



Helping a Cybersecurity Provider Expand Its Sales Pipeline with Targeted IT Decision-Maker Data

How a custom prospecting campaign using technology intelligence filters delivered 5,000 verified contacts and a 3X increase in qualified cybersecurity conversations within 90 days.

Core Service Areas

- Endpoint Security
- Vulnerability Management
- Penetration Testing

Target Market

- Small & Mid-Sized IT Providers
- Managed Service Providers (MSPs)
- Generalist IT Companies

CLIENT BACKGROUND

A Cybersecurity Provider Seeking Untapped Market Share

A cybersecurity solutions provider specializing in **Endpoint Security, Vulnerability Management, and Penetration Testing** wanted to expand its reach among small and mid-sized IT service providers across the United States.

Their objective: identify Managed IT Service Providers (MSPs) and Generalist IT Companies that lacked mature cybersecurity offerings, organizations that could directly benefit from outsourced security services.

THE CHALLENGE

Three Barriers Blocking Pipeline Growth

The client's sales team struggled to identify and reach the right prospects efficiently. Without reliable technology intelligence, outreach was broad, slow, and poorly targeted.

Identifying the Right Prospects

Difficulty pinpointing IT providers that lacked advanced cybersecurity solutions, making it nearly impossible to prioritize outreach efforts effectively.

Limited Technology Visibility

No reliable way to assess technology adoption across smaller IT firms. This left the sales team guessing about which companies had genuine security gaps.

No Direct Decision-Maker Access

The team lacked verified contact data for the key executives responsible for technology purchases and business growth decisions at target organizations.

OUR SOLUTION

A Custom Prospecting Campaign Built on Precision Intelligence

We developed a multi-source prospecting campaign using firmographic filters, technology intelligence signals, and verified decision-maker data. It was engineered to surface only the highest-value prospects with demonstrable cybersecurity gaps.

TARGET CRITERIA

Surgical Targeting Across Four Dimensions

Firmographic Filters

Industry

Managed IT Services,
IT Services, Computer
Support, Network
Services

Company Size

10–50 Employees

Location

United States

Decision-Maker Titles Targeted

CEO / Founder / Owner

President / Managing
Director

Principal / Operations Director

Filtering for Cybersecurity Gaps at the Source

Technology intelligence filters were the campaign's secret weapon, enabling the team to identify companies with verified security gaps before the first outreach touchpoint.



No Endpoint Security Platform Detected

Targets had no identifiable endpoint protection solution deployed across their environments.



No Vulnerability Management Solution Detected

Companies showed no evidence of active vulnerability scanning or patch management tooling.



No Penetration Testing Program Identified

No indicators of contracted or internal pen testing activity were found in technology footprint signals.



Limited Security Technology Footprint

Overall security stack was sparse, signaling a high-likelihood need for managed security services.

