

Directive,

Quarterly Business Review

May 30th, 2024



Table of Contents & Glossary⁺

● NSM Review

● Channel Review

● Tactical Insights

● Strategic Opportunities & NSM

● Strategy & Tactics

NSM = North Star Metric

PPC = Pay Per Click

CRO = Conversion Rate Optimization

KPO = Key Performance Opportunity

CPA = Cost Per Acquisition

DSA = Dynamic Search Ads

SIS = Search Impression Share

RDA = Responsive Display Ads

OCT = Offline Conversion Tracking

GCLID = Google Click ID

Glossary

Meetings Set Surpassed a Record Q3 to a New Record



+4%

Meetings set QoQ



353

Meetings Set



0%

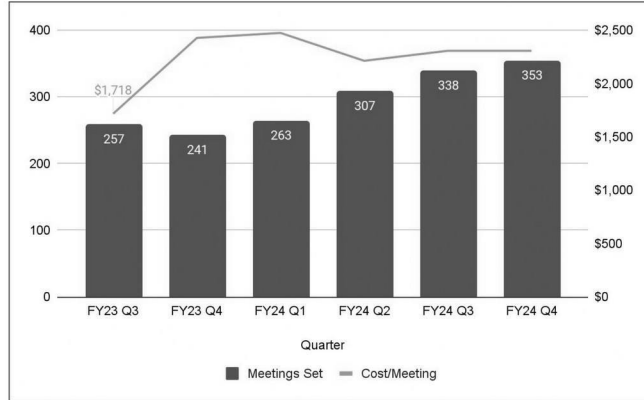
Cost/Meeting Set

FY24Q4 marketing spend increase by 4% with a corresponding **4% increase in Meetings** to a total of 353 for the region. Cost/meeting stayed flat decreasing by less than \$0.20 to an average \$2,306.92 (up from \$2,307).

Total opportunities increased by 26% from 228 to 288 this quarter and average cost decreased by 17% from \$3,420 down to \$2,828. Meeting to Opportunity increased by 67% up to 81% which is a remarkable improvement.

Average ARR/Opp decreased 10% QoQ with total pipeline increasing 14%. Closed won deals increased from 13 to 15 with Google Ads driving 14 of the total.

Meetings Continue to Reach New Highs while Maintaining Costs



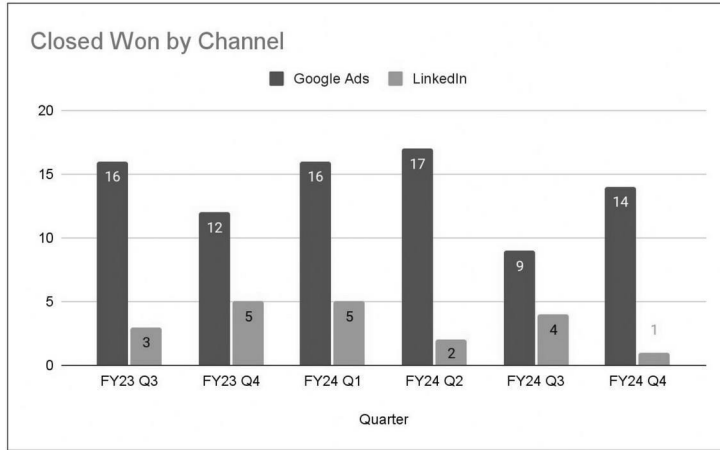
Meetings Set have continued their ascent with now 5 straight quarters of growth and minimal change in average cost/meeting. YoY, meetings have increased by 46% with average cost decreasing by 5%.

Opportunities Hit Record Highs on Google

Google Ads Data					LinkedIn			
Quarter	Opps	ARR	Avg. Opp Value		Quarter	Opps	ARR	Avg. Opp Value
Q 1 FY 2024	104	\$7,586,261	\$72,945		Q 1 FY 2024	89	\$6,534,025	\$73,416
Q 2 FY 2024	120	\$6,324,350	\$52,703		Q 2 FY 2024	107	\$7,592,846	\$70,961
Q 3 FY 2024	82	\$5,078,185	\$61,929		Q 3 FY 2024	142	\$10,858,789	\$76,470
Q 4 FY 2024	145	\$9,750,001	\$67,241		Q 4 FY 2024	137	\$8,392,589	\$61,260

Google Ads reached its highest number of opportunities last quarter at 145 with \$9,750,000 in total pipeline driven. LinkedIn did see a bit of a slow down ending the quarter 5 off the record high of Q3 but a much smaller average deal size.

Google Ads leads the way in Closed/Won for the Last 6 Quarters



LinkedIn had one of its slowest in-quarter performances for closed/won deals with Google Ads bouncing back to a more typical performance.

