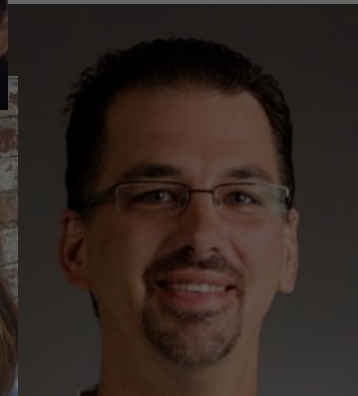
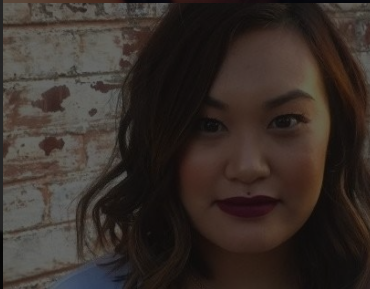
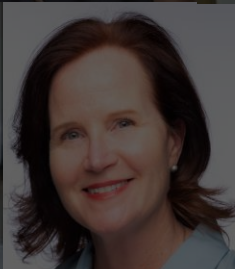


dreamforce

dun & bradstreet

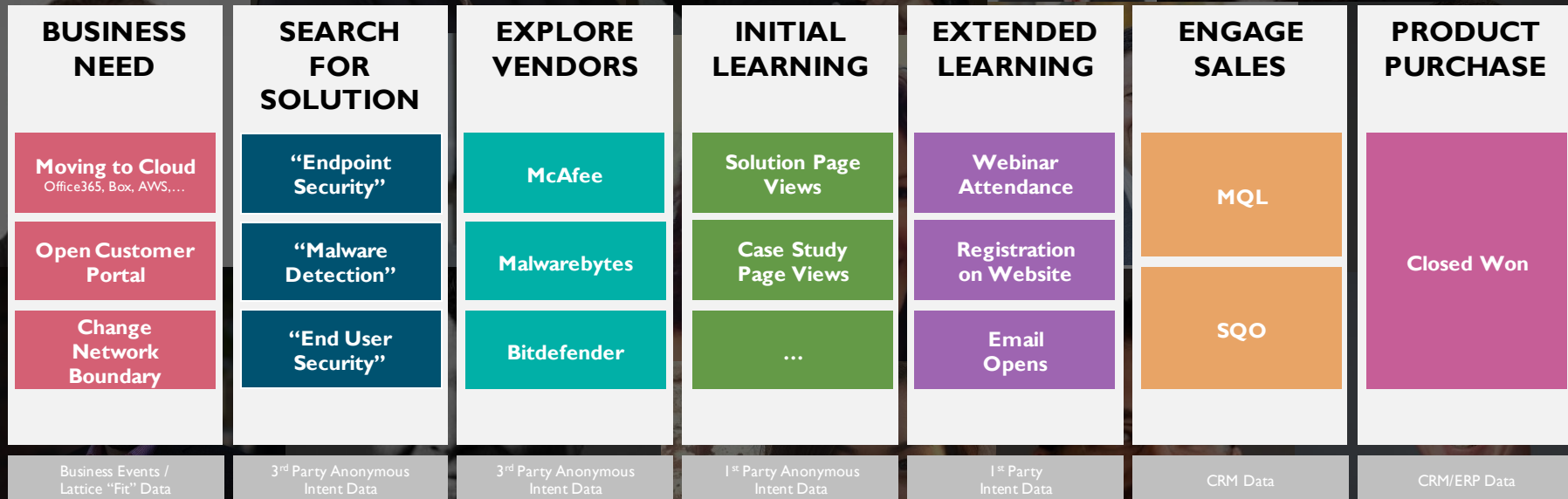
Transforming Your Revenue
Engine with AI and Data

