

Customer Success Story

300 High-Intent Leads in 60 Days

iSMG | Saviynt



Executive summary

Saviynt, a leading Identity and Access Management (IAM) provider, partnered with ISMG to increase lead generation and brand visibility. The campaign leveraged ISMG's network of 2M+ cybersecurity practitioners and its experienced editorial team. ISMG delivered high-quality leads, seamless execution, and positioned Saviynt as a strong competitor in the IAM market.



Omni-Channel Influence with Limited Resources

Saviynt needed to highlight its value against larger competitors while reaching enterprise identity security decision-makers. With limited resources, the team required efficient, multi-channel execution to maximize their demand-generation budget.

ISMG GTM support



ISMG worked with Saviynt to launch an integrated campaign that included

- Webinar with KPMG, moderated by ISMG SVP of Editorial Tom Field
- IAM category sponsorship to boost visibility and credibility
- Targeted e-blasts to reach priority accounts
- Intent-driven display ads with suppression lists and job-title targeting

Accelerated outcomes

ISMG's ERP-focused webinar helped position Saviynt as a thought leader on modernizing identity security across mission-critical platforms. Combined with ISMG's market credibility, the program streamlined execution and aligned marketing and sales goals for stronger pipeline impact.

Built-In Influence for Trust-Building



In just 60 days, Saviynt generated **300 leads**—over half at the director level or above—including **10+ from Fortune 1000 companies**. The program produced a **\$4M+ pipeline**, with opportunities ranging from **\$260K to \$1.8M**.



Trusted cybersecurity ecosystem

ISMG's credibility and targeted network amplified Saviynt's brand. By appearing alongside larger IAM competitors, Saviynt strengthened its presence and built trust with enterprise buyers.

“Compared to some vendors I work with, ISMG is very established and well-respected in the market. They hold an authoritative position in cybersecurity with strong content down to the sub-market level, like identity security. That expertise, combined with high-quality leads and professional execution, made ISMG a trusted partner for us.

-Alexandra Vandevender,
Senior Digital Marketing Manager, Saviynt



Long-term results

The campaign expanded Saviynt's pipeline, improved brand authority, and created a repeatable model for generating quality leads. ISMG insights continue to guide Saviynt's targeting and content strategies.

Campaign results

- 300 high-intent leads in 60 days
- 5 meetings booked
- \$4M+ pipeline generated
- ERP-focused webinar with KPMG enhanced visibility, authority, and content-repurposing
- Intent-driven ads reached senior identity leaders

The screenshot shows the ATHENA dashboard with a sidebar for Dashboard, Analytics, and Revenue. The main area displays a 'Campaign Profile' for 'Proactiver' with filters for Industry (Cybersecurity, Healthcare, Financial, Retail, Media), Location (New Jersey, USA), and Size (1000-5000). It also shows 'Research Topics' (Threat Surface, IT Strategy, Cyber Insurance, Data Privacy, Artificial Intelligence) and 'Research Competitors' (Okta, Duo, CyberArk, etc.). Below this is a 'Top 20 Leads' table with columns for Contact Name, Title, Account, Account Engagement Segment, Contact Activity Score, and a Select All checkbox.

Contact Name	Title	Account	Account Engagement Segment	Contact Activity Score	Select All
Handy, Wendy	Sr. Security Specialist	Veritas Forge	★★★★	90	☐
Hudell, James	IT Manager at Robert	Hudell/Hudell	★★★★	90	☐
xxxxxxxxxxxx	...	github	★★★★	90	☒
xxxxxxxxxxxx	Information Officer	IBM	★★★★	90	☐
xxxxxxxxxxxx	Chief Information Officer	Federal Pension Service	★★★★	90	☐
xxxxxxxxxxxx	Head of IT Strategy	Securix	★★★★	90	☐
xxxxxxxxxxxx	Product Lead II	PJSC	★★★★	90	☐
xxxxxxxxxxxx	Cyber Security Engineer	Tata Steel	★★★★	90	☐
xxxxxxxxxxxx	Information Technology Project	Bank of the West	★★★★	90	☐
xxxxxxxxxxxx	Director, Information Technology	Development Solutions	★★★★	90	☐

Campaigns designed to speak to your buyers' unique interests

ISMG's Athena platform provides contact-level intelligence on cybersecurity leaders. With **15M+ monthly touchpoints**, Athena tracks engagement in real time, enabling GTM teams to refine messaging and prioritize accounts showing purchase intent.



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About iSMG

Information Security Media Group (iSMG) is an intelligence and education firm focused exclusively on Cybersecurity and Information Technology. Our global media properties provide security professionals and senior decision-makers with industry and geo-specific news, research and education.

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