Meetings Set Increased 32% and Opportunities 77%

- Google Ads investment increased by 5%
- Form fills increased by 13% and average cost decreased by 7%
- Accepted Leads increased by 8% (+15). One nuance is the 38% decrease in compliance accepted leads which tended to over index
- Meetings Set increased 32% and average cost decreased by 20%
- Opportunities increased at an even larger rate increasing by 77% QoQ
- Total pipeline increased by 92% with average ARR increasing by 9%

Google	Q3	Q4	% Change
Spend	\$584,331	\$615,381	5%
Form Fills	1,358	1,535	13%
Meetings Set	112	148	32%
Opps	82	145	77%
Cost/Form Fills	\$430	\$401	-7%
Cost/Meeting	\$5,217	\$4,158	-20%
Cost/Opp	\$7,126	\$4,244	-40%
Avg. ARR/Opp	\$61,929	\$67,241	9%
Total Pipeline ARR	\$5,078,185	\$9,750,001	92%

LinkedIn Meetings Decreased 12% after a Record Quarter

- LinkedIn spending increased by 2% QoQ
- Form fills decreased by 22% - seasonality is likely playing a bit of a role coming out of the holiday season
- Meetings decreased by 12% and average cost increased by 16%
- Opportunities decreased by 6% but a much better meeting -> opp ratio helped mitigate the gap in front line meetings
- Total pipeline decreased by 23% through a combination of fewer opps and average ARR decreasing by 18%

LinkedIn	Q3	Q4	% Change
Spend	\$185,210	\$188,530	2%
Form Fills	588	458	-22%
Meetings Set	226	198	-12%
Opps	145	137	-6%
Cost/Form Fills	\$315	\$412	31%
Cost/Meeting	\$820	\$952	16%
Cost/Opp	\$1,277	\$1,376	8%
Avg. ARR/Opp	\$74,888	\$61,260	-18%
Total Pipeline ARR	\$10,858,789	\$8,392,589	-23%

Microsoft Ads Drove 0 Meetings For Another Quarter

- Microsoft spending increased by 16% - primarily because of additional brand spend
- 0 Meetings Set attributed back to Microsoft Ads this past quarter
- We are only spending on brand + RLSA terms now but even with that limited scope, we're not seeing traction

Microsoft Ads	Q3	Q4	% Change
Spend	\$4,817	\$5,601	16%
Form Fills	20	28	40%
Meetings Set	0	0	0%
Opps	0	0	0%
Cost/Form Fills	\$241	\$200	-17%
Cost/Meeting	\$4,817	\$5,601	16%
Cost/Opp	\$4,817	\$5,601	16%
Avg. ARR/Opp	\$0	\$0	0%

Meta Had Its Best Quarter with 7 Meetings & 6 Opps

- Meta spending decreased by 11% QoQ with minimal change in structure QoQ
- Meetings vaulted up to 7 total
- Opportunities increased from 1 up to 6 with average cost sitting at \$805 (-85%)
- \$310,176 off of \$4,830 of ad spend makes for the strongest pipeline ROI of any channel

Meta	Q3	Q4	% Change
Spend	\$5,433	\$4,830	-11%
Form Fills	286	149	-48%
Meetings Set	0	7	🦊%
Opps	1	6	500%
Cost/Form Fill	\$19	\$32	71%
Cost/Meeting Set	#DIV/0!	\$5,433	0%
Cost/Opp	\$5,433	\$805	-85%
Avg. ARR/Opp	\$84,250	\$51,696	-39%
Pipeline ARR	\$84,250	\$310,176	268%

Small Changes Compound into Large Learnings

- **Meeting Set -> Opportunity rate increased from 67% to 82% and is one of our best, if not the best averages in recent memory**
 - Form fill to meeting set ratio increased modestly from 15% to 16%
- **The inclusion of leading indicators added 43 additional data points into the account and looks to have been an outsized benefit to smaller campaigns with minimal SF data**
- **Compliance continued its movement away from content towards demo actions**
 - Form Fills decreased by 24% & accepted leads by 28%
 - Meetings stayed consistent with the accepted lead to meeting ratio improving by 62%
- **Our test of demo focused convo ads to public entities did not drive any form submissions & has been paused**
- **Meta really found its feet last quarter with D2C submissions totalling 17**
 - 14 from retargeting and 3 from prospecting
 - Bombora targeting drove the 3 prospecting leads
- **SMB targeting drove 134 lead form completions last quarter - a sharp decrease from the 202 driven in Q3**
 - This shift is one of the primary reasons we're seeing meetings set decrease from the channel as we prioritize larger organizations

EMEA NSM Review

+32%

Meetings set QoQ

49

Meetings Set

NSM target: 44

-13%

Cost/Meeting Set

FY24Q4 saw us increase total marketing spend by 15% with total meetings set increasing by 32% to a total of 49 for the region. Cost/meeting decreased by 13% to an average \$4.4K (down from \$5K).

37 Opps were generated (+48%) with average cost decreasing by 22% (\$7.4K down to \$5.8K).

Average ARR/Opp did decrease by 67% QoQ (from \$122.7K to \$41K) leading to a 51% drop in total pipeline ARR driven by paid media channels (from \$3M to \$1.5M).

