Does your ABM platform speak cybersecurity? The B2B buyer’s journey is complex and omnichannel, and many market-leading intelligence platforms lack the domain expertise, offline access, and topic specialization to influence your cybersecurity targets. CyberRisk Alliance (CRA) builds and supports go-to-market orchestration initiatives for our clients with data sourced from our cybersecurity-specific audience to drive greater impact.

CyberCept is CRA’s Unified Data and Intelligence Engine. It captures, collects and unifies user and usage data across our portfolio of brands and products. We use this engine to power advanced analytics and insights about your targets and their behaviors and build powerful, influential programs that maximize your investments and surround your targets with omnichannel messaging.

Using the right data, you can validate, calibrate, and improve your ability to reach your cybersecurity targets in the right places, in the right format, at the right time with the right message.

CRA’s CyberCept Unified Data and Intelligence Engine helps to deliver the following capabilities for our clients:

- **Cyber Intelligence** – modelled audience segments are passed to Cyber Intelligence where we can see how, what, and where your targets are engaging with CRA across our portfolio; we then build tailored solution strategies
- **Research** – custom and panel-based research provide intelligence to further inform key insights and content strategy
- **Decision Engine** – decision engine powers full-funnel planning, identifying audience opportunity size across channels and products and building full-funnel campaign plans based on cyber intelligence insights
- **Campaign Management** – content, creative, and tags are created, managed, and activated within CyberCept with real-time insights used to optimize performance and hit goals
How does it work?

1. We work together to define your business objective and budgetary constraints
2. You provide us with your target account list, ideal customer profile and/or filtering parameters
3. We run your targets through CyberCept to identify patterns, behaviors, trends, channel and product insights
4. CyberCept output is used to design an integrated, omnichannel solution built from our entire portfolio of events and media properties to help further qualify that audience and influence them toward your organization’s point of view
5. We share campaign, performance, and pacing reports on a regular cadence with your team

Why CyberCept?

- Our 1st party data is cybersecurity-specific, built from millions of engagements with cybersecurity professionals across our wide array of products, solutions and events, which allows you to tap into unique insights on their specific wants and needs
- Our CISO Communities and SC Media property permit us to invest in and support always-on cybersecurity-specific topic universe content and analysis, meaning you get to tap into and benefit automatically from a community-sourced, data-validated, always-on audience strategy
- Our single pane of glass reporting drills down to the account team and individual level and produces intelligence about their affinities, touchpoints, and funnel progression

Ready to get started?

Visit CyberRiskAlliance.com/Solutions to learn more.

Contact sales@cyberriskalliance.com to set up a time to talk.

Other areas we can help:

ABM  RESEARCH  CONTENT SERVICES

CyberRisk Alliance (CRA) delivers programs that accelerate solution awareness, generate qualified leads, and enable rapid revenue growth for cybersecurity solution providers. We do this by engaging the entire cybersecurity and IT community.