Malwarebytes



MARKETERS ASPIRE TO ENGAGE ACROSS THE ENTIRE BUYER JOURNEY

BUYER JOURNEY



30%

Marketing Budget Allocated to Technology

Gartner®

12%

Marketers report high confidence in data accuracy

FORRESTER®

84%

Marketers say data management is a key weakness

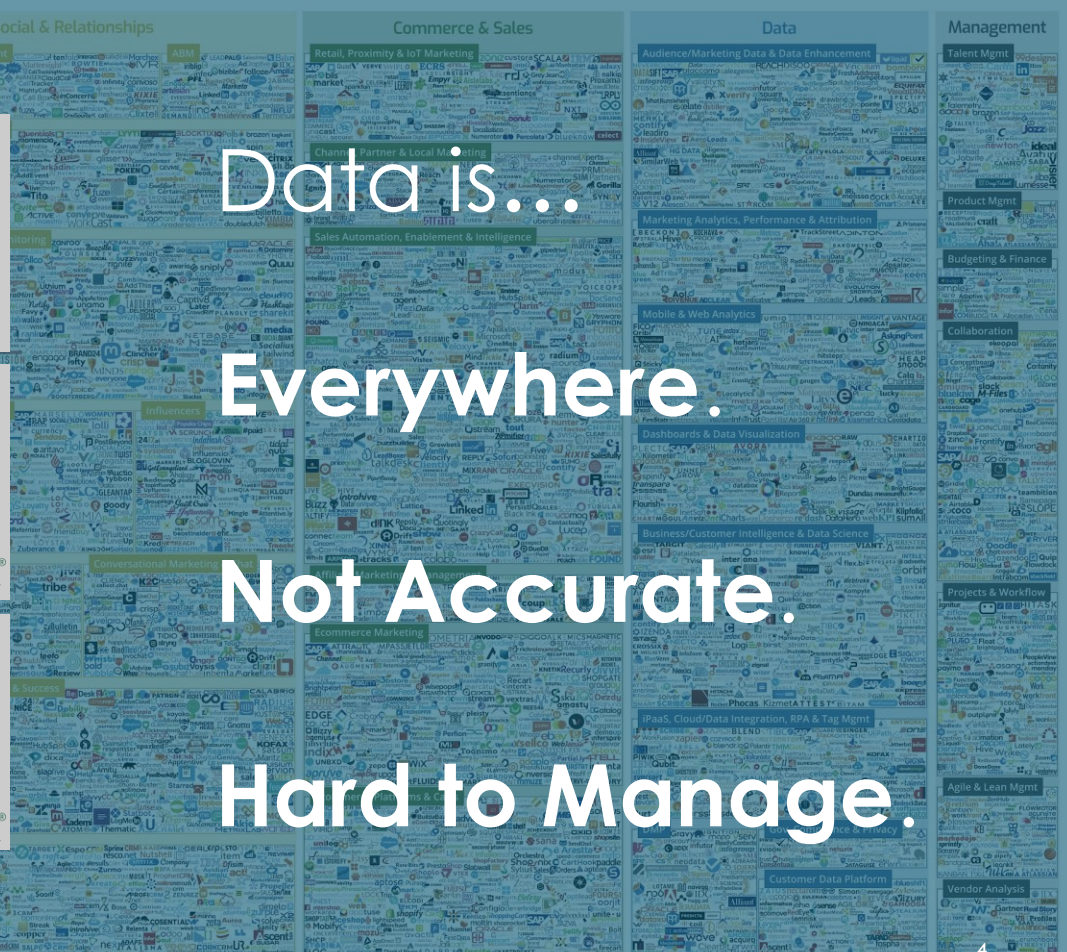
FORRESTER®

Data is...

Everywhere.

Not Accurate.

Hard to Manage.