Opportunities Increased 75% and Total ARR 6%

- Investment into Google Ads increased by 11% QoQ
- However, Meetings Set increased further by 78% (9 to 16) as cost per SAL dropped by 37%.
- As we focussed on localising campaigns (starting with DACH), implementing further IR keywords and increasing spend across the most efficient campaigns, the channel did become more efficient at driving MQLs and SALs
- Both cost per SALs and cost per Opp fell by 37% over the quarter, with cost per Opp falling from \$11K to \$7K.
- Despite avg. ARR per Opportunity seeing a 40% drop, we saw Total ARR grow from \$531K to \$561K.

Google	Q3	Q4	% Change
Spend	\$87,521.55	\$97,257.19	11%
Form Fills	115	238	107%
Meetings Set	9	16	78%
Opps	8	14	75%
Cost/Form Fills	\$761.06	\$408.64	-46%
Cost/Meeting	\$9,725	\$6,079	-37%
Cost/Opp	\$10,940	\$6,947	-37%
Avg. ARR/Opp	\$66,408	\$40,083	-40%
Total ARR	\$531,263	\$561,168	6%

LinkedIn SALs Increased 14% & Opps 12% QoQ

- LinkedIn spending increased by 20% after introducing further layered audiences, increasing localised assets, as well as assets overall and introducing D2C ads across South Africa
- Form fills increased by 148% and SALs by 14%, with average cost/SAL increasing by only 5% (vs. 11% last quarter)
- Opportunities increased by 35%, whilst average cost / Opp fell by 11%
- Average ARR/opportunity decreased by 72%, from \$149.2K to \$41.6K, which led to a 62% drop QoQ in total Pipeline ARR from \$2.5M to \$957K. Though this is a drop, this is still 521% higher than the Avg. Pipeline ARR in Q1 + Q2 of \$154K

LinkedIn	Q3	Q4	% Change
Spend	\$94,313	\$113,504	20%
Form Fills	221	547	148%
Meetings Set	28	32	14%
Opps	17	23	35%
Cost/Form Fills	\$426.76	\$207.50	-51%
Cost/Meeting	\$3,368	\$3,547	5%
Cost/Opp	\$5,548	\$4,935	-11%
Avg. ARR/Opp	\$149,241	\$41,630	-72%
Total ARR	\$2,537,099	\$957,482	-62%

Microsoft Ads Drove 0 MQLs Last Quarter

- Microsoft was launched in Q2, focusing only on capturing Branded traffic across DACH and the UK
- 0 Meetings Set attributed back to Microsoft Ads this past quarter once again, generating only a 14% increase in ad spend from \$485 to \$555
- We have reduced budgets further here once again, as overall search volume is small, often resulting in the full budget not being used
- However, we are seeing traffic pick up here in FY25Q1, so we will review this closely to see if performance improves and warrants further budget

Microsoft Ads	Q3	Q4	% Change
Spend	\$485	\$555	14%
Form Fills	0	2	$+\infty\%$
Meetings Set	0	0	0%
Opps	0	0	0%
Cost/Form Fills	-	-	0%
Cost/Meeting	-	-	0%
Cost/Opp	-	-	0%
Avg. ARR/Opp	-	-	0%
Total ARR	-	-	

Meta Ads Drove 0 MQLs Last Quarter

- Meta ads moved away from being used as only a remarketing function in the UK & DACH, to include NIS2 ads across both regions, as well as D2C ads across the UK.
- We saw 8 Meta leads came through remarketing campaigns and 4 in-channel leads through the D2C remarketing campaign.
- Overall, we can see 118,956 impressions and 895 clicks came from Meta - of which, 85% of impressions and 94% clicks were from returning users, which could have contributed to conversions across other channels.

Meta	Q2	Q4	% Change
Spend	\$2,420	\$2,336	-3%
Form Fills	0	12	+∞%
Meetings Set	0	0	0%
Opps	0	0	0%
Cost/Form Fills	-	-	0%
Cost/Meeting	-	-	0%
Cost/Opp	-	-	0%
Avg. ARR/Opp	-	-	0%
Total ARR	-	-	0%

Balancing Regional Budgets Resulted in Achieving Opps Goals in 4 out of 5 Regions

- Total SALs increased by 30% as we focused heavily on localisation and tightening targeting, whilst increasing assets all to maximise campaign efficiency
- Our strategy changed in April from driving SALs as efficiently as possible, to helping achieve regional Opps goals
- This meant:
 - MQL to SAL rate decreased as a result from 11% to 6% QoQ as we focussed on DACH
 - SAL to Opps rate increased from 68% to 77% QoQ, showing an improvement in quality
 - Total ARR fell as a result of the Avg. ARR/Opp decreasing by 67%
 - In 80% of regions, Opps goals were achieved

All Channels	Q3	Q4	% Change
Spend	\$184,740.41	\$213,652.19	16%
Form Fills	336	799	138%
Meetings Set	37	48	30%
Opps	25	37	48%
Cost/Form Fills	\$549.82	\$267.40	-51%
Cost/Meeting	\$4,992.98	\$4,451.09	-11%
Cost/Opp	\$7,389.62	\$5,774.38	-22%
Avg. ARR/Opp	\$122,734	\$41,045	-67%
Total ARR	\$3,068,362	\$1,518,650	-51%

