

MADISON
LOGIC.

How To Target and Engage Cybersecurity Buyers

GUIDE



Are You Targeting the Right Buyers for Cybersecurity Solutions?

Organizational vulnerability to cyberattacks and breaches has increased enormously in recent years. This growth is fueled by the accelerated adoption of SaaS, expanding digital supply chains, increased corporate presence on social media, custom application development, remote work and internet-based customer interaction. Data breaches increased by 20% from 2022 to 2023—a trend experts predict will only continue to grow as attacks become more coordinated, frequent, and sophisticated than ever before.

As global organizations of all sizes and across all industries look to improve threat resistance by implementing pragmatic, business-aligned risk management efforts, they must balance the speed of innovation with legacy infrastructure challenges. Security teams face new opportunities and obstacles with tighter budgets, stricter compliance mandates, and the rise of generative AI (GenAI)—which is poised to both transform and threaten cybersecurity measures. Research shows that while 91% of security teams use GenAI, 65% say they don't fully understand the implications.

Marketers looking to reach the buying centers responsible for making these purchasing decisions and move them through the buying journey faster need intent data to deliver more relevant and personalized experiences through a unified, multi-channel account-based approach. Here's what our data tells us about the accounts demonstrating the highest propensity to purchase cybersecurity solutions, the buying committee personas making those purchase decisions within these organizations, and the content that's likely to resonate with them the most.

Gartner predicts that organizations will spend \$122 billion on security and risk management solutions by 2027.



What Is ML Insights?

Madison Logic's market-leading intent data that drives conversion.

