

Abnormal Security Case Study

Abnormal Security is the leading AI-native human behavior security platform, leveraging machine learning to stop sophisticated inbound attacks and detect compromised accounts across email and connected applications.

Abnormal

Results

- ProspectAware has generated 20% of Abnormal's UK marketing pipeline
- ProspectAware has taken the pressure off the internal sales team for short-term lead generation
- A healthy pipeline of new sales leads will help Abnormal Security achieve their desired growth



AI behavioural Security Platform



www.abnormalsecurity.com



HQ - San Francisco, California, with 700 employees globally

BACKGROUND

Abnormal Security has been using ProspectAware's appointment-setting services for the past year to help build their sales pipeline through targeted, qualified leads, resulting in face-to-face meetings with senior executives within enterprise accounts.

RAPID GROWTH AND EXPANSION

Abnormal Security (Abnormal) was founded in 2018, with their headquarters in San Francisco. They are currently the second-fastest growing cybersecurity company in history. Abnormal has always been focused on solving the email security problem through Artificial Intelligence. Abnormal has developed a cloud-based email security platform, protecting enterprises from targeted email attacks by using abnormal behaviour technology. This combines the abnormal identity model, the abnormal relationship graph and abnormal content analysis to stop attacks that lead to account takeover, financial damage and organisational mistrust. Abnormal Security met ProspectAware at a leading cybersecurity event, Infosecurity Europe, in June 2023. At that time, they had no requirements for external lead generation support, but after some structural changes within the business to increase head count and with more growth expectations in 2024, Abnormal needed some external resource. Abnormal started working with ProspectAware in September 2023, and have since engaged them for a rolling lead generation campaign.

SU THOMAS - INTERNATIONAL MARKETING DIRECTOR

"Everyone at ProspectAware is consistent and efficient in their communications, and they are always very helpful and professional. Amar and his team are easy to deal with, adapting readily to our changing requirements as we look to grow the business. They understand our products and solutions, and are happy to talk directly to our sales reps and account exec teams. I find that I don't need to micro-manage them and it's relatively light touch. They are the most skilled and trained lead generation agency I have worked with to date and they're satisfactorily fulfilling our needs at this stage of our growth."

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The anomaly detection engine leverages identity and context to understand human behavior and analyze the risk of every cloud email event —detecting and stopping sophisticated, socially-engineered attacks that target the human vulnerability.

A TARGETED, LEAD GENERATION STRATEGY

Abnormal Security has adopted an organisational structure with an SDR (sales development representatives) team, who had been focusing over the last few years on managing inbound sales. Whilst planning an increase in headcount and preparing themselves for further growth in 2024, Abnormal identified a gap in their lead generation resource.

Whilst their products are solutions-based and sector-agnostic, Abnormal has pivoted from broadly targeting any enterprise accounts to asking ProspectAware to be more focused on specific accounts. Part of the challenge of entering a new region is the lack of data: it takes time to build up a high quality database. This is where ProspectAware, who have specialised in executive-level appointment setting for over 15 years, can add value. ProspectAware has built good quality data and forged excellent relationships with hundreds of technology prospects, which helps to accurately target the right contacts and accelerate the lead generation process.

Abnormal's sales engineering team and internal SDR team trained ProspectAware's agents, highlighting frequently asked questions and guiding them on potential objection handling. A good telemarketing agency should not need to delve too deeply into the technology, instead, understand the prospects' pain points and tell the story to gain interest, and ProspectAware's agents are highly skilled in this area.

Abnormal now uses ProspectAware's services like a programme; they allocate ProspectAware's lead-generated appointments to specific sales reps. As they continue to grow, Abnormal will use ProspectAware to facilitate pipeline generation at pace for any new reps they onboard over the next three to six months to help them build up their pipeline. ProspectAware works with the cloud-based platform, Monday.com, designed to help teams manage projects, workflows and tasks, in turn giving Abnormal Security full visibility of appointment-setting status on a daily basis.

Abnormal

Goals and Objectives

- Increase sales pipeline in line with growth.
- Create a consistent stream of face-to-face meetings with senior executives within new enterprise companies

Solution

- A rolling campaign was established to create C-suite meetings within targeted accounts
- A reporting system on Monday.com measures the lead generation campaign on a daily basis for visibility and control



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You can deploy Abnormal in minutes with an API integration for Microsoft 365 or Google Workspace and experience the full value of the platform instantly. Additional protection is available for Slack, Workday, Salesforce, ServiceNow, Zoom, Amazon Web Services and multiple other cloud applications.

Abnormal

PROMISING RESULTS

Over the past year, ProspectAware has helped accelerate Abnormal's growth into new markets. The campaign has allowed Abnormal to have a consistent stream of new, introductory meetings for potential customers. ProspectAware has access to the right people within targeted organisations, and their data is well-maintained.

Abnormal is seeing meetings converting to opportunities, with a lot more in the pipeline. ProspectAware generates approximately 20% of their marketing pipeline in the UK, a significant number, which is increasing as the campaign evolves. It's always a challenge with no shows at meetings, but ProspectAware proactively follows up and rearranges appointments when necessary.

FUTURE PLANS

As Abnormal Security grows their SDR team, they will continue to use ProspectAware's services to enable the SDR function to keep pace with growth, taking the pressure off the internal sales team.

Why ProspectAware?

- Technology experts
- Full-time, office-based staff
- No scripts used during callouts
- Account-centric approach
- 24/7 campaign visibility
- Multiple geographies covered
- Diverse customer base
- A passion for what they do



Global demand generation provider



www.prospectaware.com



HQ— Leicester Square, London