A Complete, CRM-Ready Prospect Database

5,000

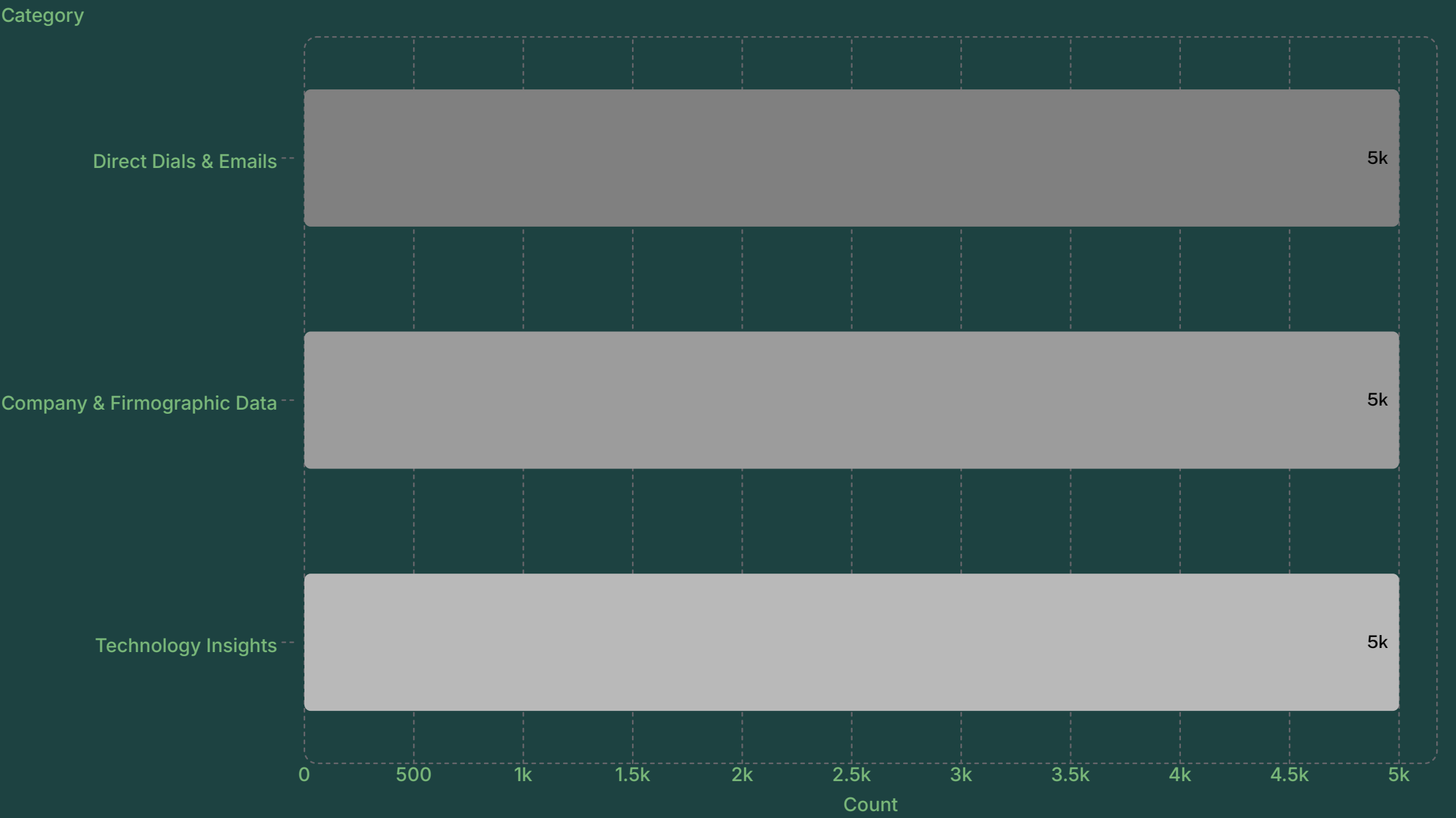
Verified Contacts

Fully validated and ready for immediate sales outreach



Every record was verified, enriched, and formatted for direct import into any CRM platform. This eliminated manual data preparation for SDR teams.

Deliverables Breakdown



RESULTS

Pipeline Impact Within the First 90 Days

3X

Qualified Conversations

Increase in qualified cybersecurity conversations with target accounts

42%

Email Engagement

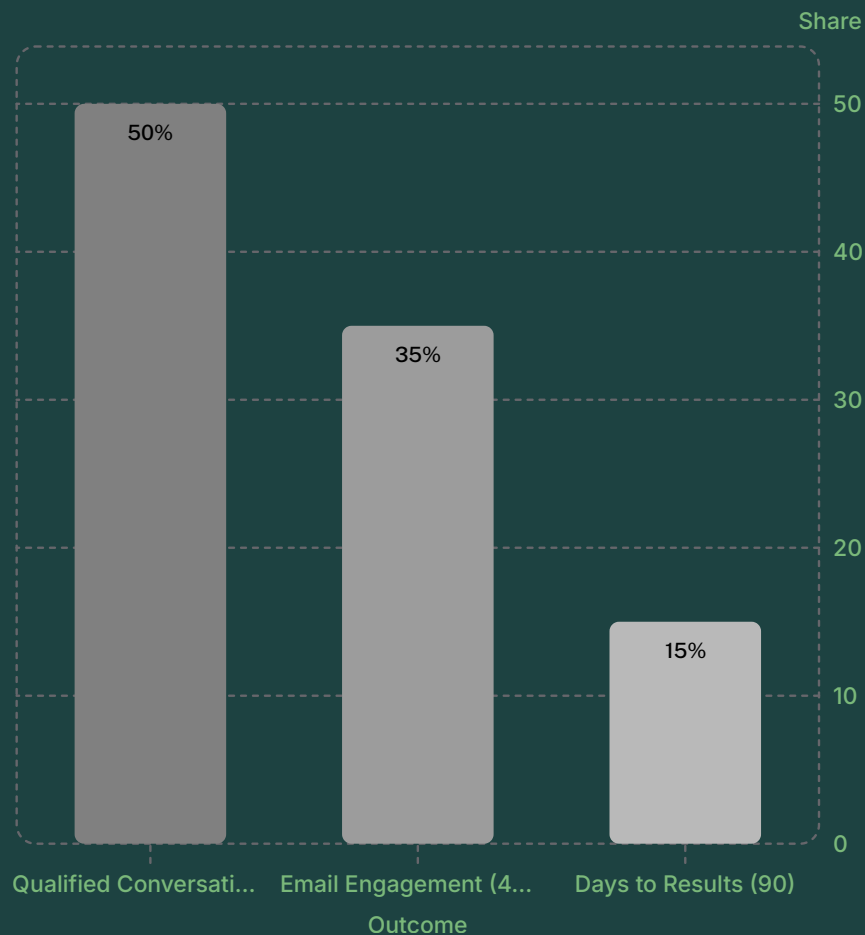
Improvement in email open and engagement rates across outbound sequences

90

Days to Results

Time to measurable pipeline growth from campaign launch

Key Results Distribution



Operational Wins

- Significant reduction in prospecting time for SDR teams
- Stronger pipeline development among underserved IT providers
- Increased opportunities for managed security service agreements

Why It Worked

By focusing on Generalist IT Providers without advanced cybersecurity investments, the client positioned its services as a **strategic growth opportunity**, not a replacement. Firmographic targeting combined with technology intelligence enabled conversations with organizations that had clear, immediate security needs.

Ready to Build Your Own High-Converting Prospect List?

Whether you're targeting MSPs, IT service providers, or any other niche vertical, our data solutions deliver the technology intelligence and verified decision-maker contacts your sales team needs to win more business.

Get Your Custom MSP List

Talk to a Data Specialist