Proprietary Engagement Data

245M Monthly Engagement Signals



Media targeting investments



Buyer engagement with activation channels

Technographics

120M Technology Installations



Complementary technology installs



Competitive technology installs

B2B Research

16B Monthly Content Consumption Events



Product research across B2B websites

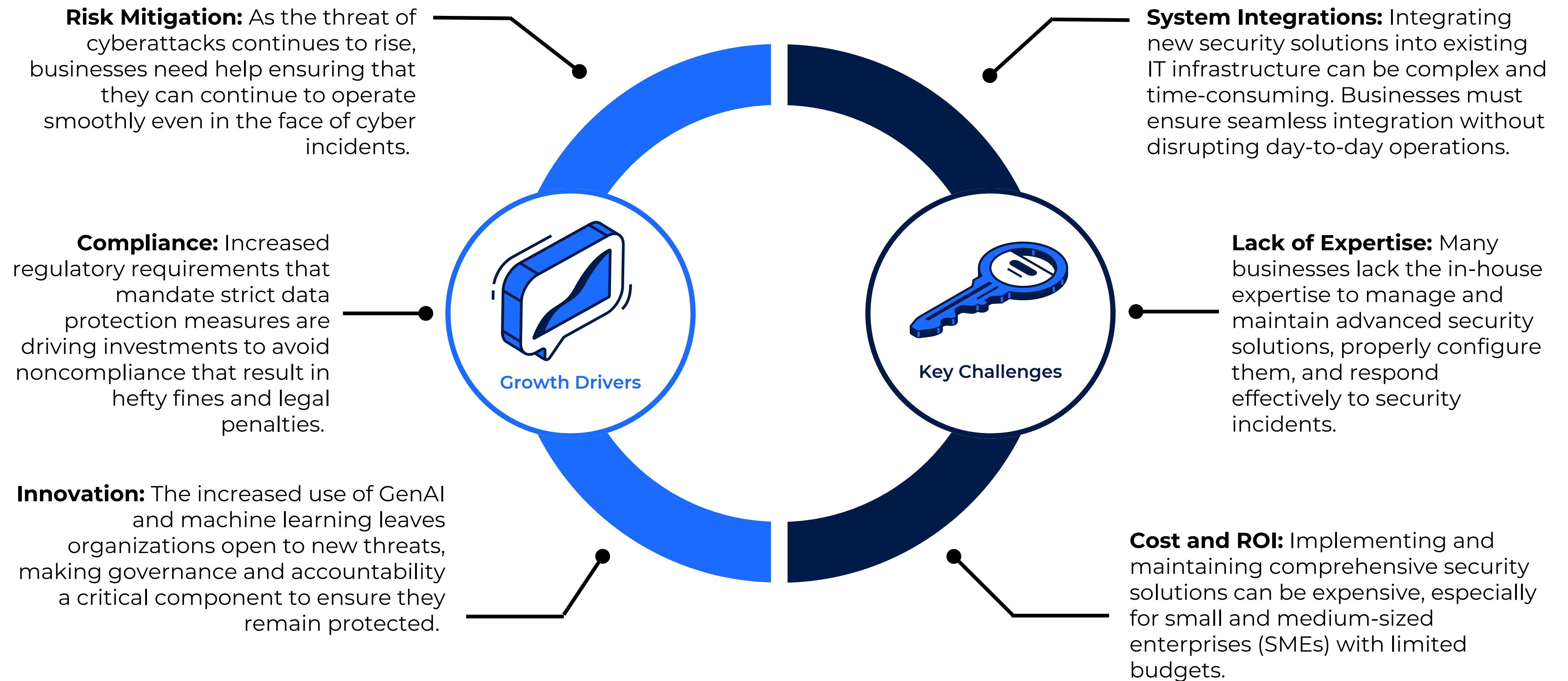


In-depth content consumption

Three data sources including millions of proprietary signals dynamically predict when an account is moving in-market.



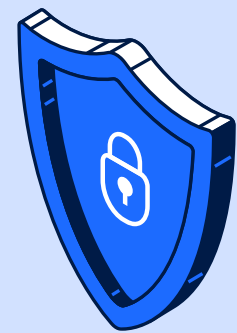
Key Market Growth Drivers and Challenges



Cybersecurity Buyer Trends

 By 2026, organizations prioritizing their security investments based on a continuous threat exposure management program will realize a two-thirds reduction in breaches.

When targeting and engaging with B2B security buyers, providers should emphasize the ROI and cost-effectiveness of their products, demonstrating how they can prevent costly breaches and downtime. Highlighting how the solutions ensure compliance with industry regulations such as GDPR, HIPAA, and CCPA is crucial, as regulatory adherence is a significant concern for businesses. Additionally, providers should be transparent about innovation plans for next-gen technology like AI and machine learning. Buyers show both optimism and caution when thinking about how AI can automate their security solutions. Education and training for business decision-makers is crucial since most organizations lack an experienced security professional on staff.



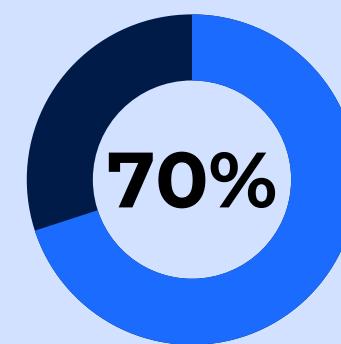
46% of buyers prioritize security certifications and data privacy practices when choosing a software vendor.



88% of all data breaches are caused by an employee mistake.



25% of global enterprise security decision-makers say that improving privacy and data ethics strategy is a top strategic IT security priority over the next 12 months.



70% of company boards will include one member with cybersecurity expertise by 2026.



49% of buyers spent time doing extra research because of security concerns.



18% of global security decision-makers say that ensuring business partners and third parties comply with internal security requirements will be a top priority in the coming years.

What Accounts Should You Prioritize?

Wide-approach marketing tactics revolve around aiming for the accounts your company thinks are the best fit. But tight budgets and limited resources require you to work more efficiently. Intent data like ML Insights is essential to ABM because it helps you identify and prioritize accounts that are in-market and ready to engage or buy based on their online research and content consumption behavior. With [ML Insights](#) and the MLI Score, a holistic signal made up of the combined data set, we identify the areas of greatest opportunity with less noise, higher buyer research activity, and content engagement.

Key Findings

Region

- The **NA** region shows increased engagement
- **EMEA** engagement declined 21% and buyer research dropped 6% over the last year
- Despite increased **APAC** region targeting, buyer research and engagement remain low

Company Size

- **XLarge** organizations show a 76% YoY increase in buyer research for cybersecurity solutions
- We've seen a 34% and 32% decline in buyer research and engagement by **Micro** organizations
- **Medium** and **Medium-Small** organizations are over-targeted despite low buyer research and engagement

Vertical

- The **Manufacturing** and **Finance** sectors seek cybersecurity solutions the most
- We've seen increased buyer research and engagement among those in the **Technology** vertical despite relatively low targeting
- The **Healthcare** industry shows increased engagement with cybersecurity content but lower targeting for it

Activation Strategy

- Keep engaging **NA** buyers with a focus on regional trends, like the emerging regulations on data privacy and security
- Examine your targeting strategy for **EMEA** buyers and rework to speak to regional pain points and concerns
- Reduce targeting to **APAC** region buyers

- Continue targeting **XLarge** (5,000-9,999 employees) companies
- Reduce outreach to **Micro** (1-9 employees) and **Medium-Small** (50-199 employees) organizations
- Refocus your content and messaging to **Medium** (200-499 employees) businesses to your competitive differentiation

- Continue to engage companies in **Manufacturing** and **Finance** with competitive differentiation content to reinforce your brand as a solution of choice
- Target underserved areas like **Technology** and **Healthcare** with use-case-specific content

Which Buying Committee Personas Should You Target?

