



CASE STUDY

How High-Intent Leads Accelerate Pipeline and Maximize ROI

Executive Summary

ISMG's intent programs have consistently delivered a strong ROI for cybersecurity solutions providers by generating high-intent leads that translate into tangible pipeline and revenue.

The ISMG Intent Lead Advantage

ISMG's intent leads grant cybersecurity vendors direct access to engaged, high-intent buyers, fueled by trustworthy editorial content and first-party behavioral data. Unlike generic intent platforms that rely on third-party scraping, ISMG sources leads from authentic, opt-in audience interactions across the industry's most respected cybersecurity media ecosystem.

We will examine common challenges bedeviling cybersecurity rev ops teams, and include two case studies exploring how Athena Intent leads are enhancing our client's sales pipeline and supercharging marketing ROI.

The Challenges

1

Limited Account Visibility

Traditional intent platforms only provided company-level signals, indicating that a particular organization was researching a product category — without pinpointing the specific contacts.

“

We knew someone at JPMorgan was researching our product category... but who? Hundreds of people at that firm fit our ideal customer profile. How were we supposed to follow up?

- VP of Sales
AppSec Training Company

2

Stalled Deals & Slow Sales Cycles

Lacking clarity on who was actively engaged and which topics mattered most to them, sales teams struggled to advance leads through the funnel. Many opportunities stalled before meaningful conversations could occur due to lack of personalized engagement.

“

We didn't have effective pipeline acceleration. Our team was guessing which leads were actually ready to talk, causing slow-moving deals and missed opportunities.

- Senior Marketing Campaign Manager
Cloud Security Company

3

Low Marketing-to-Sales Alignment

Although marketing was delivering leads, sales teams questioned their quality. With no clear signals on prioritization or engagement strategies, many marketing-qualified leads (MQLs) went untouched.

“

If sales doesn't trust the leads, they won't follow up. We needed intent data that sales could actually act upon.

- Demand Generation Specialist
Email Security Company

THE SOLUTION

Contact-Level Intent That Drives Smarter Engagement

By integrating ISMG's industry-leading intent-based lead program, these vendors moved beyond broad, account-level signals and gained precise, content-level insights — revealing exactly who was engaging, what they were researching and when.

ISMG's approach ensures each lead is backed by verifiable, real-world engagement, making them far more actionable and reliable than traditional intent data.

“

After working with ISMG, we were able to provide valuable insights to our team that were outside the scope of a normal demand gen program. These insights armed our team with the information needed to map the exact needs and pain points of our prospects.

- Sr Marketing Campaign Manager
Global Compliance & Privacy Firm

This approach enabled them to overcome their key challenges:

1 Limited Account Visibility

Identified specific decision-makers engaging with cybersecurity and compliance content.

2 Stalled Deals & Slower Sales Cycles

Gained actionable insights into research behavior, including exact topics and pain points being explored.

3 Low Marketing-to-Sales Alignment

Empowered sales and marketing to act faster and more effectively with data-driven outreach.

THE RESULTS

Faster Conversions, Larger Deals, Measurable ROI

ISMG's high-intent leads delivered immediate and significant impact for these vendors. By transitioning to precise, contact-level intelligence, these organizations gained a clear competitive edge — reaching the right people at precisely the right moment with the most relevant messaging. Rather than relying on guesswork, their teams operated with data-driven confidence at every stage of the sales cycle.

“

With ISMG's leads, we not only see conversions within the quarter, but we see an average deal size hitting around \$200,000 and ROI reaching 12X our spend.

- Marketing Manager, Email Security Company

1 Stronger Pipeline Acceleration

They weren't just acquiring leads; they were converting them faster and advancing opportunities through the funnel with greater speed.

2 Larger Deal Sizes

Deals influenced by ISMG's leads commanded higher average sales prices than those from other sources.

3 Measurable Return on Investment

A document 12X ROI on marketing spend highlighted the substantial value of ISMG's approach.

Case Studies

The following two case studies underscore the successes of two industry leaders — a cloud-based email security provider and a global compliance and privacy solutions firm—both of which leveraged ISMG's intent-based lead campaigns. Through these efforts, they achieved 12X and 21X ROI, respectively, measured by the pipeline they created.

CLIENT SUCCESS

Cloud Based Email Security Provider

Campaign Duration: Q2-3 2023

Geographic Location: North America

Total Leads Generated: 2,786

Target Audience: Security professionals at companies with 3,000+ employees, including multiple Fortune 500 enterprises.

Lead Breakdown:

- C-Level: 31%
- VP-Level: 54%
- Director-Level: 15%

Industry Focus: Finance, Healthcare, Government, Legal, Retail, Energy

ROI Achieved: 12X return on investment

Key Takeaway

Leveraging ISMG's Intent Lead Program, this cybersecurity provider connected with high-level decision-makers across key industries, generating a substantial return on marketing investment.



CLIENT SUCCESS

Global Compliance & Privacy Solutions Firm

Campaign Duration: 2024 Full Year

Geographic Location: North America & EMEA

Total Leads Generated: 2,886

Target Audience: Compliance, security and privacy professionals at companies with 5,000+ employees, including numerous Fortune 500 clients.

Lead Breakdown:

- C-Level: 16%
- VP-Level: 34%
- Director-Level: 50%

Industry Focus: Banking & Finance, Retail, Healthcare

ROI Achieved: 21X return on investment

Key Takeaway

This compliance technology firm successfully engaged high-profile security and privacy professionals across regulated industries, leading to a significant increase in marketing efficiency and sales conversions.



Conclusion

ISMG's approach ensures each lead is backed by verifiable, real-world engagement, making them far more actionable and reliable than traditional intent data.

Athena's Intent Leads Deliver Better Results

1 Editorial-Driven Intent Signals

ISMG's award-winning journalism attracts serious cybersecurity decision-makers who are actively researching solutions, rather than casual web visitors or ambiguous account-level activity.

2 Proprietary First-Party Data

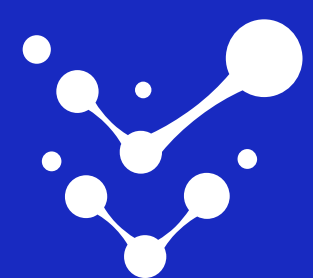
In contrast to third-party platforms, ISMG gathers genuine engagement data directly from over two million opt-in cybersecurity professionals consuming specialized, industry-specific content.

3 Precision Contact-Level Insights

ISMG's intelligence reveals exactly which members of a buying committee are engaged, what topics they care about, and when they are actively researching.

4 Validated Buyer Interest

Leads are not just browsing; they engage with in-depth reports, expert analysis, and technical content — clear indicators of genuine purchase intent.



ATHENA