WHAT'S NEEDED IS A SINGLE SOURCE OF MARKETING TRUTH

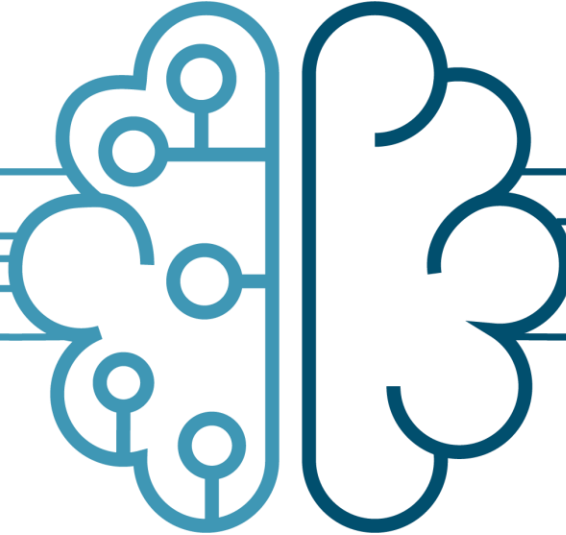
CONNECT

ALL CUSTOMER DATA



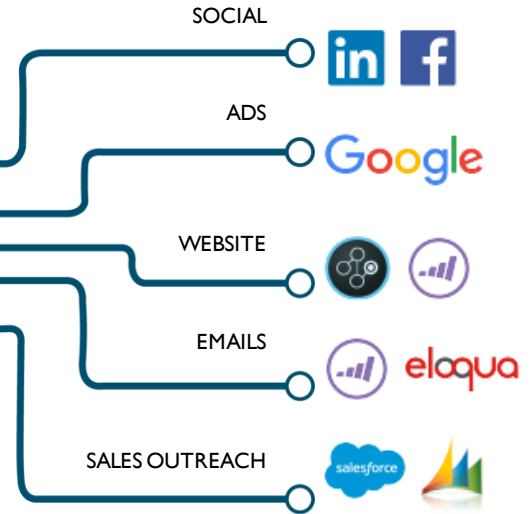
SEGMENT

USING ARTIFICIAL INTELLIGENCE



ACTIVATE

ACROSS CHANNELS



SALESFORCE CUSTOMERS TRANSFORM THEIR REVENUE ENGINES WITH AN AI-POWERED CDP

amazon

\$178B - Fortune #8

AT&T

\$161B - Fortune #9

verizon

\$126B - Fortune #16

Google

\$111B - Fortune #22

DELL EMC²

\$79B - Fortune #35

SAMSUNG

\$62B Annual Revenue

hp

\$52B - Fortune #58

Honeywell

\$41B - Fortune #77

**US
FOODS**

\$24B - Fortune #121

usbank

\$24B - Fortune #122

**ThermoFisher
SCIENTIFIC**

\$21B - Fortune #144

STAPLES

\$20B Annual Revenue

CITRIX[®]

\$13B

CDW[™]

\$15B - Fortune #189

PayPal

\$13B - Fortune #222

HENRY SCHEIN

\$12B - Fortune #238

**Office
DEPOT[®]**

\$11B - Fortune #281

**Gordon[®]
FOOD SERVICE**

\$12B Annual Revenue

THOMSON REUTERS

\$11B

salesforce

\$10B - Fortune #285

Expedia[®]

\$10B - Fortune #295

FIS

\$10B - Fortune #302

**Frontier
COMMUNICATIONS**

\$9B - Fortune #325

Adobe[®]

\$7B - Fortune #389

vmware[®]

\$7B

FORTIVE

\$7B - Fortune #420

**United
Rentals**

\$7B - Fortune #424

iHeart MEDIA

\$6B - Fortune #452

PATTERSON

\$6B - Fortune #490

worldpay

\$5B



MEASURING IMPACT ACROSS THEIR FUNNEL

80%

Faster Campaign Lead
Times

2.3X

Lower Cost per
Qualified Lead

65%

Greater
Engagement

3X

More
Pipeline

35%

Higher
Deal Size

3%

Increased Quota
Attainment

Awesome! Your computer is **protected**.

Protect more devices

malwarebytes

Detection History

Items quarantined last scan	2
Total items in quarantine	3

Scanner

Scheduled scans	Tomorrow 3:15 PM
-----------------	---------------------

Scan

Detection
History

About Me



Mike Cabot

 @mcabot

 in/mikecabot

Currently:

VP of Sales at Malwarebytes, leading their new business and account management functions in North America for their Enterprise, Mid-Market, and SMB segments.

Analytics junkie, sales tech nerd, Silicon Valley native, bourbon enthusiast

NICE[®]

Merced
SYSTEMS

 **infer**

 **Malwarebytes**

zenIQ[™]
A 6sense Company

directly

About Malwarebytes

BY THE NUMBERS

500K+

Downloads
per day

3M+

Remediation
events per day

\$200M

Run Rate, Cash
Flow Positive

\$3K-\$20K

Avg Deal Size
(depending on
segment)

20-40 days

Avg Cycle Time
(depending on
segment)

10K+

Number of
Business
Customers

CORPORATE SALES ORG

New Business:

- Large Enterprise (2k+ emp) – 4 AEs
- Enterprise (500-1.99k emp) – 10 AEs
- Mid-Market (50-499 emp) – 19 AEs
- SMB (sub 50 emp) – 3 AEs
- Upsell – 5 AEs

Account Management:

- Mid-Market/Enterprise – 16 AEs
- SMB – 6 AEs

Sales Development:

- Supporting Mid-Market and up – 20 SDRs

CUSTOMERS



SALES TECH STACK



ACCOLADES



Our Business Objectives



Accelerate On-Prem to Cloud Business



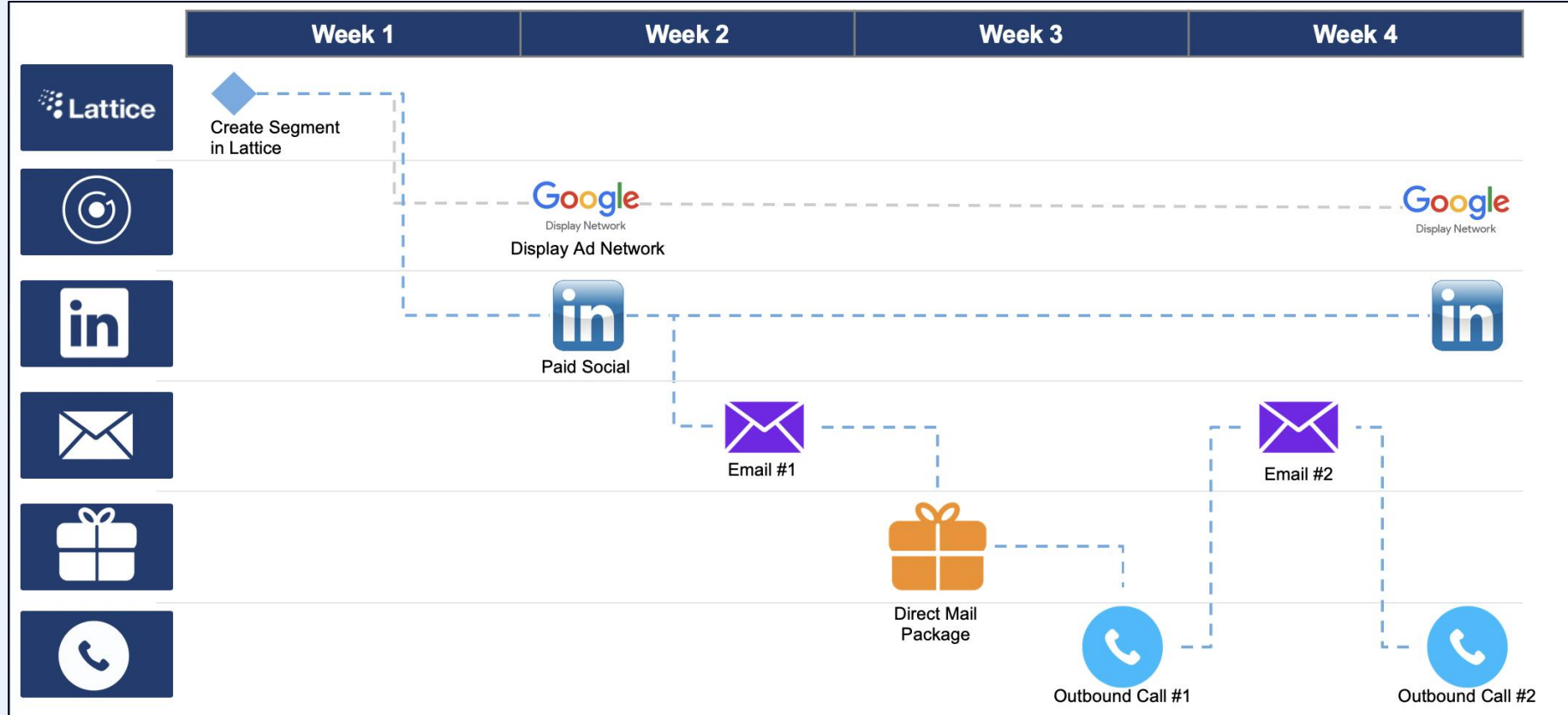
Expand Growth Across All Tiers



Respond Faster to New Opportunities

**While we have inbound leads, we
needed to add an outbound motion
to meet these objectives**

Planned Omni Channel Approach to Engage Demand



5

Elements of our Outbound Program



FOCUS

Align and prioritize with AI



INSIGHT

360-View of customer using all 1st and 3rd party signals



AGILITY

Always-On campaigns for responsive engagement



CONTEXT

Personalize based on profile, interest, buyer stage



DATA-DRIVEN

Measure and iterate for continuous improvement



FOCUS



INSIGHT



AGILITY

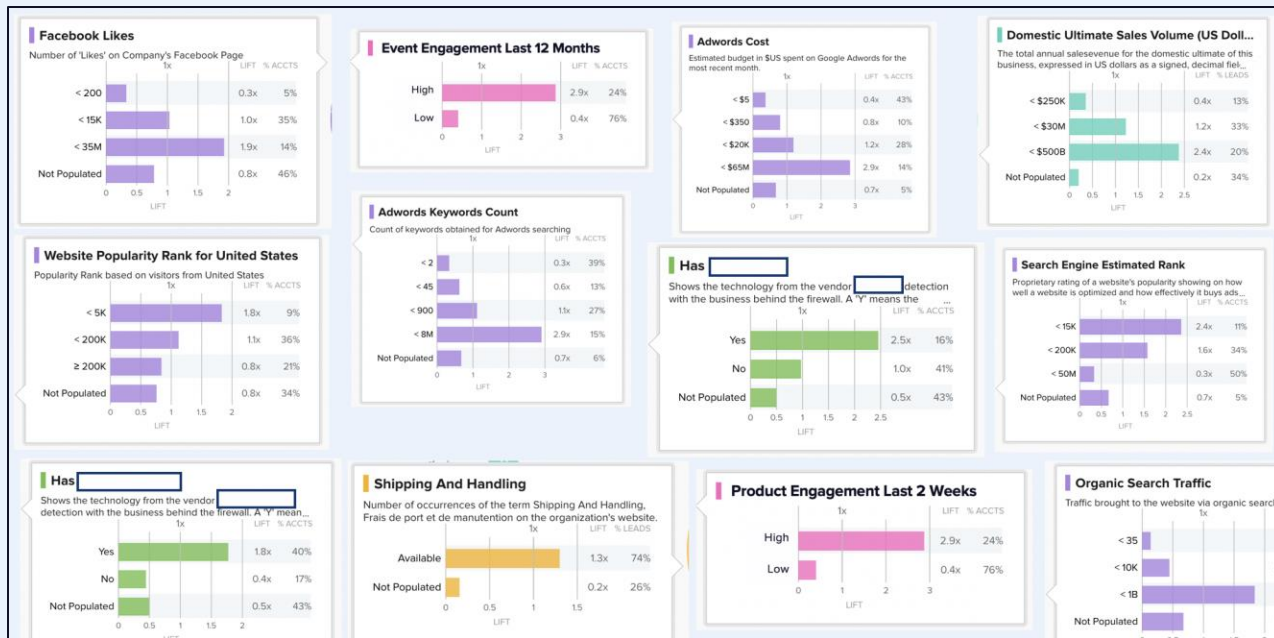


CONTEXT



DATA-
DRIVEN

Align and Prioritize with AI



- Self-service AI
- Different AI models for each part of the business
- Identified ICP beyond Company Size, Revenue, Industry



FOCUS



INSIGHT



AGILITY



CONTEXT



DATA-
DRIVEN

Align and Prioritize with AI

The screenshot displays two overlapping windows from a software application. The background window, titled '1 - Call Webhook', features a configuration area with a dropdown menu set to 'Country' and a text field containing 'Target Account Model - EMEA'. Below this, a 'Default Choice' section shows 'Target Account Model - US'. The foreground window, titled 'My Recommendations - Malwarebytes', contains a table of recommended accounts. The table has columns for 'Lattice', 'Company Name', 'Display Name', and 'Lattice Rating'. Each row includes a checkbox and an eye icon in the 'Lattice' column. The 'Display Name' column contains specific campaign names, and the 'Lattice Rating' column shows letter grades from A to B.

