

Directive,

Quarterly Business Review

Q1 FY25 → Q2 FY25



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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

Executive Summary

Our Q1 Paid Media NSM Performance

With quality refinement at the center of Q1’s strategy, we successfully drove more opportunities and opportunity pipeline revenue from qualified hand raisers. **We achieved 208% of our NSM of 12 opportunities and generated 133% of our target opportunity pipeline revenue.**

257

Hand Raisers

101% NSM Attainment

+18% QoQ

76

Opportunities

152% NSM Attainment

+85% QoQ

\$3.53M

Pipeline

127% NSM Attainment

+50% Pipeline QoQ

QoQ

North America Sparked Tremendous Pipeline Growth

Across our channels within North America we saw tremendous funnel and pipeline growth QoQ as we scaled our existing campaigns keeping up with the momentum for our high-intent paid search and incentivized conversation ads. We anticipate these opportunities to close in the upcoming quarter given our longer conversion windows.

	HR	Opps	HR > Opps %	Pipeline	Closed Won	Opps > Closed Won %	Closed Revenue
Q4 FY24	183	44	18%	\$2.11M	14	42%	\$569K
Q1 FY25	219	74	34%	\$3.44M	10	14%	\$290K
QoQ %	+20%	+124%	+87%	+63%	-29%	-68%	-49%

What Worked: Big Focus on Google Paid Search

Seeing that Google continued to bring in the majority of our down funnel performance, it was vital that our budget stayed within our Google campaigns in order to scale down funnel performance given we're seeing more pipeline revenue and bigger deals.

	Spend	HR	Opps	HR > Opps %	Pipeline	Pipeline ACV	Pipeline ROAS
Google	\$77,805	92	50	54%	\$2.55M	\$51,063	32.81
Bing	\$19,224	74	16	22%	\$512K	\$32,006	26.64

What Worked: Bing Bidding Experimentation

After coming across limited conversion data volumes, Maximize Conversion smart bidding started to take a toll in scaling performance. Switching to Enhanced CPC bidding for our Brand and Non-Brand campaigns allowed us to lower CPCs and still have a conversion optimization layer to ensure we can see overall conversion performance improve.

	Spend	Clicks	Avg. CPC	Hand Raisers	Cost per HR
Max Conv	\$36,476	10,805	\$3.38	29	\$1,258
Enhanced CPC	\$23,371	10,689	\$2.19	51	\$458
QoQ Bid Change %	-36%	-1%	-35%	+76%	-64%

**Includes NA and UK across Brand & Non-Brand*

What Worked: Incentivized Convo Ads

From paid social, we continue to see outstanding pipeline performance from our BOFU retargeting conversation ads. Not only do we see relatively strong deal sizes, but these campaigns are showing a very strong return on investment.

	Spend	HR	Opps	Pipeline	Pipeline ACV	Pipeline ROAS
LinkedIn Convo Ads	\$37,232	54	8	\$327,467	\$40,933	8.79

Learning: Limited UK Down Funnel Performance

While we were able to sustain Hand Raiser volume within the UK QoQ, we converted less of these requests into new pipeline opportunities. However, we did drive a +51% higher deal size QoQ. It's ideal pull back on the under-performing Non-Brand keywords (**Dark Web Scanning & Domain Monitoring with no Stage 0 opps**) and end our convo ad campaigns. We can reinvest these funds into Brand to scale down funnel performance.

	Spend	HR	Opps	Pipeline	Pipeline ACV	Pipeline ROAS
Google	\$25,221	27	2	\$75K	\$37,480	2.97
Bing	\$4,041	6	0	-	-	-
LinkedIn	\$10,089	3	0	-	-	-

Google Q1 FY25	Spend	HR	Opp	HR > Opp %	Pipeline	Pipeline ROAS
Brand	\$3,809	6	1	17%	\$49,999	13.13
Non-Brand	\$21,412	21	1	5%	\$24,960	1.17

Learning: Limitations with RLSAs

We tested Remarketing List Search Ad (RLSA) campaigns across both NA and UK to identify if leveraging these audiences in Google would allow us to maximize down funnel performance. There was very little opportunity to scale these campaigns given the limited audiences we had available (keyword + 1st party list targeting).

