



CRA Connect

From brand to demand.

Overview

Owned and operated by CyberRisk Alliance (CRA), CRA Connect is CyberRisk Alliance's internal agency, research, and intelligence unit that uses CyberCept, CRA's unified data and intelligence engine, to design, create, and conduct full-funnel campaign plans and activations that produce powerful, integrated solutions for CRA clients.

CRA Connect provides:

- Account-Based Marketing and demand generation efforts utilizing 1st Party Data and intelligence from CyberCept
- Targeted lead generation programs designed to deliver quality leads for your organization
- Advanced analytics, intelligence and insights about our users through 1st and 3rd party data assets
- Custom content services including content audit, gap analyses, and custom content production to help build our clients' content pipeline across their customer journeys
- Brand health and awareness building across display, social, and branded advertising
- Analyst and media relations, speaking engagements, company and product launches through PR

1.7M+ Cybersecurity Professionals

700+ Clients

20 Different Cybersecurity Topics





CYBERRISK ALLIANCE DATA LAYER:

CyberCept Unified Intelligence and Data Platform

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 that can be used by the CRA Connect team to help CRA's cybersecurity technology vendor clients identify, engage, and convert CRA audiences to prospects and buyers of their products and services.

Among many things, CyberCept enables CRA Connect to build customer journeys; create ideal customer profiles to hone and refine our clients' target market segments; pinpoint accurately where a prospect might be in the sales funnel for a product and solution; and use the data to develop content and execute marketing campaigns that move a prospect further down the sales funnel.

Learn more at cyberriskalliance.com/file/cybercept



CRA CONNECT SOLUTION:

Account-Based Marketing

The B2B buyer's journey is complex and omnichannel. Many ABM platforms lack the domain expertise, data and specialization to truly connect with and influence your cybersecurity targets. CRA's portfolio of brands is solely focused on Cybersecurity and is staffed by practitioners from across the industry. Our expertise and rich first party data in the domain allows us to streamline and improve your ability to connect with your target accounts and audiences.

CRA Connect uses the data and intelligence from its users to identify and execute campaigns comprised of targeted touchpoints to nurture relationships with key stakeholders and influencers within your target accounts. We help nurture your accounts by utilizing a full array of addressable channels including personalized emails, targeted social media engagements, targeted display advertising, native, virtual events, content syndication and event sponsorships (via face-to-face meetings).

The intelligence CRA Connect gains from CyberCept allows us to focus on distributing your content and marketing messages to CRA 1st Party users in the topics, content types and channels where we see your target accounts are most engaged in order to maximize reach and quality leads for your brand.

Learn more at cyberriskalliance.com/file/abm

Our ABM solution is comprised of:

- 1st Party data and target account segment analysis and modeling (to determine placement in the funnel)
- Full funnel planning to intersect and connect your brand with your target accounts across their entire digital journey (email, social, display, native, video, podcast)
- Rotating ownership / sponsorship of a relevant SC Media topic page (i.e., Identity, Cloud Security, AppSec, etc.)
- Your content assets hosted and gated on SC Media website with sponsor attribution (these should be a mix of upper, mid and lower funnel assets)
- Qualified and verified leads delivered to you (number of leads depends on the target audience size, filters and tactics deployed)
- On and off portfolio targeted display ads (970x250, 300x600, 300x250, 728x90) to CRA's 1st party audiences that are directly matched to your TAL or ICPs
- Targeted social ads on LinkedIn through direct match of CRA's audience database matched to your TAL or ICPs
- Native placements within SC Media's relevant editorial newsletters
- 1 weekly dedicated email for the three-month flight targeted to CRA's cybersecurity professionals to drive lead engagement with your content
- Weekly progress reports, account scoring, and activity



Content Services

Successful brand awareness, demand generation and lead generation all hinge on associating your brand with a solution that cybersecurity professionals feel they need. Great content, distributed in a variety of engaging formats and across the channels where they're seeking it acts as the foundation for each of those strategies.

CRA Connect offers Content Services that provide authoritative content that will connect with your prospects by gleaning valuable insights of your target account from our rich 1st Party Data and their behavioral characteristics to help refine and shape your content strategy. First, we audit your current content inventory through gap analysis. We then make recommendations about how and where to fill any identified gaps, and through our custom content team, produce the expert content you need to complete your content strategy that connect with your prospects.

Learn more at cyberriskalliance.com/file/contentservices

Here's how our Content Services work:



Audience Analysis

Using our cybersecurity business intelligence platform, we run an audience analysis using your provided parameters to validate or refute your core assumptions about your target profiles.



Audience Insights

We produce a report that identifies their behavioral characteristics and topic affinities to help you compare against your persona profiling and current investments in content strategy.



Content Audit

We audit your existing content inventory against the audience insight data to identify any gaps or shortcomings in the content that is currently powering your buyer's journey.