Region GOALS (OVERALL WEB)	MQLs	% of Opps	Opps	Current Opps	Pending Meetings	% to Goal (including pending)
Overall	1300		109			
UK	450	41%	45	45	4	109%
DACH	450	33%	36	27	1	78%
Nordics	225	14%	15	16	1	113%
Benelux	100	8%	9	10	2	133%
South Africa	75	3%	3	5	4	300%

Google Meetings Set Increased from 6 to 9 QoQ

- Google Ads continued its growth with 3 Meetings in Q2, 6 in Q3, and now 9 in Q4
- Accepted Leads increased by 56% (from 9 to 14) with the expansion into Consultant/Advisor types of terms being one of the largest contributors (+3)
 - This same segment drove 2 meetings
- Opportunity value increased 178% QoQ from \$243k up to \$676k - our pipe to spend ratio increased up to 11.18 from 5.97
- Incident Response is an area of focus with no tangible action driven this last quarter

Google (ANZ)								
Quarter	Impressions	Clicks	Cost	Form Fills	Meetings Set	Opps	Cost/Meeting	Cost/Opp
Q4	111,391	3,399	\$60,523	53	9	7	\$6,725	\$8,646
Q3	99,003	2,161	\$40,771	37	6	5	\$6,795	\$8,154
Change	13%	57%	48%	40%	50%	40%	-1%	6%

- **Next Steps:**
 - Incident Response audit
 - Phrase match expansion for high intent keywords in SecOps and MDR
 - Essential Eight demo request type page

D2C Meetings increased 100% up to 6

- D2C drove 6 meetings last month with the additional attributed back to the an Essential 8 content piece
- Opportunities doubled growing from 2 to 4 - ARR value only increased 7% meaning much smaller deal sizes
- Always on video was a leading reason for total form fills growing 210%. Total content retargeting leads increased from 2 up to 34 fed from users who watched videos.
 - Convo Ad retargeting also saw great growth increasing from 6 up to 12 form submissions

LinkedIn (ANZ)								
Quarter	Impressions	Clicks	Cost	Form Fills	Meetings Set	Opps	Cost/Meeting	Cost/Opp
Q4	93,577	2,895	\$9,037	65	7	4	\$1,291	\$2,259
Q3	52,152	1,881	\$5,497	21	4	2	\$1,374	\$2,749
Change	79%	54%	64%	210%	75%	100%	-6%	-18%

- **Next Steps:**
 - Working on closing the gap from D2C form submission to Meeting. 19 D2C forms were submitted with only 6 leading to Meetings
 - Expanded awareness efforts and utilization of 6Sense prospecting lists

Paid Media **Tactical** Insights

Competitors Drop out of Auction & CPCs Decrease by 29% QoQ

Brand Performance									
	Impressions	Clicks	Cost	Avg. CPC	Accepted Leads	Meetings Set	Opps	Cost/Meeting	Cost/Opp
Q4	115,320	24,170	\$194,688	\$8.05	94	89	132	\$2,188	\$1,475
Q3	89,883	17,710	\$199,668	\$11.27	60	72	85	\$2,756	\$2,350
% Change	28%	36%	-2%	-29%	56%	23%	55%	-21%	-37%

- Q4 saw many brand shakeups ultimately culminating in a much strong quarter.
- **(Competitor)** and **(Competitor)** pulled out of auction at the beginning of the quarter which helped mitigate much higher CPCs
- We tested pausing phrase match brand terms at the end of March which was converting at a much higher average cost
 - This should pull down our expenditure on brand to shift elsewhere in the account
- We also tested breaking out MDR terms into their own ad group which did not perform well. We've kept everything nested under a single exact match theme sending folks to the homepage.
- In May, we launched research focused terms (similar terms I use when conquering competitors) to ensure full coverage there with the pause of phrase match

MDR Solidified Itself as our Top Performing Non-Brand Category

MDR continued to solidify itself as the top performing non-brand category:

- Meetings increased by 41% (+4) and Opps by 67% (+6)
- This continues to echo the larger trend of doing a better job of converting meetings to opportunities

SecOps is the area that has seen some slowing with meetings decreasing by 16% and Opps by 46%.

- Refinement around higher intent terms is our major next step for SecOps

Compliance improvement comes mostly from the Meeting Set -> Opp gap closing

SecOps							
	Impr.	Clicks	Cost	Meetings Set	Opps	Cost/Meeting	Cost/Opp
Q4	105,691	2,690	\$109,887	7	6	\$15,698	\$18,314
Q3	114,261	3,254	\$112,315	8	11	\$13,403	\$10,155
% Change	-8%	-17%	-2%	-16%	-46%	17%	80%
Compliance							
	Impr.	Clicks	Cost	Meetings Set	Opps	Cost/Meeting	Cost/Opp
Q4	212,751	8,850	\$74,123	7	8	\$10,589	\$9,265
Q3	219,740	10,129	\$74,158	7	4	\$10,594	\$18,539
% Change	-3%	-13%	0%	0%	100%	0%	-50%
MDR							
	Impr.	Clicks	Cost	Meetings Set	Opps	Cost/Meeting	Cost/Opp
Q4	53,841	1,651	\$124,115	14	15	\$8,865	\$8,308
Q3	75,790	1,848	\$104,969	10	9	\$10,550	\$11,741
% Change	-29%	-11%	18%	41%	67%	-16%	-29%