The typical buying committee for a complex software—like cybersecurity solutions—consists of four to six members on average and can grow to 12 to 14 participants. These individuals each come to the purchase decision with their own perspectives, concerns, and pain points. They also hold different roles across different departments and range in other demographics across genders and age groups—all of which impact their decision-making process. Data-driven insights around these different personas allow you to create content and messaging that creates a sense of urgency around solving their problem, identifies you as the ideal solution to help them solve their problem, and motivates them through the buyer's journey into selecting you to help them reach their goals.

Key Findings

Departments

- **Operations** and **IT** roles display the highest research and engagement
- We've seen a 10% increase in research by the **Finance** role
- **Data** roles show stable buyer research and engagement with cybersecurity-related content

Seniority

- **Directors** maintain a leading role in the decision-making process for cybersecurity solution solution purchases
- We've seen increased engagement and buyer research from **C-Suite** decision-makers
- **Professional** roles show increased buyer research and engagement despite relatively low targeting

Activation Strategy

- Maintain outreach to individuals in **Operations** and **Technology** who play a significant roles on the buying committee
 - Increase engagement with those in **Finance** who are showing more involvement in the decision-making process
 - Continue to engage personnel in **Data** roles
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- Continue targeting **Director** roles with with cybersecurity-related content
 - Include **C-Suite** roles in your targeting strategy
 - Consider engaging **Professionals**

What Content Should You Use to Engage Them?

To increase buyer engagement, marketers of cybersecurity solutions need to convey a unique value proposition that sets them apart from competitors and speaks to specific pain points and concerns. This content and messaging must be mapped to each stage of the buyer's journey to surround all buying committee members with the information they need throughout the decision-making process. While pricing narratives and feature differentiation help narrow down solutions, these buyers want more focus on user experience and the innovation roadmap using next-generation technology to simplify and create smart financial management solutions. Using data to understand where buyers are in the decision-making process and to map content and messaging to their concerns at each stage is paramount for success.

Tactics

Content to Use

Awareness

Capitalize on the growing interest in cybersecurity solutions by integrating topics such as **malware detection**, **multi-cloud security**, and **endpoint security** in your content promotion strategy. This will attract buyers interested in how software can alleviate their needs and increase urgency among those who might not yet realize they have a problem to solve.

- Analyst reports
- White papers
- Ebooks

Consideration

Address interest in next-gen cybersecurity solutions by speaking to buyers who want to use AI to automate threat detection across their infrastructure. Engage middle-of-funnel buyers with topics around **extended detection and response (XDR)**, **vulnerability management**, and **secure access service edge**.

- Buying guides
- Blog posts
- Demo videos
- Email
- Webinars / Events

Decision

Seize the opportunity to highlight your unique features and functionalities with content and messaging that underscore your solution's differentiators from competitors and provide tangible evidence of your value. Address buyer questions around **zero trust** and **advanced threat protection** capabilities to remove last-mile concerns.

- Comparison guides
- Case studies
- Native ads
- How-to guides

Achieve More Success from Your Campaigns

Organizations are constantly seeking ways to bolster their defenses against increasingly sophisticated threats. By 2027, half of all CISOs in large enterprises will adopt human-centric security design practices, representing a significant shift from purely technology-focused solutions to strategies that prioritize the human element within organizations. For B2B security providers, it's crucial to communicate to buyers the importance of instilling a security-first company culture. By fostering an environment where every employee understands and values their role in maintaining cybersecurity, organizations can enhance compliance, reduce human error, and ensure that security measures are seamlessly integrated into everyday operations. This approach not only strengthens the overall security posture but also maximizes the effectiveness of security investments by aligning them with the behaviors and needs of the workforce.

Stop Wasting Time Chasing the Wrong Accounts

Businesses want to find a cybersecurity solution they can commit to for a long time. With so much independent research and investment from your buyers, you need to be equally invested in ensuring you position your company as their partner of choice. The faster you identify your audience's intent and pain points, the faster you can reach them to begin the very important conversations that set their businesses up for success.

Madison Logic is the only ABM activation solution that combines three sources of intent signals, four leading media channels, and real-time measurement to accelerate the buyer's journey and drive pipeline. With the MLI Score, a holistic signal that unifies three key data sources, we help you target in-market accounts with more precision. And when combined with first-party customer data from your customer relationship management (CRM) software and marketing automation platform (MAP), you gain deeper insights that allow you to engage your target audience, increase conversion rates, and maximize your marketing spend.

Start converting your best accounts faster. Get in touch to find out how Madison Logic can help you activate a more effective data-driven ABM strategy today.

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