Campaign	Impr.	Clicks	CTR	↓ Cost	Avg. CPC
 US Search Remarketing Branded KWs	529	80	15.12%	\$518.07	\$6.48
 US Search Remarketing Non-Branded KWs	284	17	5.99%	\$456.41	\$26.85
 UK Search Remarketing Branded KWs	105	16	15.24%	\$106.39	\$6.65
 UK Search Remarketing Non-Branded KWs	51	1	1.96%	\$14.59	\$14.59
Total: Filtered campaigns ⓘ	969	114	11.76%	\$1,095.46	\$9.61

Q1 SEO Executive Summary

91,499

Web Sessions

100% NSM Attainment

521

Hand Raisers

103% NSM Attainment

108

Opportunities

120% NSM Attainment

In Q1 2024, we made great progress with our organic efforts and **hit all of our aggressive NSM targets**.

Our Hand Raisers **increased by 8.76%**, and Opportunities **increased by 28.5% QoQ**.

Handraiser to Opps ratio was a point of focus for us and in Q1, we achieved an **increase of 16%** (from 17.5% to 20.3%) which directly impacted our pipeline revenue. In Q2, Directive will continue to drive high quality traffic based on our new market expansion strategy while focusing on high-intent keywords optimization.

Organic Search Creates Sustained Revenue

SEO ROI

28X

SEO Q1 Fee:

\$37.5K

Pipeline Generated:

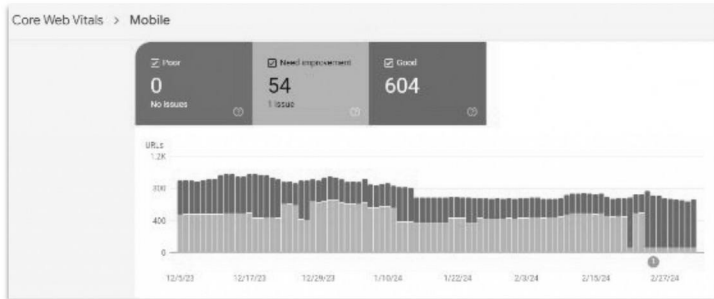
\$6.36M

Revenue:

\$1.06M

Identified and Provided Recommendations to fix Critical Issues from Headless Migration

- ✓ Incorrect Sitemap Format
- ✓ Removed Webinar Page
- ✓ Removed Metadata on Blog page
 - Additional Canonical Link Found
 - Inaccurate Meta Robots data



[Link to the \(Client\) Headless Launch Scan-Audit Findings](#)

Key Result: (Client) significantly improved rankings on EASM Keywords with newly published content

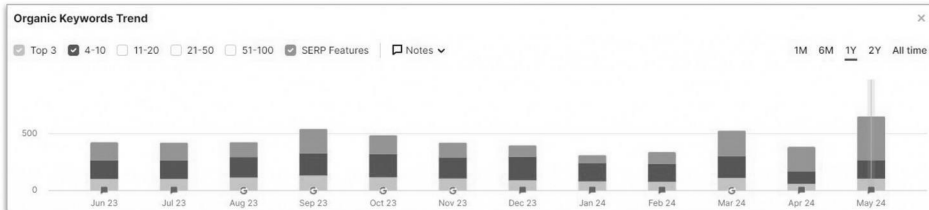


Total Number of Keywords in the Top 10 Rankings Increased by 109% While gaining 312 New SERP Features

Our presence in the top three keywords has significantly increased by 29.6%. Additionally, (Client) pages now rank on 312 new SERP features elements, which enhances the click-through rate (CTR).