<input type="checkbox"/>	Lattice	Company Name	Display Name	Lattice Rating
<input type="checkbox"/>		American Medical Inc	Prospect Competitive Displacement Campaign	A
<input type="checkbox"/>		National Vision Holdings, Inc.	Prospect Convert Free User	A
<input type="checkbox"/>		Financial Engines, Inc.	Cross-sell Migrate to Cloud Managed Endpoint	A
<input type="checkbox"/>		Ivanti, Inc.	Prospect Moving Beyond Remediation Campaign	A
<input type="checkbox"/>		G6 Hospitality LLC	Prospect High Fit High Intent	B
<input type="checkbox"/>		New York Community Bank	Prospect Convert Free User	B
<input type="checkbox"/>		North American Lighting, Inc.	Prospect Convert Free User	B
<input type="checkbox"/>		National Committee For Quality Assurance	Prospect Competitive Displacement Campaign	B

- Inbound lead scoring for prioritizing outreach to hand raisers
- Account scoring for aligning sales and marketing on which targets to include in Outbound program



FOCUS



INSIGHT



AGILITY










CONTEXT



DATA-
DRIVEN

360-View of Customer

Third-Party Data				First-Party Data		
Firmographic	Technographic	Intent	Online Presence	Product Fit	Engagement	Purchase/Use
 <i>Who is this account?</i> Industry Geo Revenue Emp. by location Funding	 <i>What tech do they use?</i> Splunk ServiceNow BigFix MS Config Mgr Competitor X	 <i>What are they researching?</i> Malware Threat Detection Vulnerabilities Kaspersky Sophos	 <i>What's their online footprint?</i> # Backlinks Search Rank Web Rank Adwords Spend Facebook Likes	 <i>For which products are they a good fit?</i> Endpoint Protection Cloud Managed Endpoint MWB for Teams MWB Incident Response	 <i>How have they interacted with us?</i> Web page views Emails Events Direct Mail SDR Outreach	 <i>What products have they bought/used?</i> Usage trend QoQ Usage trend MoM Prior Purchases