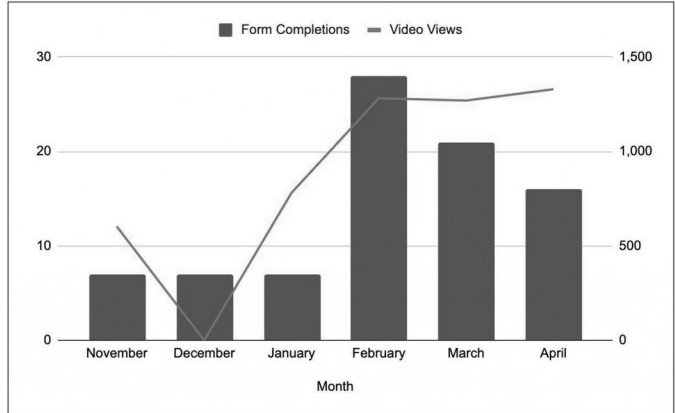
Spreading Awareness with CTV, LinkedIn, & YouTube

- With incremental budget at the end of the quarter, we opted to invest a sizeable portion to awareness tactics across LinkedIn and Google's YouTube
- We see the typical stratification of performance across channels - it primarily ties back to level of audience control and reach
 - YouTube has considerable reach but we do give up lots of control primarily leaning on intent audiences and broader types of targeting
 - LinkedIn is restricted by people visiting a much smaller website and our own targeting based on title and company
 - CTV combines the larger reach of connected TV and title targeting of LinkedIn

Awareness Efforts					
Tactic	Impressions	Clicks	Cost	Views	Cost/View
CTV	10,516	0	\$1,372	10,513	\$0.13
LI - Decision/Purchase	40,650	71	\$6,636	10,860	\$0.61
LI - Consideration/Aw areness	31,725	61	\$5,000	12,386	\$0.40
YouTube	286,982	201	\$4,298	139,838	\$0.03

Investment in Awareness is Paying Dividends Down the Funnel

- With a larger budget, we've been able to invest in video awareness and begin to see the payoff down the funnel
- We do see a pretty nice correlation between the number of individuals who watched videos then interacting with content further down the funnel
- This will continue to be a major focal point in the ANZ region as we build brand awareness and prime individuals further down the funnel



After a Record Quarter, We See Performance Decelerate

- SMB targeting was an instrumental reason for this shift with total leads decreasing 34% from 202 down to 134
 - Leader drove 31 fewer leads and officer 19 QoQ
 - This is an area we can spend more aggressively on but had make the broader decision to divest slightly from this category
- G2 continues its consolidation as we focus on smaller companies (no 10,000+) and aim to reach users higher in the funnel
 - We have seen improvements in lead to meeting ratio but we may want to be more explicit in awareness to these individuals and better ensure AW is a brand name they're familiar with

Q3				Q4				Lead % Change	CPL % Change
Segment	Cost	Leads	CPL	Segment	Cost	Leads	CPL		
Leaders	\$39,421.26	157	\$251.09	Leaders	\$36,097.10	132	\$273.46	-16%	9%
Officers	\$26,503.85	95	\$278.99	Officers	\$34,837.56	81	\$430.09	-15%	54%
G2	\$32,755.81	102	\$321.14	G2	\$19,886.64	54	\$368.27	-47%	15%
Analysts	\$9,515.36	44	\$216.26	Analysts	\$14,475.97	36	\$402.11	-18%	86%
Managers	\$16,588.76	43	\$385.79	Managers	\$21,085.05	39	\$540.64	-9%	40%
Retargeting	\$5,274.65	53	\$99.52	Retargeting	\$3,523.93	52	\$67.77	-2%	-32%
Awareness Video	\$5,476.62	0	\$5,476.62	Awareness Video	\$5,960.11	0	\$5,960.11	0%	0%
Non D2C	55,171.26	61	\$904.45	Non D2C	46,730.46	49	\$953.68	-20%	5%
AWS	\$6,334.44	15	\$422.30	AWS	\$5,933.31	15	\$395.55	0%	-6%

Leaders Segment Continues to be Our Best Performing

- The *Leaders* targeting segment continued to excel with the largest number of meetings
 - 65 total meetings last quarter is down 25% QoQ from a record high of 87 previously
 - Lead > Meeting ratio did decrease to 49% (down from 55% the previous quarter)
- We saw lead > meeting ratios improve across many categories:
 - Officer increased from 42% to 48%
 - G2 increased from a low 17% up to 26.5% in Q3 and now up to 31.5% in Q4
- Closing the retargeting gap is a major opportunity - while still our most cost/effective source of meetings, this is converting at less than half of some of our fewer touch efforts