Custom Content Build

Once we identify the gaps, we help you fill them with powerful, custom content built to speak to your targets at just the right stage in their buyer's journey and compel them to take the next step in their evaluation process.



CRA CONNECT SOLUTION:

Research

Our in-house, full-service research team delivers qualitative and quantitative research and insights directly from the target accounts and security professionals' most important to you and your business objectives. By conducting panel and survey-based research against CRA's audiences, we capture sentiment and intentions of your key accounts to help develop relevant content and communication strategies. Our research provides actionable insights directly from our audiences to help formulate product and go-to-market strategies, inform marketing and communication methodologies, and build content pipeline strategies.

Our suite of full-service primary market research capabilities build insight with business-driven application through client thought leadership content.

Learn more at cyberriskalliance.com/file/research



Unique research generated from CRA's communities of cybersecurity professionals that provides actionable intelligence and insights on market trends, issues, and business drivers



Advanced analytics, intelligence, and insights about our audiences through 1st and 3rd Party Data assets



Custom and panel-based research for clients derived from our community of CISOs and emerging cybersecurity leaders



Content audits and gap analyses to help build our clients' custom content pipeline across their customer journeys



Brand health research to help our clients understand how their brand stacks up in terms of favorability and awareness verses their competitors



Lead Generation

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. 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:

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



Lead Generation

Webcasts

Generate leads built around your expertise in an interview, presentation, or demonstration format.

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

A range of formats provides flexibility based on a marketers' communication goals and available resources. Validate your product, build content across the funnel and generate actionable sales leads through these informative virtual forums.

JANUARY 10 Ransomware	FEBRUARY 14 Third Party Risk	MARCH 13 Network Security	APRIL 10 Zero Trust	MAY 15 AI	JUNE 12 Threat Intel
JULY 10 Governance, Risk, Compliance	AUGUST 14 Cloud	SEPTEMBER 11 Identity	OCTOBER 9 Application Security	NOVEMBER 13 Endpoint Security	DECEMBER 11 Attack Surface Management

Cybersecurity Hot Topics Series (Live and On-Demand) \$25,000

- Monthly Series (12 per year) – See 2024 editorial calendar to the left
- Each month CyberRisk Alliance will examine a solution area from a news attacks and threat vector stories), hacker or CISO approach to evaluating, and a solutions perspective.
- 50-minute series that blends both presentations and discussion formats into a single agenda
 - Aligns your brand to SC Media's news and cybersecurity landscape analysis
 - Moderator-prepared discussion format highlights your organization's approach to the topic solution area
 - 150 leads (registrations, live attendees, and on-demand views)
 - 6-week promotion lead time required

PanelCast (Live and On-Demand) \$21,000

- Panel discussion on a topic or subtopic of your choice, or an SC Media news topic to source a variety of opinions and approaches to it.
- 50-minute panel discussion
 - Moderator and CISO or cybersecurity expert provided, sponsor may provide one speaker from their organization and one customer speaker
 - 120 leads (registrations, live attendees, and on-demand views)
 - 6-week promotion lead time required

Drill Down (On-Demand Only) \$12,500

- Illustrate your technical expertise and how your products solve industry challenges with this presentation or demonstration-style webcast format.
- 30-minute presentation or demonstration
 - 100 leads (registrations and on-demand views)
 - 8-week promotion lead time



Lead Generation

Virtual Conference Sponsorship

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 at cyberriskalliance.com/file/leadgen

Level	Available	Entitlements	Leads	Price
Platinum	1	1 breakout session (30 min), 1 fireside chat (50 min)	700 Leads	\$25,000
Gold	1	1 breakout session (30 min) hosted twice, 1 panel participation (50 min)	600 Leads	\$20,000
Silver	1	1 breakout session (30 min)	500 Leads	\$17,500
Video	3	1 video commercial [supplied by sponsor] (2 min)	300 Leads	\$7,500
Workshop/ Seminar session only	2	1 workshop session	All leads from workshop	\$10,000

January 23 Zero Trust	February 27 Threat Intel	March 26 Identity	April 23 Cloud	May 28 Incident Response	June 25 Ransomware
July 23 Third-Party Risk	August 27 Application Security	September 24 AI	October 22 Vulnerability Management	November 19 Email Security (Thanksgiving exception)	December 17 Network Security (Christmas exception)



Digital Advertising

CRA Connect’s digital advertising solutions offer targeted, high impact branded advertising opportunities that reach a hyper-targeted executive and technical audience of Cyber security professionals through our industry leading brands (SC Media, Channel E2E, MSSP Alert, Security Weekly). As daily must-read resources, CRA’s digital brands connect your brand to buyers actively tracking the latest threats and looking to advance their security strategies. Our portfolio of advertising services expands your digital footprint and presents your solution in a premium, uncluttered environment.

- Build reach and frequency against 1.7M cybersecurity buyers and influencers with over 325K page views per month.*
- Contextual and location-based targeting options.
- Audience extension opportunities.
- Flexible, high-impact solutions to suit any goal or budget.

