PROPLUS DATA
PROSPECT INTELLIGENCE

| Technographics Data | Intent Data | ICP \| TAM Predictor | Next Tech Purchase | Buyer Persona Insight | Contact Data |

HOW PROPLUS DATA ACCELERATED ASEAN MARKET PENETRATION OF A WESTERN MARKET LEADER IN CYBERSECURITY?

OVERVIEW

In the cybersecurity sector, our client is a standout leader, renowned for pioneering solutions in western hemisphere that protect organizations from evolving threats. However, expanding their presence in ASEAN markets, posed notable challenges.

To overcome these obstacles, we crafted a strategic approach, beginning with meticulous data curation and segmentation.

By leveraging technographics analysis, we pinpointed high-propensity accounts and tailored EDM campaigns to resonate with their needs.

This precision targeting yielded quality leads, accelerating market entry. The outcome lead to converted leads and a deeper understanding of the ASEAN end-point security landscape, solidifying our client's industry dominance.

ABOUT COMPANY

"Our client, a leader in the cybersecurity sector, spearheading innovative solutions to shield organizations from evolving threats. Founded by a team of seasoned cybersecurity professionals, the company has rapidly ascended in the industry by introducing cutting-edge approaches to endpoint protection.

With a substantial investment in research and development, our client ensures that its platform remains at the forefront of cybersecurity technology. Consequently, customers can depend on them to deliver the most advanced defense mechanisms against a broad spectrum of threats, ranging from malware and ransomware to zero-day attacks.

In today's interconnected business landscape, end-point security holds paramount importance. With our client's pioneering solutions and steadfast commitment to excellence, organizations can have full confidence that their digital assets are secure."

PROBLEM STATEMENT

Our client, faced significant challenges in expanding their presence in the ASEAN region, particularly in Singapore. They aimed to identify High-Propensity accounts within this market segment, ranging from small to large-scale enterprises, either interested in or currently using their digital security products.

However, limited knowledge of the ASEAN consumer base and market dynamics hindered their efforts, leading to prolonged market penetration timelines.

To expedite market entry and enhance understanding, they sought expertise in navigating the ASEAN end-point security landscape effectively.

PAIN POINTS

1 Challenges penetrating ASEAN markets.

2 Identifying High-Propensity Accounts.

3 Approaching Key Decision Makers.

4 Market Expansion Constraints.

OUR APPROACH

1 Defined segmentation criteria to target accounts with precision.

2 Narrowed down the accounts to 500 based on adoption status and propensity signals

3 Compiled a comprehensive database of 1800+ contacts aligned with client-specified ideal profiles.

4 Extracted the crucial decision makers job titles

5 Ran tailored multitouch EDM campaign for guaranteed lead with high conversion rate.

HOW WE SIMPLIFIED ?

In-depth analysis.

◉ **Contact Data Validation:** Gathered 1800+ contact data based on client-specified ideal profiles, resulting in 500+ accounts sourced from the ASEAN region.

◉ **Technographics Analysis:** Utilized technographics data to assess adoption status and endpoint security preferences among the 500+ accounts. Analyzed factors such as types of endpoint security solutions adoption & De-adoption, and the presence of our client's cybersecurity products within the accounts.

◉ **Targeted EDM Campaigns:** Identified accounts showing positive indicators for cloud adoption and utilization of compatible endpoint security solutions. Launched targeted EDM campaigns tailored to the specific needs and preferences of these accounts with multi-touch approach.

THE FINAL OUTCOME:

Provided **88** High Quality Leads

Reduced Market Entry Time around **115%**

Clients were able to Convert **4** Into full time customers

Lowered market entry investments about **50%**

Provided around **100%** detailed understanding of accounts

1 Market Penetration Time Reduction
Decreased ASEAN market penetration timeline by about 115%, expediting market entry significantly.

2 Capital Investment Reduction
Lowered initial capital investments for market expansion initiatives, optimizing resource allocation.

3 Precision Targeting
Delivered 88 high Quality Marketing Leads, ensuring optimal fit for client's cybersecurity solutions.

4 Informed Approach
Provided detailed behavioral insights, adoption dates, and deep-level account segmentation, enhancing client's understanding of target accounts.

5 Conversion Success
Our Client was able to convert 4 out of 88 leads into full-time customers, demonstrating the effectiveness of our targeted approach.

BUSINESS CASE STUDY - 2

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