CASE STUDY : Lead Generation: Reviving Pipeline Performance in the Cybersecurity Sector

COGNITION

CLIENT

Global Application Security Leader

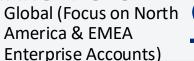## INDUSTRY

Cybersecurity

PRODUCTS

Application Security Platforms

TARGET GEO

Global (Focus on North America & EMEA Enterprise Accounts)

BUSINESS OBJECTIVE

Faced with stagnating growth across key enterprise accounts, the client - a global cybersecurity company - needed to revamp their account engagement approach. Poor segmentation, role misalignment, and outdated decision-maker data were resulting in low conversion rates and missed pipeline targets. The goal: to unlock high-value growth by identifying true buying groups, mapping spheres of influence, and driving better alignment between outreach and account maturity.

OUTCOMES

+44% increase in conversion from ABM plays across mapped accounts.

28% revenue growth from key accounts within 6 months.

Scalable Intelligence Deployment across 300+ additional accounts.

41% boost in strategic meetings, driven by persona-aligned engagement.

OUR SOLUTION

Segmentation Rebuild: Redefined Ideal Customer Profiles across 400+ Tier 1 accounts based on application security maturity, vertical focus, and buyer roles (CISO, AppSec leads, DevSecOps).

Decision Maker Mapping: Mapped functional relationships across application security, engineering, and infrastructure teams - identifying real influence networks using SOI (Sphere of Influence) models.

Engagement Activation: Developed targeted playbooks for each segment, integrating hyper-personalized content blocks that addressed account-specific risk postures and security needs

Weekly Stakeholder Intel Packs: Delivered bi-weekly executive-ready briefs highlighting account movements, new stakeholders, and emerging opportunities - enabling faster, smarter campaign decisions