Your sales team needs a solid volume of high-quality leads that will convert into business. You need access to a broader network of properties and formats through which to promote your brand, its thought leadership, and draw interest for your solution set.

Whether you wish to drive top-of-the-funnel demand generation or lower-funnel lead generation, CRA will work with you to determine the best path forward for driving leads that meet your business objective.

Utilizing the data and insights from CyberCept, CRA's unified data and intelligence engine, we can deterministically match your Target Account Lists, ICP’s or audience definitions to CRA’s 1st Party Users to drive qualified leads with our lead generation solutions. Choose from among the following lead generation products:

### Content Syndication:

Promote your eBooks, whitepapers and other content directly to our audience of information security professionals through our targeted marketing programs.

- Sponsor-provided thought leadership content
- May include eBooks, whitepapers or research
- Minimum campaign length of 90 days
- 250 leads

### Highly Qualified Leads (HQLs)

Screen prospects with qualifying questions to determine intent and better understand your leads’ needs.

- Sponsor-provided thought leadership content
- One touchpoint per lead
- 3 qualifying questions included to better understand lead needs
- Minimum 100 leads
Webcasts

Our SC Media webcasts bring together security executives and practitioners looking to learn the latest on new products and important industry topics. Leading technology providers leverage our webcasts to connect with their target audiences and drive engagement with high quality leads.

A range of formats provides flexibility based on your communication goals and available resources. Generate brand and category visibility, validate your product, launch a new product or highlight specific features that differentiate your offering within its solution category, build content across the funnel and generate actionable sales leads through these informative virtual formats. Learn more about our Webcast products here.

Virtual Conference

Feature your subject matter experts, thought leadership, technology, and generate highly qualified leads through our robust lineup of Virtual Conferences.

Our Virtual Conferences focus on a single topic every month, introducing new approaches and techniques for overcoming the challenges security professionals face daily. Revised based on market feedback, the structure for our 2024 Virtual Conferences is compressed to a half-day (5 hours) of content, discussion, thought leadership and now includes more interactive sessions (breakouts, workshops) to help increase engagement between Virtual Conference attendees.

In addition, our 2024 Virtual Conferences will feature sessions that can only be accessed live to encourage live participation and engagement that will more closely mimic the format of an in-person event. These topic-specific Virtual Conferences allow your organization to align itself to the right category, target the individuals who are in the process of evaluating solutions like yours, and demonstrate your thought leadership with your target audience. Learn more about our Virtual Conference products here.
Why CRA Connect for your Lead Generation Needs?

CyberCept is CRA Connect’s unified data and intelligence engine which tracks, collects and unifies data from CRA’s audiences of cybersecurity professionals as they engage with content and information on CRA’s network of information brands. This data includes the topics they are most likely to consume and the formats and channels they’re using to consume the content (such as mobile devices, in-person events, virtual events, websites, podcasts and e-newsletters).

The data generates actionable insights to help CRA’s cybersecurity technology solution provider clients identify, engage, and convert CRA audiences to prospects and buyers of their products and services.

Engage with any or all of our lead generating products or work with our team to develop a full-funnel campaign to drive between brand awareness and generate high-quality leads that will convert for your organization. Our portfolio offers you the flexibility, scalability and performance to align with your needs, budget, and requirements.

Ready to get started?
Contact sales@cyberriskalliance.com to learn more today.

See related products and solutions:

| CYBERCEPT    | WEBCASTS | VIRTUAL CONFERENCES |

CyberRisk Alliance provides business intelligence that helps the cybersecurity ecosystem connect, share knowledge, and make smarter and faster decisions. Learn more at www.cyberriskalliance.com.