

Client Story

Time to value: How ThreatX went from 1 demo a month to multiple right fit demos a week with the Predictable Growth Methodology

1200%

increase in paid media opportunities

44x

SQL volume

THREATX

"When I first joined, we were maybe generating one inbound demo request per month. That was a good month. Now we have consistently generated an inbound demo request every single week of this year with plenty of weeks where we've seen multiple and in large part that's fueled by our paid search and our organic search efforts that we are executing hand in hand with PBS."

Neil DuPaul

Senior Director of Demand Gen - ThreatX



THREATX

ThreatX is a cybersecurity SaaS that helps discover and visualize API Attack Surface; detect and block attacks in real time.

HIGHLIGHTS

CHALLENGES

- Scaling inbound leads from paid media
- Generating reliable opportunities
- Gaining full-funnel visibility to prove ROI

SOLUTION

- Strategy using Predictable Growth Model
- Google Search Ads and LinkedIn Ads optimization
- SEO audit, execution, and optimization
- Reporting and forecasting for internal stakeholders
- B2B SaaS expertise

RESULTS

- 1200% increase in paid media sourced opportunities in 2022 vs 2021
- 44x lead volume from inbound in 2022
- Closed-won marketing sourced deals twice as fast as benchmark
- 106.3 days on average to close inbound leads – 3x as fast as benchmark

Talk to any marketer at a cybersecurity SaaS and the challenge they're facing is almost universal: sales cycles are long and hitting growth goals is challenging.

Marketing a cybersecurity SaaS – no matter what kind – is challenging because there are multiple decision makers, complex buyer committees and often deeply technical buyer journeys.

Increasingly, demand gen and marketing teams are being asked to do more with less budget and leaner teams and so it doesn't help that the agencies that many cybersecurity companies are working with seem focused on increasing paid media budget or ranking for high volume search terms.

Not when what's really needed is a marketing system that generates sales pipeline that turns into marketing-sourced revenue.

Let's take a look at how we helped ThreatX do just that.

*If you'd like help building a pipeline that generates revenue focused results every month, **book a call with our team.** We'll build you a three-step action plan to deliver even in a rough economy and a hard market.*

Hitting pipeline goals even in a tough market

"Around a year prior to me joining, ThreatX had installed new leadership," says Neil DuPaul, Senior Director of Demand Gen at ThreatX.

"One of their first actions was to level-set and get a clear understanding of the business, what was working and what might not be working, but effectively the company paused all marketing spend for quite some time."

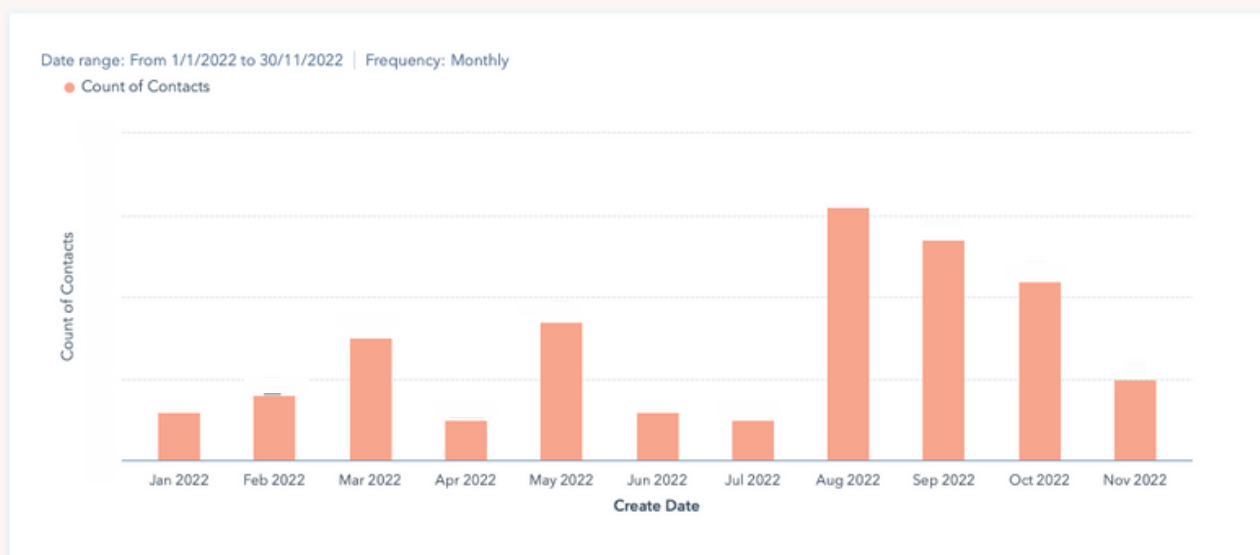
Neil joined ThreatX mid way through 2021 as the company decided that they should be investing in marketing more heavily.

“When I joined, it felt like a green field opportunity,” he says. “What had been done to date was very clear to me that it was not done well. It was not well optimized or targeted. **It was very clear that the marketing mix was probably not driving the results that the company wanted**, at least from what I could observe outside looking in.”