Segment	Cost	Leads	CPL	Meetings	Lead > Meeting %	Cost/Meeting
Leaders	\$36,097.10	132	\$273.46	65	49.24%	\$555.34
Officers	\$34,837.56	81	\$430.09	39	48.15%	\$893.27
G2	\$19,886.64	54	\$368.27	17	31.48%	\$1,169.80
Analysts	\$14,475.97	36	\$402.11	13	36.11%	\$1,113.54
Managers	\$21,085.05	39	\$540.64	3	7.69%	\$7,028.35
Retargeting	\$3,523.93	52	\$67.77	10	19.23%	\$352.39
Awareness Video	\$5,960.11	0	\$5,960.11	0	#DIV/0!	#DIV/0!
Non D2C	46,730.46	49	\$953.68	12	24.49%	\$3,894.21
AWS	\$5,933.31	15	\$395.55	0	0.00%	#DIV/0!
Unattributed				28		

EMEA - Branded Searches Driving SALs

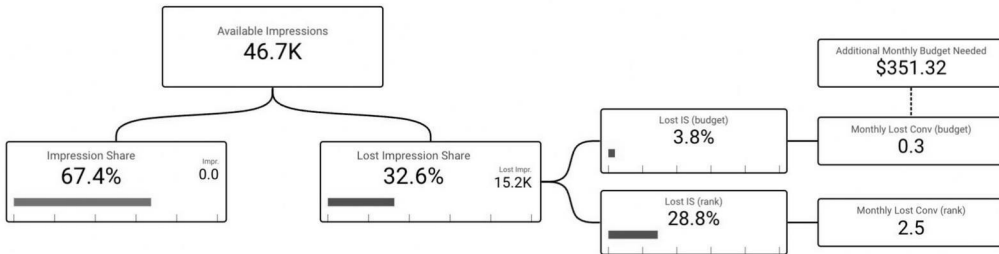
Google



- 73% SALs from Google came from branded terms.
- 18% of SALs came from searches for SOCaaS terms.
- The remaining 9% of SALs came from cybersecurity searches.
- This shows that Branded search campaigns are critical for us to drive SALs.

EMEA - Branded Searches Driving SALs

Google



- However, we're losing roughly 33% of impression share across Branded campaigns - 29% of which is due to Ad Rank.
- Ad Rank can be improved by improving bids, ad and website quality, relevance towards search terms and the expected impact of extensions and other ad formats.

EMEA - Localisation Drove Higher Engagement & Efficiency

Google

Campaign	Cost	Clicks	↓ Impr.	CTR	Avg. CPC	MQL (Demo + Download)	SAL (Meeting Set)
 EMEA DACH - Non Brand - Alpha	£5,555.37	1,369	40,431	3.39%	£4.06	0.00	0.00
 EMEA DACH - Non Brand - Beta_DE	£2,626.75	1,783	34,493	5.17%	£1.47	0.00	0.00
 EMEA DACH - Non Brand - Beta	£3,708.97	546	17,612	3.10%	£6.79	0.00	0.00
 EMEA DACH - Brand	£4,774.08	2,126	7,695	27.63%	£2.25	2.00	3.00

- The DE localised Non Brand campaign has generated 96% higher impressions vs. the english terms, showing there is more demand in the DACH region for DE searches vs searches made in English.
- The localised campaign has also driven a 67% higher CTR and a 78% lower Avg. CPC vs. the EN Non Brand campaign.
- We have only made a handful of ad groups live across the Beta DE campaign, as we're waiting on localised landing pages to set the entire Non Brand and Brand campaigns live, but the initial results are promising.
- Most SALs come from the Branded campaign, so it will be interesting to test the DE localised Brand campaign to see if this drives more SALs.

EMEA - Localisation Drove Higher Engagement & Efficiency

LinkedIn



- The trend continued into LinkedIn, where we saw localised DE assets drove the most MQLs in the DACH region.
- As a result, the majority of English assets had been paused.
- Overall, we can see more MQLs were generated in the region vs. previous quarters as a result (41 vs. 3 leads).

EMEA - Remarketing Segment Drove Efficient MQLs

LinkedIn

Regions	Leader	Officer	Manager	Analyst	Remarketing	D2C-Segment
UK	21	8	28	25	22	2
DACH	14	13	7	3	4	-
UK + Nordics	18	1	0	0	16	-
Benelux + SA	86	45	136	99	11	

- Across regions, different titles are bringing in the highest level of MQLs, where this was previously the remarketing audience:
 - UK - Manager + Analyst titles
 - DACH - Leader + Officer titles
 - UK + Nordics - Leader titles
 - Benelux + SA - Manager + Analyst titles

Regions	Leader	Officer	Manager	Analyst	Remarketing	D2C-Segment
UK	\$256	\$369	\$224	\$247	\$163	
DACH	\$839	\$996	\$960	\$1,536	\$530	
UK + Nordics	\$732	\$1,243	-	-	\$598	
Benelux + SA	\$129	\$10	\$4	\$6	\$959	

- The most efficient cost per MQLs can still be found across the remarketing audiences, vs. the Manager audience across SA convo ads.