January 2024	
● Top 3	81
● 4-10	159
● SERP Features	71
Total	311

May 2024	
● Top 3	105
● 4-10	163
● SERP Features	383
Total	651



Learning: 18 Unpublished Blog Posts That Account for 108,600 Annual Searches

We have 18 blogs unpublished from last year due to review bottleneck. With the SME interview and engagement with the PMM team, we'd like to overcome this challenge and ensure consistent content publish.

Paid Media + SEO Strategy

Q2 Objectives and Solutions

Collaborative, strategic, cross-team projects to take (Client) marketing to the next level.

Objectives:	Elevate Our Market Position	Diversify into Untapped Territories to Establish Thought Leadership	Convert Pipeline at Scale
	Site Keyword Expansion Based on SME Interviews SEO Education for PMM	Strengthen EASM Topical Authority through Net New Content Ungating Content Ongoing Content Optimization	Refine Drift Bot Experience & Create More Targeted Flows
Solutions:	Paid Keyword Re-Alignment Based on SME Interviews	Paid Social Educational Awareness Identify PPC Keyword Expansion Explore PPC Demand Gen	CRO through Landing Page Testing OCT for Bing Ads

Elevate Our Market Position

Paid Keyword Re-Alignment from SME Interviews

Based on the learnings and findings from the SME interviews that have been conducted, we can take these keywords and make sure that these are being captured within our existing paid search campaigns. The focus will be centered on the high-intent keywords to ensure we prioritize where we see the ability to maximize Hand Raisers and potential long-term Opportunities.

Dark Web Monitoring Protection Threat				
keywords	Intent	MSV	KD	
dark web monitoring services	Informational, Commercial	390	43	
dark web monitoring tools	Commercial	210	36	
dark web monitoring service	Commercial	110	37	
dark web monitoring for business	Informational, Commercial	90	35	
best dark web monitoring services	Commercial	40	30	
dark web monitoring companies	Commercial	40	30	
dark web monitoring services for business	Informational	40	35	
dark web monitoring software	Commercial	40	33	
dark web monitoring tool	Informational, Commercial	40	33	
deep web monitoring services	Informational, Commercial	10	38	
dark web threat intelligence vendors	Commercial	20	19	

Key:	Already running as Phrase match
	Already running exact term
	Look to add as Exact match

Data Leak				
keywords	Intent	MSV	KD	
data leak prevention technology	Informational	50	51	
data leakage prevention tools	Commercial	210	50	
data leakage protection solutions	Commercial	210	55	
data leakage prevention solution	Informational, Commercial	110	54	
data leakage protection tools	Commercial	90	51	

SEO Keyword Expansion Based on SME Interviews

We will continue with the Subject Matter Expert (SME) interviews in Q2 and will update our website copy, headings, anchor texts, etc. with the new target keyword list based on the learnings and findings.

The focus will be centered on the high-intent keywords to ensure we prioritize where we see the ability to maximize Hand Raisers and potential long-term Opportunities.

Keyword Target List 2024

Dark Web Monitoring Protection Threat			
keywords	Intent	MSV	KD
dark web monitoring	Informational	2400	48
dark web monitoring services	Informational, Commercial	390	43
what is dark web monitoring	Informational	390	53
dark web monitor	Informational	260	48
monitoring the dark web	Informational, Commercial	260	45
dark web monitoring tools	Commercial	210	36
dark web monitoring service	Commercial	110	37

Account takeover - Confirm SERP intent			
keywords	Intent	MSV	KD
account takeover	Informational, Commercial	1300	46
account takeover fraud	Informational	880	50
account takeover protection	Informational, Commercial	480	32
account takeover prevention	Informational, Commercial	260	33
what is account takeover	Informational	170	43
what is account takeover fraud	Informational	140	40
account takeover attack	Informational	110	34
account takeover fraud prevention	Informational	110	46

Next Steps for Keyword Implementation

01

Complete Comprehensive Keyword Research

Finalize detailed keyword analysis and ensure alignment with our objectives.

