

How a cloud-based cybersecurity provider uncovered 10x more qualified leads with LeadNeuron-Intent™ – the AI-Driven, Skills-Based Intent Targeting solution

The Customer

Description:

- Vertical: Cybersecurity
- Business size: 5K employees
- HQ Location: USA

Needs:

- Increase total number of sales qualified leads uncovered by other B2B data providers.

Geo focus:

- North America and EMEA

The Solution

- **LeadNeuron-Intent™** – Rhetorik's AI-driven, Skills-Based Intent Targeting



More high-propensity leads



Delivery through LeadNeuron portal



Customer satisfaction



The customer

The customer is a leading cloud-base cybersecurity provider base in the US providing a cloud native platform that powers a complete Security Service Edge (SSE) to connect users, workloads, and devices without putting them on the corporate network.



Customer challenges

The client wanted to reach tech personas in North America and EMEA with the level of knowledge and skills to understand the technology they sell. In addition, they wanted to increase their total addressable market. Previous suppliers had not been able to find the right contacts with the necessary level of accuracy at a reasonable cost.



The Rhetorik Solution

LeadNeuron-Intent™ – Rhetorik's AI-driven, Skills-Based Intent Targeting solution provided unique access to sophisticated, customized leads through skills-based intent signals.

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How does it work?

- The customer provided a target list of accounts and IT job titles.
- LeadNeuron-Intent ingested the target list, processed keywords, and detected intent signals across:
 - people skills,
 - certifications,
 - education,
 - experiences
 - and more.
- LeadNeuron-Intent expanded by 10x the number of high-propensity leads. and by 3X the number of accounts to target.

1,392 accounts selected.

Job titles: Cloud Security, Cloud Security Architect, Cloud Engineer, Cloud Infrastructure, etc.

Key words & job titles processing

Role resolution and signal detection

Expanded target accounts and receptive leads identification

10X more high-propensity contacts leads with significant signals

32,000 normalized skills

199M normalized global job titles & functions

700M professional profiles (skills, education, experience, certifications etc)

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