Learn more at cyberriskalliance.com/file/digitaladvertising



Display Advertising

Our portfolio of advertising services expands your digital footprint and presents your solution in a premium, uncluttered environment through ROS, audience targeted and contextual roadblocks available in the following formats: 970X250, 300x600, 350X1050, 350X250 (desktop and mobile), 728X90 and 320X50 (mobile)



Email Newsletters

Display ads or sponsored content build targeted reach in our editorial newsletters, a must-read resource for tens of thousands of security professionals.



Podcast Advertising

A range of weekly podcasts dive deep into specialized topics and serve influential audience segments. Sponsors are seamlessly integrated through host read commercials, product announcements, 30-minute interviews and technical segments.



Brandview Native Advertising

Embed your thought leadership content in SC Media’s digital channels with display advertising adjacencies reinforcing your messaging.



CRA CONNECT SOLUTION:

Public/Media Relations and Analyst Relations

CRA Connect can build a customized PR and Communications Program to elevate your company as the dominant voice in your market, ahead of direct and tangential competition, by building brand awareness and credibility through thought leadership.

We provide the following services as part of our core PR and Communications Program offering:

Media Relations

- Proactive and reactive media outreach
- Quote development support
- Interview preparation, staffing
- Press release development, drafting and pitching
- Interviews with thought leaders to identify unique article topics and media themes to pitch
- Place bylined content written by in-house thought leaders with relevant publications

Analyst Relations

- Identify key industry analysts
- Define and maintain briefing schedule
- Prepare the team for briefings
- Staff briefing and deliver key takeaways

Corporate Credibility

- Awards identification and category creation
- Draft awards submissions
- Support Call for Papers submissions
- Panel creation leveraging industry contacts



Public/Media Relations and Analyst Relations

We also offer the following add-on services:

Content Development

- Develop and maintain calendar of suggested blog and byline article topics
- Copywriting support for thought leadership contributed articles
- Interviews with thought leaders to support unique content development
- Content drafting

Social Media Management

- Manage corporate social media profiles
- Program weekly content supplemented with real-time posts
- Develop content to engage influencers, reporters and analysts
- Build following for prospect and customer engagement and employee recruitment
- Capture and nurture employees as social ambassadors

Analyst Engagement Management

- Identify key analyst targets across a variety of firms with curated influence; develop and maintain relationships with consistent communication to develop annual analyst engagement plan for all analyst firms; define and maintain briefing schedule
- Prepare briefing/inquiry prep sheets to position team members effectively before calls
- Schedule, facilitate and document all briefings, collateral reviews, inquiry calls, etc.
- Prepare and disseminate a routine analyst newsletter
- Track analyst research and report planning; support responses to research premise documents
- Identify and facilitate co-sponsored research opportunities

Learn more at cyberriskalliance.com/file/PR



Why CyberRisk Alliance?



As a company, CRA is solely focused and caters only to the cybersecurity industry. Cyber professionals are heavy consumers of our digital content from SC Media, MSSP Alert, Channel E2E and Security Weekly, and regularly attend our national, regional and local events from Identiverse, InfoSec World, MSSP Alert Live, Cyber Security Summit and the Cyber Security Forum to educate themselves in order to make informed decisions as it relates to protecting their organizations from the latest cybersecurity threats and stay abreast of the latest cyber trends.

1 Community-centered

Because CRA's portfolio of brands are solely focused on cybersecurity, we have a deep connection with the overall community and engage all levels of cybersecurity professionals from the backroom to the boardroom, from emerging leaders to the C-Suite, from the public to private sector – the breadth and depth of our portfolio drives high levels of engagement from the cybersecurity community.

2 Data-Driven

Through CRA's CyberCept, our unified data and intelligence engine, which captures and collects user and usage data across our portfolio of brands, CRA is able to provide actionable intelligence and insights on the prospects you are looking to connect with to design effective and impactful marketing campaigns that hit the mark. CRA's robust community engagement leads to consistently adapt their message to the personas they need to reach.

3 Trusted Influencer

From our active community of cybersecurity professionals to our depth and breadth of knowledge from actual practitioners within cybersecurity who are creating and programming our content, to our deep insights and knowledge of the cybersecurity industry, CRA is the go-to source for brands to separate the signal from the noise.



Ready to expand your influence with your target buyers?

We power CRA Connect to act as an extension of your cybersecurity marketing organization. We provide the flexibility, data, insights, and top-notch production resources you require so that our products and services integrate seamlessly into and compliment your demand generation and brand building programs.

From our rich 1st Party data to deep audience insights, to providing expert custom content, delivered through trusted, industry leading brands, our goal is to provide you with an extensible and integrated solution that helps your organization exceed its marketing goals.

We look forward to working with you!





Contact us to start building customized campaigns and programs that will expand your reach, influence your prospects, and reinforce your brand and thought leadership.

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