FOCUS



INSIGHT



AGILITY



CONTEXT



DATA-
DRIVEN

Always-On Campaigns for Responsive Engagement

Select Attributes | Query Builder

(1 AND 2 AND 3 AND 4 AND 5 AND (8 OR 9) AND 6) AND (7)

Build a segment with **accounts** that have ALL of these conditions (AND) ⚙

1	Lattice Ratings - Demo_Segment	Cloud Managed Endpoint	is	A, B
2	Firmographics	Employee Range	is	2501-5000, 5001-10,000, 501-1000, 1001-2500
3	Technology Profile - Collaboration	Has Splunk	is	True
4	Product Spend Profile - Enterprise Mobility Solution	Has Purchased	is	false in timeframe Ever units purchased Any amount spent Any
5	My Attributes	# Visits – Cloud Managed Endpoint Last Month	is less than	2

⊞ x ANY of these conditions (OR) ⚙

8	Intent - Enterprise	Threat Detection	is	High
9	Intent - Cloud	Malware Analysis	is	High

+ Add attribute / operator

6	Firmographics	Domestic HQ Country	is	USA
---	---------------	---------------------	----	-----

+ Add attribute / operator

AND

Build a segment with **contacts** that have ALL of these conditions (AND) ⚙

7	Contact Attributes	Customer Opt-In	is	True
---	--------------------	-----------------	----	------

Respond to changes in

- Buyer profile (e.g. New location opened)
- Intent (e.g. Increasing interest in “Threat detection”)
- Stage (e.g. Filled out “Contact Us” form)

