

COMMERCIAL GROWTH

Strategic Account Intelligence: Enhancing Cybersecurity Engagement in Enterprise Accounts

CLIENT

A Global Leader in Application Security solutions

SECTOR

Cybersecurity

PRODUCT

Application Security Solutions

GEOGRAPHY

Global, with a focus on major enterprise accounts

34%

Increase in client retention rates

28%

Increase in revenue from key accounts

300+

Additional key accounts brought under active intelligence coverage

Business Objective

A leading cybersecurity company aimed to enhance its Account Based Marketing (ABM) strategy to better engage with over 400 enterprise accounts across various industries. The goal was to identify and understand key decision-makers and influencers within these organizations, tailoring cybersecurity solutions to meet specific needs and drive significant revenue growth.

The Business Challenge

The firm's objective centered on enhancing its Account Based Marketing (ABM) program by acquiring deeper insights into the organizational dynamics and specific security requirements of its target accounts.

Complex Organizational Structures. Varied needs across different industry segments made it difficult to pinpoint the appropriate stakeholders.

Competitive Landscape Gaps. The firm needed to comprehend the competitive landscape to refine its outreach and engagement strategies.

Scale of Target Accounts. Over 400 enterprise accounts across various industries needed tailored, precise engagement.

What Cognition Did

Cognition delivered comprehensive intelligence reports and a routine engagement cadence built around each key account.

Intelligence Reports (IRs)

- Corporate Structure Analysis: identified key decision-makers crucial for cybersecurity and application security initiatives.
- Stakeholder Relationship Mapping: Sphere of Influence (SOI) maps showing key stakeholders and their interactions, crucial for establishing reporting and collaboration frameworks for security standards and tools adoption.

Strategic Account Mapping

- Utilized advanced marketing automation and analytics to refine Ideal Customer Profiles (ICP) and implement a lead scoring system, enabling targeted engagement with key accounts and uncovering additional potential contacts.
- Custom Content Blocks: created tailored content that aligns with the client's product offerings and challenges in target accounts, used in microsites for hyper-personalized engagement.

Fortnightly Action Plans (FAPs)

- Provided bi-weekly insights for enhancing stakeholder engagement and identifying new opportunities, supported by AI and human intelligence.
- Scalable Engagement: established a routine output for mapping and delivering actionable intelligence across 30 key accounts weekly, supporting the client's global expansion and industry-specific targeting efforts.

Our Methodology

Cognition's methodology combined systematic stakeholder mapping with continuous monitoring to keep engagement precise as the account base scaled.

- Stakeholder Mapping: identified and mapped stakeholders by function and hierarchy, analyzing collaboration within DevSecOps and application security groups.
- Target Universe Expansion: conducted scans to identify key decision-makers, budget holders, and influencers for precise targeting.
- Opportunity Size Assessment: evaluated the commercial potential of key accounts, analyzing factors like size and existing security measures.
- Opportunity-specific Sales Roadmap: developed influence maps for key stakeholders to streamline decision-maker engagement.
- Continuous Monitoring: implemented ongoing tracking to capture updates in organizational structures and market conditions.
- Client Feedback Integration: regularly collected and analyzed client feedback to refine engagement strategies and align with evolving market needs.

Business Value Delivered

Increased Client Retention: achieved a 34% increase in client retention rates by identifying and engaging with key decision-makers and influencers.

Revenue and Conversion Impact: achieved a 28% increase in revenue from key accounts and a 44% enhancement in conversion rates through uncovering new opportunities and implementing precision targeting and tailored engagement strategies.

Scalable Intelligence: successfully expanded intelligence services to an additional 300+ key accounts, demonstrating the scalability and effectiveness of the solution.

Strengthened Relationships: built stronger relationships with key stakeholders, resulting in a 41% increase in strategic meetings and a 27% uplift in partnership opportunities.