02

(Client) Review and Alignment

Present findings and recommendations to the (Client) team for feedback and approval.

03

Optimize Existing Core Pages

Enhance core pages with targeted keywords to improve user experience search engine rankings.

04

Optimize Resource Pages

Update resource pages (blogs and glossary) with new keywords to ensure comprehensive coverage and improved visibility.

05

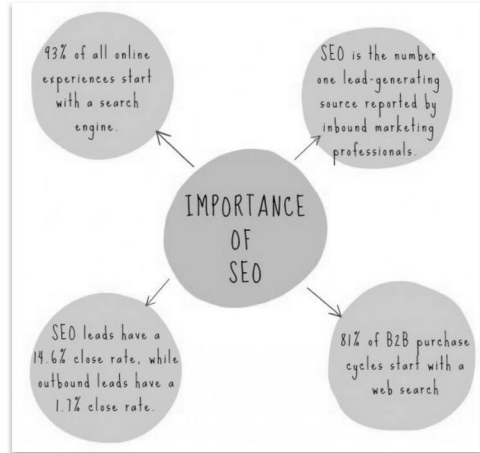
Update Content Calendar for Net New Content Creation

Revise the content calendar to include the development of new content that leverages the updated keyword list.

Educate SMEs on the Importance and Impact of SEO

As continue with the Subject Matter Expert (SME) interviews, we will dedicate a portion of the time to inform the PMM team about the importance and impact of SEO.

We will continue to share the latest SEO updates, trends, and changes during our bi-weekly calls and would like to communicate with the PMM team on a regular cadence regarding their respective use-case performances.



Diversify into Untapped Territories to Establish Thought Leadership

Content Production Efforts for EASM+ Can Yield an Additional \$420k in Web Sourced Pipeline Annually

In Q1, we stopped net new content production due to backlog of content review. However, we have the opportunity to add \$420k Web Sourced Pipeline Annually, with net new content creation from the relevant categories.

Topics for these new pieces will primarily focus EASM categories with high-intent, informational search terms where (Client) is lacking a longform asset that has a true shot at ranking at the top of SERPs.

Primary Keyword Topic	Keywords	Search Volume	Est. Annual Traffic	Est. HR	Est. Pipeline Revenue
Vulnerability Management	54	8350	2505	14	\$183,820
Threat Intelligence	69	3950	1185	7	\$91,910
Cyber Risk Assessment	19	3240	972	5	\$65,650
EASM	16	1400	420	2	\$26,260
DRP	4	990	297	2	\$26,260
Continuous Monitoring	11	400	120	1	\$13,130
Attack Surface Monitoring	3	360	108	1	\$13,130
Grand Total	184	18980	5694	32	\$420,160

[Link to workbook](#)

Optimize Bubble Keywords to Reach Additional 564k Users



There are ~300 keywords in the striking distance (position 6-20) that should be improved with a minor lift. We will continue to optimize the useful resources with the high value keywords to gain high quality traffic and hand raisers.

Diversify into Untapped Territories to Establish Thought Leadership

Ungating White Papers to Increase Brand Awareness and Hand Raisers

Last year, we began ungating white paper assets. However, the initial approach has not driven organic visibility for target keywords.

Our increased content production strategy will allow us to continue repurposing thought leadership pieces to drive visibility on highly competitive, informational head terms. It will also give us capacity to refresh existing ungated content.

[Link to previous recommendation](#)



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Diversify into Untapped Territories to Establish Thought Leadership

EASM Educational Awareness through Paid Social

With the expansion into External Attack Surface Management, we will start with running educational awareness ads through LinkedIn to our target personas.

This up-market approach will allow us to start pushing thought leadership around the subject matter to educate our ideal buyers in this new topic and will work to nurture them into how (Client) fits into the mold.