By engaging them with relevant campaigns



FOCUS



INSIGHT



AGILITY

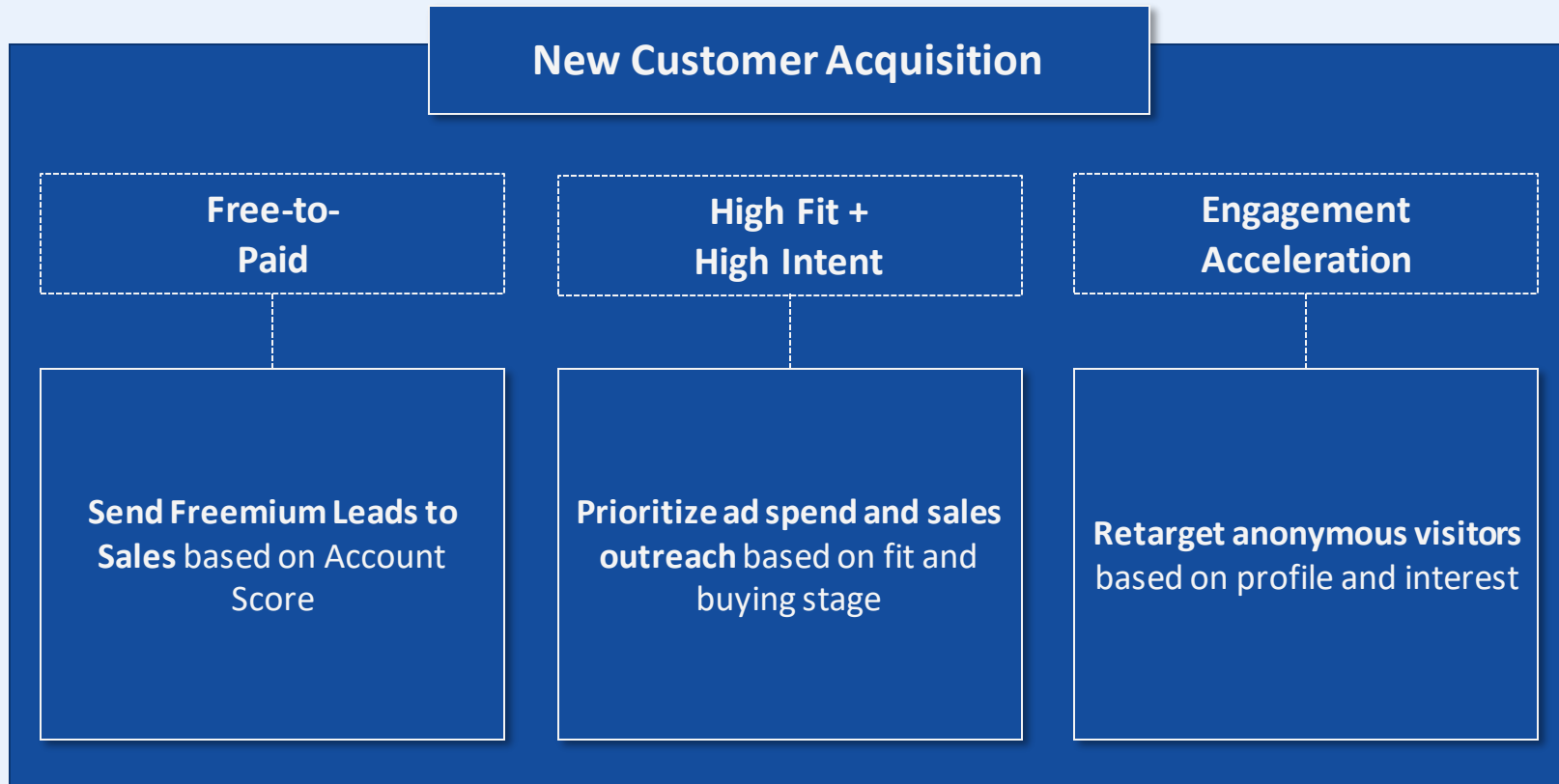


CONTEXT



DATA-
DRIVEN

Always-On Campaigns for Responsive Engagement



Illustrative Examples



FOCUS



INSIGHT



AGILITY

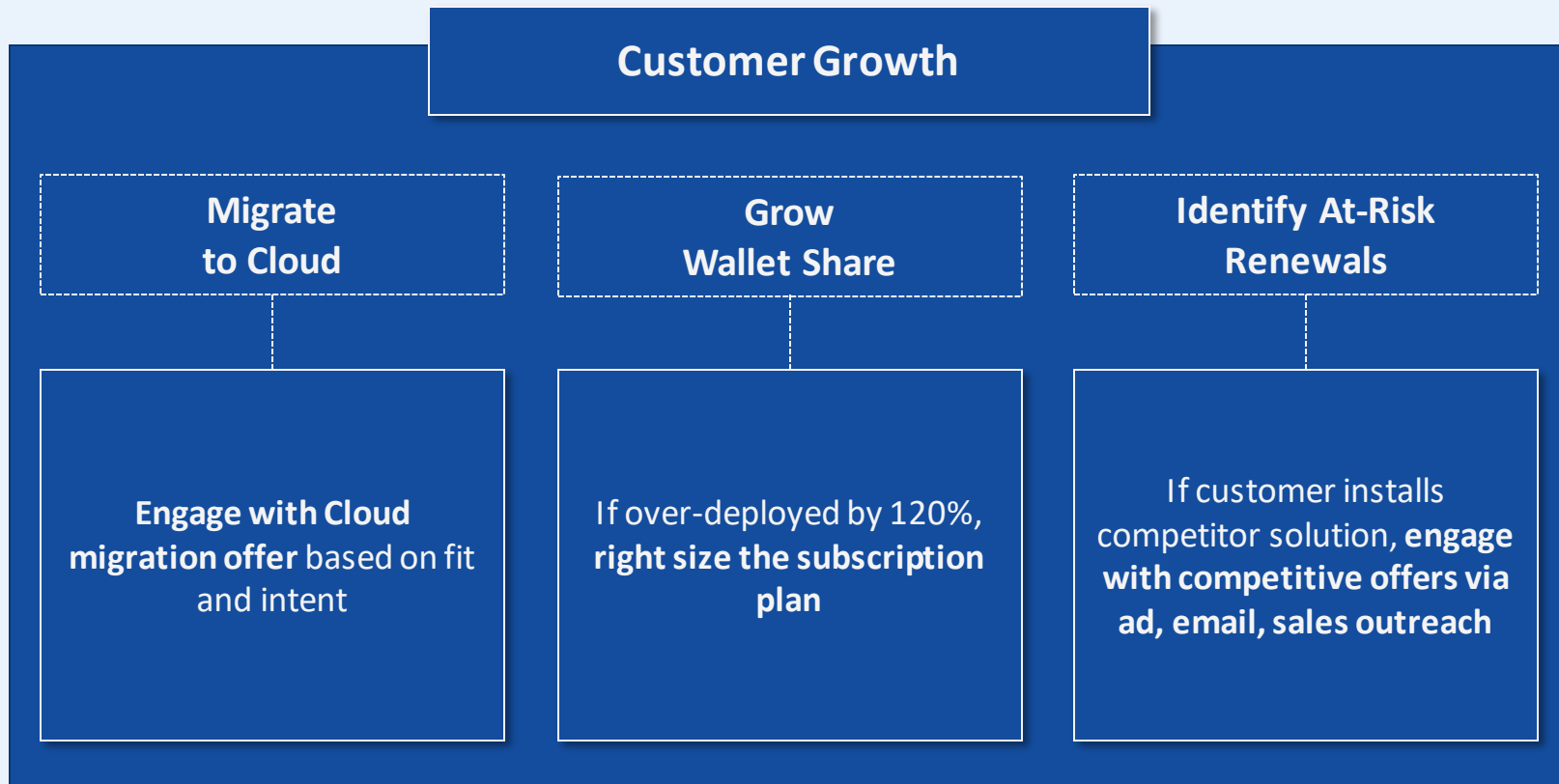


CONTEXT



DATA-
DRIVEN

Always-On Campaigns for Responsive Engagement



Illustrative Examples



FOCUS



INSIGHT



AGILITY



CONTEXT



DATA-
DRIVEN

Personalize Engagement Based on Profile, Interest, Buyer Stage

Talking Points

Company Profile

Spend Analytics

▼ PRODUCT TO POSITION

^ RATIONALE FOR SELECTION

Expressing Campaign-Relevant Intent Signals

This business is expressing **High** intent on topic(s): **Ransomware, Malwarebytes**
Ransomware remediation is actively being researched at this business. This business is also aware of Malwarebytes
Source: Lattice

Outsourced Data Centers Likely

This business has multiple Database Management Technologies detected (**Apache Spark, Hive, Hadoop**) and is also using **Amazon AWS, Mic**
Source: Lattice

Security Sensitive Industry

Ivanti, Inc. is in the **Financial Services** industry
Source: Lattice

Existing Leads for Business

In the last 3 months (**5**) leads have been created for this account. Leads were created from high-value lead sources such as **Events** (**4** Lead(s))
Source: Leads & Contact Data

^ COMPANY INFORMATION

Company: **Ivanti, Inc.**
Industry: **Financial Services**
Employees: **2,501-5,000**
