Customer case study
LeadNeuron
Powered by Rhetorik

Global B2B data excellence
Standardized International Data
Verified accurate. Validated compliant.

How a cloud-based cybersecurity provider uncovered 10x more qualified leads with LeadNeuron™ – the AI-driven Skills Targeting solution.

10X
More high-propensity leads

1 Day
Delivery through LeadNeuron portal

100%
Customer satisfaction

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

The customer

The customer is a leading cloud-based 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™–Rhetorik's AI-driven skills targeting solution provided unique access to sophisticate, customized leads through skills signals.

Rhetorik provides enterprise grade solutions for all users of global B2B data.
Get started at rhetorik.com or +44 (0)118 989 8580

Rhetorik

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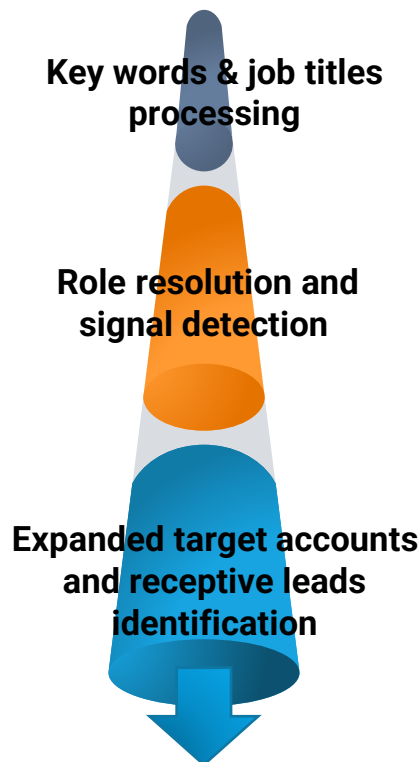**Geo focus:**
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How does it work?

- The customer provided a target list of accounts and IT job titles.
- LeadNeuron ingested the target list, processed keywords, and detected intent signals across:
  - people skills,
  - certifications,
  - education,
  - experiences
  - and more.
- LeadNeuron 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

Powered by

32,000 normalized skills

199M normalized global job titles & functions

800M professional profiles (skills, education, experience, certifications etc)

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