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Diversify into Untapped Territories to Establish Thought Leadership

Reach Up the Funnel on Paid Search with Demand Gen

NaranjaX



↑ 3X
Click-Through
Rate vs. Social

+4K
Mid-Funnel
Conversions

With the expansion into External Attack Surface Management, we will start with running educational awareness ads through Demand Gen in Google Ads.

This campaign type will allow us to promote our content across Google's expanded inventory to scale our thought leadership within the space (i.e. Discover, Gmail, YouTube).

Demand Gen Success Stories

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Keyword Expansion into Paid Search

We will start going after purchase intent keywords on paid search to ensure we're capturing existing demand for External Surface Attack Management.

This will allow us to start being competitive within these search auctions and implement a long-term approach of going after this demand as we continue to build our educational awareness to make our brand known within the space.

(Category) Keyword Research

Keyword	⌵	Avg. monthly searches	⌵	Competition	≡	Top of page bid (low range)	≡	Top of page bid (high range)
		90		Medium		\$23.14		\$85.23
		90		Low		\$20.13		\$63.00
		90		Medium		\$23.14		\$85.23
		90		Low		\$6.13		\$32.62
		70		Medium		\$18.95		\$50.00
		40		Medium		\$15.82		\$63.39
		40		Low		\$16.17		\$50.00
		30		Medium		\$7.49		\$30.52
		30		Low		\$14.44		\$50.00
		30		Low		\$6.18		\$27.12
		30		Low		\$3.34		\$7.99
		30		Low		\$3.34		\$7.99
		260		Medium		\$19.92		\$70.00
		20		Medium		\$19.90		\$46.79
		20		Low		\$15.00		\$57.85
		20		Medium		\$9.79		\$36.15
		20		Medium		\$25.00		\$92.31
		20		Medium		\$19.83		\$84.82
		20		Low		\$21.51		\$49.54
		110		Medium		\$15.16		\$71.78
		10		Medium		\$20.41		\$60.87
		10		Low		\$17.42		\$48.89

Convert Pipeline at Scale

Improving CVR via Landing Page Testing

Landing page experience is one of the few metrics we're able to see that directly impacts quality score and how often we're able to show across the board.

Key items to consider when trying to improve our landing page experience scores:

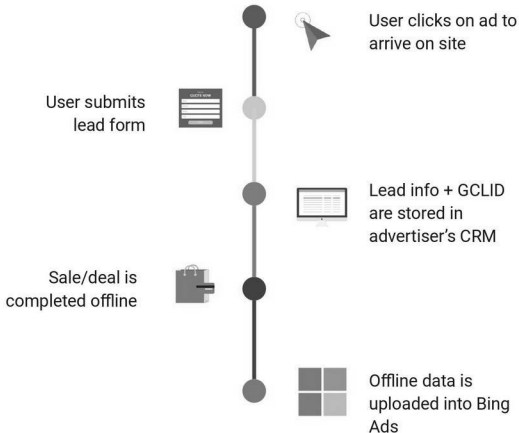
- It's ideal that we continue to customize the content on each landing page to align with the ad group and keywords users are searching for to appear as relevant as possible.
- Then there are **technical opportunities** for optimization that we can easily **test across the board** for scalable efficiencies (i.e. multi-step forms).

Conversion Optimization

Optimize to Pipeline with Bing OCT

Bing's machine learning capabilities are only as good as the information we provide it.

Gaining visibility into granular performance from CRM will greatly improve optimization efforts, ensuring we are optimizing towards **results**, not just in-platform conversions.



Unifying Drift Bot Message to Provide Optimal User Experience



Drift Bot experience is not unified across all pages and use cases. How can we create a more unified message based on our ICP's JTBD at each touch point and get them to either see how our product works, read more about why it will solve their problem, or schedule a time with a sales representative on the spot?

Refine Drift Bot flow to Drive More Meetings



Last year, we worked with the (Client) team to give a Drift Bot experience that is unified across all pages and use cases. We'd like to revisit that and create a starter bot to meet our ICP at each sales stage and get them to either see how our product works, read more about why it will solve their problem, or cut the line and schedule a time with a sales representative. Then, we'll create targeted flows for each use-cases.