HQ Location: **South Jordan, UT, USA**

Credit Risk Rank: **Low**
Payment Default Risk: **Low**

^ CONTACTS

Email	Title	First Name	Last Name	Lead Source	Created Date	Lead Status	# of Touches
tom.davis@ivanti.com	Chief Technology Officer	Thomas	Davis	List buy	10/11/18	SAL	4
john.newpower@ivanti.com	Director Oem Sales	John	Newpower	Event	3/11/19	SAL	1

Deep insights about each target available for sales and marketing for driving customized messages and offers.



FOCUS



INSIGHT



AGILITY



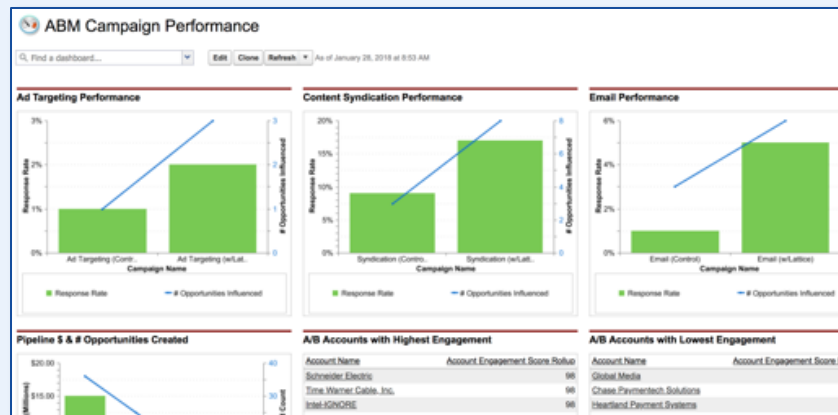
CONTEXT



DATA-
DRIVEN

Measure and Iterate for Continuous Improvement

- Determine what works and doesn't
- Identify opportunities for improvement
- Tie activity to results



Prospecting
Qualification
Nurture Analysis
Value Proposition

10 all selected!

Created Opportunities By Rating - Total and Percentage

Conversion Percentage By Rank

Early Results are Promising



**LESS
TIME**

Spent on Low Quality Leads



**MORE
MEETINGS**

With Decision-Makers



**GREATER
PIPELINE**

In Target Accounts

Key Learnings

- **Align Early and Often** across Execs, Sales, Marketing
- **Continuous Education** of Key Stakeholders (e.g. Always-On Campaigns)
- Clearly **Define Use-Cases**
- Find **Internal Champions**
- **No Silver Bullets**

Q&A

dun & bradstreet

CHECK OUT UPCOMING SPEAKING SESSIONS AT DREAMFORCE

THURSDAY, NOV 21ST

4:00 – 4:20 PM

Accelerate ABM Success with the Single
Source of Market Truth

**VISIT DUN &
BRADSTREET
AT BOOTH**

| 53 |