But what Neil was seeing is not dissimilar from many cybersecurity companies who we speak with: **they were only receiving around 1 or two inbound demo requests a month.**

“And that was a good month,” he says.

“Now we have consistently generated an inbound demo request every single week of this year with plenty of weeks where we've seen multiple and large part that's fueled by our paid search and our organic search efforts that we are executing hand in hand with Powered by Search”



How Neil coped with the pressure to deliver demand

So how did Neil take demand gen from lumpy pipeline to predictable numbers of high quality opportunities each month?

It all started when Neil looked at his own contribution and realized that he was in danger of becoming a bottleneck for progress.

"I think because I'm also in the demand gen function, there's always a pressure to deliver," he says echoing a feeling that many demand gen marketers will identify with.

"Even when things are going well, You constantly feel like things are not going fast enough. And so patience tends to be like the hardest part of the game."



In the demand gen function, there's always a pressure to deliver. Even when things are going well, You constantly feel like things are not going fast enough.

That's when Neil realized he had to hire an agency to partner with him to build and execute on his vision.

"I'm really hands on. **I really like doing things myself and it's very hard for me to push tasks away to other teammates and even to agencies. But I'm a realist too.** And I knew that we would need to hire an agency at some point," he says.

"So I always look for the same thing that I always do when it comes to agencies, which is the **demonstrated expertise** in what you're hiring them for," Neil continues.

Neil had seen how Powered by Search publishes all of its playbooks openly for anyone to implement and was impressed.

How we generated an opportunity from Fortune 100 company within 30 days

He hired us to work with him on scaling ThreatX's MRR through paid media.

Even with that high level of trust, there's always the uncertainty of knowing whether an agency will be able to get you great results.

But that feeling evaporated really fast for Neil as the paid search campaigns we stood up for him sent **a high-value opportunity from a Fortune 100 telecom company within the first 30 days.**

"We saw some initial attraction, like very sort of instant results. I think that they gave a clear early signal that what we were doing was going to work," he says.



ThreatX closed its first paid media source deal 56 days after the lead was originally generated – a significant reduction in industry standard close times

ThreatX **closed its first paid media source deal just 56 days after the lead was originally generated.** This is a significant **reduction on the average cybersecurity sales cycle which can often be more than 12 months.**

Based on the quality of the results that we helped the company to drive, within 6 months, he added support from our Organic Search team to drive trials and demos through SEO and content.

How did ThreatX and Powered by Search manage to create this predictable growth?

Much of our process for delivering Predictable Growth is to build a marketing system that really reflects the need to nurture buyers through the long and complex cybersecurity sales cycle:

"I just would happily never think of an MQL again," Neil laughs.



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Much of our process for delivering Predictable Growth is to build a marketing system that really reflects the need to nurture buyers through the long and complex cybersecurity sales cycle:

"I just would happily never think of an MQL again," Neil laughs.

"But when you really think about it: There's still a value to it if you do it the right way and for us, frankly, with a really long sales cycle, with a complex B2B sale, we know that some portion of the organic traffic and even the paid traffic that we drive is just not gonna be ready to buy today."

Many cybersecurity SaaS companies have MQLs who are languishing in the pipeline who may have totally forgotten about the time they were interested in learning more about the company.

That's no good for anyone involved: buyer or the marketers trying to build demand for cybersecurity products.

We helped Neil to improve the content and the buyer journey on ThreatX's site to help leads get the information they need to build awareness and to take action when they're at a point that they are ready to buy.

"The feedback that you've given us [is so valuable] helping us structure our site, our blog posts, the content, everything from top to bottom on the page is geared toward, not only influencing what we care about most, which is the bottom up funnel stuff, but also just an appreciation for serving the user wherever they happen to be in that buyer stage," he says.

How established frameworks can help cybersecurity companies sell more

We asked Neil what advice he would give to a person working in marketing at a Cybersecurity SaaS. Here's what he said:

1. Technical expertise is hard to come by

"If you are trying to select like an agency, a growth partner, and you work in a very technical space and maybe cybersecurity, maybe something development related you'll find that as a marketer without a technical background these categories tend to be super hard to execute in confidently."

2. Established frameworks make a difference

"One of the things that can help you is an established framework like Powered by Search has, which is all about B2B SaaS buyers and what are the things that they prioritize and when do they prioritize them."

3. Find a partner who can execute as well as deliver strategy

"Everyone talks about mapping content to the buyer stages, but few agencies can really execute on the actual content that will actually drive next step demo requests in a way that Powered by Search can."

4. Intimacy with B2B SaaS buying is vital

"It's not some of the obvious stuff that you would expect it to be, even for people who do have that depth of expertise, frankly, you need to be really intimate with B2B."

5. Understanding what matters to buyers when is key

"You need to be understanding like: what is the buyer actually looking for and prioritizing. And those frameworks are really what makes one of the biggest differences in a complex B2B technical SaaS type of space."



Crush your pipeline and revenue goals *no matter what the economy is doing*

We help B2B SaaS companies consistently hit revenue targets, do more with less budget and predictably acquire good-fit customers

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- Improve your cashflow with a high-LTV customer acquisition system

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