EMEA - Insights Reports Drives the Most MQLs

LinkedIn

Content Type

- The D2C ads generated the most MQLs and SALs.
- The MDR Buyer's guide generated the next highest level of MQLs, followed by the 2024 Predictions report and the Human AI partnership.
- These help build trust and authority, to help generate high-quality leads and reinforce (Client) differentiation from competitors who may not provide the same level of valuable, targeted insights, driving growth and visibility in the cybersecurity space.
- 'Learn More' CTAs work well in driving these MQLs.

Paid Media Strategic Opportunities

Insights - NORAM

What new insights are we bringing to the table?

01

Meeting Set to Opp Ratio

Account-wide, the meeting set to opportunity ratio increased from 67% to 82%.

Google Ads led the way with 97% of meetings leading to Opportunity status with LinkedIn improving QoQ from 64% to 69%.

Meta was also strong at 86%.

02

Google Ads continues to lead the way in Closed/Won

By EoQ, Google had 14 closed won deals associated back the channel with LinkedIn at 1.

Google Ads bounced back to its usual level with LinkedIn having one of its slower quarters.

03

End of Quarter Awareness

With additional budget, we opted to test prospecting efforts on LinkedIn, CTV, and YouTube.

This is positioned to feed our retargeting audiences and ensure (Client) is top of mind as our ICP seeks solutions to their business challenges.

Insights - EMEA

What new insights are we bringing to the table?

01

Meeting set to Opp ratio is up

Overall Meeting to Opp ratio has increased from 68% to 77% QoQ.

LinkedIn saw an increase in from 61% to 72% QoQ, showing that quality / relevance has improved.

Google Ads' ratio remained stable at 88% vs. 89% in Q3.

02

MQL > SAL is down

Only 6% of MQLs transpired into SALs, with the MQL > SAL rate dropping most notably from 13% to 6% across LinkedIn and then 8% to 7% across Google.

This could in part be due to the fact that we have rolled out a huge increase in MQL generated lead form ads across LinkedIn, some of which have been serving at the awareness stage (which wouldn't drive SALs).

03

LinkedIn continues to generate the highest ARR and most efficient cost / Opp

Securing \$957K vs. \$561K across Google, LinkedIn is worth investing proportionately more budget into out of all channels.

Bing & Meta continue to drive 0 SALs, warranting the lowest level of budget. However, it is still worth keeping these running to capture any visibility here.

North Star Metric - North America

350

Meetings Set

This quarter, our goal will be to maintain our level of 350 meetings set. While budgets are staying the same, we're entering a period of lower anticipated activity and want to aim to keep our foundation strong. With current pacing, we've got a gap to close to pace towards last quarter's record.

North Star Metric - ANZ

The number 15 is displayed in a large, bold, sans-serif font. It is centered within a rectangular area defined by a grid of small dots. Below the number, there is a thin, curved horizontal line.

Meetings Set

This quarter, our goal will be 15 meetings as we aim to continue to make big strides in the region.

North Star Metric - EMEA

35

Meetings Set

This quarter, our goal will be 35 SALs (meetings set).

The overall budget has increased to \$72K per month this quarter, so an uplift has been accounted for as we're front loading budgets in the quarter, however, due to upcoming seasonality in the region, we have factored in cost / SAL potentially increasing.

We will reassess at the end of May, so that we have a chance to reallocate further budget towards LinkedIn vs. Google, as LinkedIn is less impacted by seasonality, therefore this could result in securing a higher NSM.

Paid Media **Strategy & Tactics**

North America Strategy & Tactics Overview

01

Always On Connected TV

After a promising test and strong correlation between awareness efforts & lead gen performance, we want to test always on connected TV.

This will give us access to premium inventory and LinkedIn's refined targeting.

02

Further Meta Prospecting

After a very strong quarter, let's test continued efforts to reach folks on this channel.

Sharing over the 6Sense Awareness -> Decision audiences will give us additional ways to reach users actively beginning to research or currently in-market.

03

Further Google Ads Consolidation

Aggregation of data and learnings continues to be the name of the game on Google Ads. We'll continue the long, methodical process of consolidating the account into just a few master campaigns.

Building Awareness on Premium Inventory

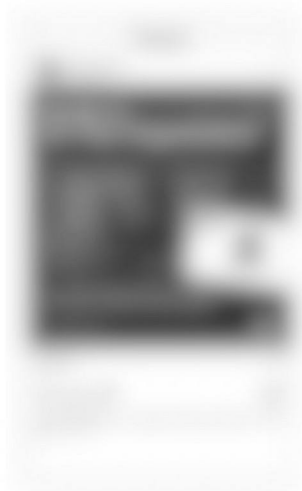
- After testing LinkedIn's new CTV offering, we're keen to test this over a longer period of time in Q1.
- **Hypothesis:** By showcasing video to individuals who have flagged intent through 6Sense or G2 data, we'll see better performance down the funnel as these users are more brand aware & in our retargeting pools.
- The structure has already been built and we'll be diverting an extra \$1,000/month to reach a sizeable pool of individuals across CTV channels
 - a. From there we can track performance through specifically broken out Convo Ads and in broader content focused retargeting initiatives

Expansion of Meta D2C Prospecting

Meta has shown the ability to drive exceptional pipeline with minimal costs associated with it. We can look at expanding our D2C reach through 6Sense targeting to continue reaching more individuals and nudge them towards action.

