Syndication." Jon Moody

His specific target audience included Chief Information Security Officers and other director-level positions, along with practitioners like engineers and senior analysts, from enterprise companies with 3,000-plus employees. However, gaining access to this audience and earning their trust wasn't easy.

Challenges faced:

- Targeting C-level executives and other senior job roles
- Targeting large enterprise cybersecurity accounts
- Fulfilling both lead quality and volume requirements

ViB Solution

Jon began using ViB Syndication, a B2B content syndication platform that taps into the ViB Community portal and an addressable network of millions of segmented tech profiles to generate qualified downloads.

"It's not easy to get the attention of senior roles within large organizations. But the fact that we have found great success with other lead generation services from ViB speaks to not just Abnormal's value, but also to the trust that the community has in ViB." Jon Moody

He effectively promoted a mix of top and middle-of-funnel assets, including whitepapers, case studies, and on-demand webinars, focused on establishing thought leadership in the email security space.

Examples of syndicated assets from Abnormal:

- CISO Guide to Business Email Compromise,
- CISO Guide to Ransomware,
- Forrester Total Economic Impact study,
- and various threat reports

How ViB Syndication Works

Getting the campaign up and running was simple and quick. With ViB Syndication, all Jon had to do was provide the asset and messaging, targeting requirements and lead goal.

ViB then creates a tailored landing page to promote the asset to the desired community members, facilitating easy downloads.

Within the ViB Community portal, members have the option to voluntarily download assets that interest them. This voluntary engagement ensures that the leads generated are more qualified and genuinely interested.

ViB then verifies each contact, ensuring the delivery of qualified leads until the lead goal is met.

"With a quick run through of the assets, on page messaging creation, and job title targeting, the launch was very straightforward. Furthermore, given the strong relationship, ongoing communication between the teams from ViB and Abnormal, it was very easy to scale our program tactics to add ViB Syndication into our mix." Jon Moody

Jon's team would then have all leads run through internal data validation services — though he adds that these services weren't typically needed with ViB Syndication. He would then put all leads into dedicated sequences within Outreach for their sales teams, making the follow up as scalable but personalized as possible.

Results

With ViB Content Syndication, Abnormal is generating a steady 1,000-1,5000 leads per quarter. These qualified leads result in multiple opportunities worth over $800,000 each month.

In addition, Abnormal saw clear benefits compared to other content syndication services, including lead quality, cost-effectiveness, and ROI.

"Without ViB, we would have to make extra investments to drive the same quality and opportunities. To get to our expected opportunity volume with other vendors, we would have had to make 1.5x the investment." Jon Moody

How ViB compares to other syndication services

- 50% higher lead to opportunity conversion rate
- Higher quality of job titles and leads from Abnormal's target audience
- Consistently good feedback across ViB's solutions from Abnormal's sales team

Why ViB?

"With their ability to help us consistently get the attention of our cybersecurity audience, ViB is top notch. Their team is fully aligned with our business outcomes, they are great communicators and open to feedback, and always ready to support us when we need help. Their level of service has allowed us to grow our lead-generation programs beyond our expectations." Jon Moody

Talk to us today to learn how we deliver the highest quality leads with our active community of high-tech professionals.