NSM Setting + Budget Analysis

North Star Metric

In Q2, we are continuing to maximize performance within the organic search channels, which have shown consistent growth, enabling us to scale effectively. Fueled by our strong alignment and performance, we intend to set an aggressive goal of achieving 7.5% QoQ Organic Sessions growth and maintaining the high HR to Opps conversion rate.

98,350

Organic Sessions (GA4)

+7.5% QoQ

+42% YoY

545

Web Sourced Hand Raisers

+4.6% QoQ

+50.5% YoY

113

Web Sourced Opps

+4.6% QoQ

+52% YoY

\$5.9M

Pipeline

(Web AOV ~\$52.8k)

North Star Metric

In Q2, we are continuing to maximize performance within the channels that have been showing strong growth allowing us to scale efficiently. **The goal we are proposing is generating 304 hand raisers for 90 opportunities, which using historical average opportunity sizes would generate \$4.1M in opportunity pipeline revenue.**

304

Hand Raisers

+18% QoQ

+120% YoY

261 from NA
43 from UK

90

Opportunities

+19% QoQ

+223% YoY

88 from NA
9 from UK

\$4.1M

Pipeline

+19% QoQ

+293% YoY

\$4M from NA
\$100K from UK

Click for more on Paid NSM setting

Combined SEO + Paid Effort

SEO (Web)	545 Hand Raisers	113 Opportunities	\$5.9M Pipeline (Web AOV ~\$52.8k)
Paid Media	304 Hand Raisers	90 Opportunities	\$4.1M Pipeline (Paid AOV ~\$46k)
Total	849 Hand Raisers	203 Opportunities	\$10M Pipeline (Combined AOV ~\$49.4k)

Click for more on NSM setting

New Quarterly Roadmap

Paid-Media Roadmap

Budget & Structural Optimizations

We will ensure that we continue to reallocate our budgets to where we're seeing scalability to maximize down funnel performance and continue to optimize our existing campaigns efficiently across the US and UK

CRO Fixes & Testing

As we've finalized our landing page priorities we will work to implement low-hanging fruit opportunities while exploring how we can start testing our big picture tests to see a lift in conversion rates.

EASM Expansion

We will continue to launch new campaigns and expand our reach across the funnel to dominate this new topic (i.e. Paid Social content ads, Paid Search Demand Gen, Paid Search BOFU Search)

SEO Roadmap

Keyword Alignment and Optimization

We will refine our keyword strategy based on industry trends and insights from Subject Matter Expert (SME) interviews to ensure our content remains relevant and competitive.

Drift Optimization

Revise and enhance our Drift Bot flows to ensure a unified, targeted message at each touchpoint, encouraging users to learn more about our products, solve their problems, or schedule meetings with our sales team.

EASM Expansion

Focus on expanding our keyword targeting to capture demand for External Attack Surface Management. This includes:

High-Intent Keywords: Target purchase-intent keywords to capture existing demand.

Informational Content: Create long-form assets that rank highly on SERPs for EASM-related terms.

Thank

Thank You

You

Directive,

Appendix

Didn't See QoQ Growth in the UK

While we were able to sustain Hand Raiser volume within the UK QoQ, we converted less of these requests into new pipeline opportunities. However, we did drive a +51% higher deal size QoQ. Also, we anticipate more closed won deals in the upcoming quarter given our longer conversion windows.

	HR	Opps	HR > Opps %	Pipeline	Pipeline ACV	Closed Won	Opps > Closed Won %	Closed Revenue
Q4 FY24	35	8	23%	\$250K	\$31,252	2	25%	\$82K
Q1 FY25	38	2	5%	\$75K	\$47,224	0	-%	\$-
QoQ %	+6%	-75%	-78%	-70%	+51%	-%	-%	-%