Next Steps:

- Importing additional intent lists into Meta and building audiences based on LinkedIn traffic
- Testing new Meta specific images with less text and more splashes of color



Concentrating on What is Driving Pipeline & Meetings

The account is currently dominated by three non-brand campaigns (MDR, SecOps, and Compliance). Smaller campaigns are limited by spend & reach which is leading to limited data being accumulated for algorithmic bidding to lean on.

Hypothesis: By consolidating our smaller campaigns into a secondary solutions type of campaign, we'll be able to better scale action because of the additional data points.

Next Steps:

- Consolidate the key terms into one secondary solutions campaign
- Use this as a test bed for new items if they don't fall neatly under the major non-brand categories



Google Ads

Strategy & Tactics Overview - EMEA

01

Replace Display with Demand Gen

Insight: Display campaigns are generating low quality MQLs, effectively wasting SDR's time.

Action: Roll out Google Demand Gen campaigns that lean on automation to drive more mid-low funnel objectives, to re-engage previous site visitors.

02

Amplify localised campaigns

Insight: Localised ad copy and keywords are capturing more impressions, generating higher CTRs, lower CPCs, and more leads on Google and LinkedIn.

Action: Expand the use of localised strategies across more campaigns to maximise impressions and lead generation efficiency, starting with Belgium.

03

Ramp up video to drive BOFU leads

Insight: 96% of enterprise buyers have a list of brands in mind before beginning their purchase journey, and 47% of buyers are influenced to research specific providers by videos more than search, recommendations, or social.*

Action: Increase the promotion of videos across all EMEA regions to position us as a thought leader and capture demand as it arises.

* [Source: Google IGAP]

01 - EMEA

Ad Rank & audience improvements

- **Hypothesis:** Improving our ad rank by enhancing ad quality and bidding strategies will increase the capture of branded search traffic, resulting in a higher number of SALs.
- We intend to:
 - Increase in ad rank for branded campaigns by enhancing ad copy and extensions by making it more relevant and engaging, including the use of targeted keywords and compelling calls to action.
 - Higher capture rate of branded search traffic.
 - Increase in the number of SALs generated.
 - Improved Quality Score components.
 - Enhanced CTR and lower CPC for branded campaigns.
- Once we pilot this with the UK region, we can look to roll this out across all other regions on Branded Google.

01 - EMEA

Demand Gen campaigns

- **Hypothesis:** Utilising Google Demand Gen campaigns will allow us to drive middle to lower funnel conversions across YouTube, Gmail and Discover, vs. Google Display campaigns.
- We intend to:
 - Pause Display campaigns, as MQLs have been of a lower quality and therefore often waste SDR's time.
 - Implement Demand Gen campaigns across all regions, leveraging creatives and copy intended to drive downloads and demos.
 - Only target previous site visitors in each region, to re-engage this audience.
 - Leverage automated bidding to drive MQLs + Demos as well as SALs.
- We will look to roll this out across all regions in EMEA.

02 - EMEA

Increase localisation

- **Hypothesis:** Implementing localised ad copy and keywords across Google + LinkedIn will capture more impressions, higher CTRs, lower CPCs, and lead to an increase in leads.
- We intend to:
 - Drive impressions using localised keywords and copy.
 - Drive higher CTRs for localised ads compared to non-localised ads and reduce CPC.
 - Increase in the number of MQLs from localised ads on Google and LinkedIn.
- We already have this in place across DACH (Google pending) and now Sweden, so we can continue with translating Belgium keywords + copy (1 of the highest SAL generating regions) into Flemish Dutch*.

UTM_Source	Country	COUNTA of UTM
Google	BE	3 Benelux
	CH	1 DACH
	DE	2 DACH
	DK	1 Nordics
	GB	4 UK
	NL	2 Benelux
	SE	3 Nordics
Google Total		16
LinkedIn	DE	1 DACH
	GB	26 UK
	ZA	5 South Africa

* (59% of Belgium's population speak Flemish Dutch, vs. 40% who speak French and 1% who speak German)

03 - EMEA

Using video to drive BOFU leads

- **Hypothesis:** A person is more likely to take notice as well as action down the funnel as long as they're familiar with you, when a need arises. If we position ourselves as a thought leader leveraging videos, people will pay attention.
- We intend to:
 - Increase the production of video ads, alongside already well-performing insightful reports.
 - Increase the visibility of these videos by rolling them out at the awareness stage.
 - Based on performance data and feedback, optimise video ads to drive optimal view rates.
- We will be assessing if there is a correlation between increased video views and leads down funnel across conversion campaigns.

Thank

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You