2023

Rezilion

How I increased qualified pipeline by 25% in 1 month

What is Rezilion?

Rezilion is a leading cybersecurity startup that provides advanced SBOM solutions to DevSec & AppSec security teams.

Overview

To compete in the highly competitive landscape of cybersecurity solutions, vendors often resort to incentivizing buyers to book a demo of their product. Often, these include high ticket items such as video game consoles, concert/event tickets, and more.

While vendors are often able to show vanity success in reporting, these campaigns are unsustainable and rarely result in qualified pipeline or closed/won. Rezilion's data suggested excellent engagement and conversions on these campaigns.

Moreover, this type of campaign warps the perception of a vendor's brand and is often considered desperate by buyers.

Rezilion's LinkedIn paid ads that featured giveaways had produced zero attributable revenue.

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Challenges

Audience Behavior

With pipeline velocity trending downward, data suggested that buyers were actually passing on low value offers like gift cards and waiting for "the good stuff" like XBOX's and concert tickets.

Brand Perception

Auditing Rezilion's brand perception would be difficult as the conversion data and lead qualification processes could not be trusted to indicate true buyer intent. Audience research would be paramount.

Conversion Data

The data suggested the giveaway campaigns were working depending on which metrics you considered.
However, they produced no attributable revenue.

Internal Alignment

Internal conversations around data would be crucial in providing evidence as to the need for a seismic shift in strategy that focused on a more value-driven approach.

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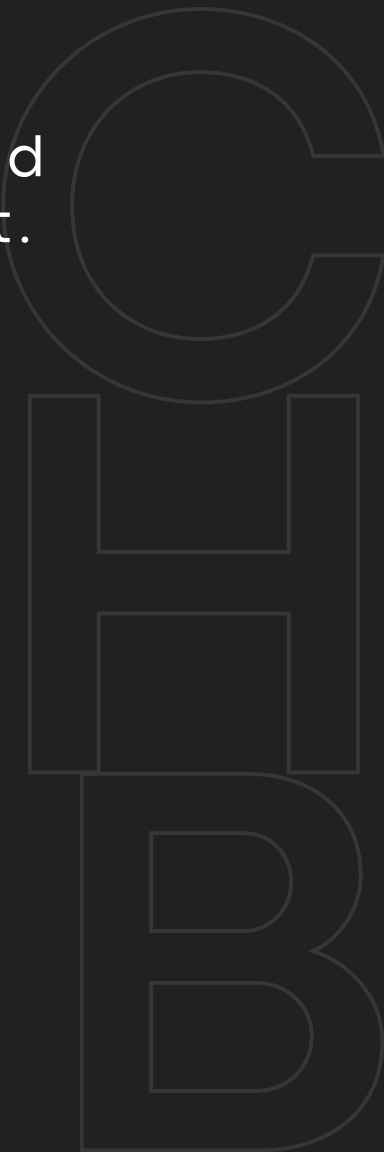
What I Did

Audience Research
Mapped the entire attributable buyer journeys and psychographics for distinct buyer personas in cybersecurity.

Creative Adjustments
I designed and wrote new ad copy and new ads for LinkedIn, Reddit, etc. that focused on a value-drive, social proofing approach.

Stop the Leaks
After auditing all paid ad data, I eliminated two entire channels that had not produced any qualified pipeline. This budget was reallocated to higher performing channels.

Campaign Adjustments
Giveaway campaigns were switched to channels where the audience is practitioners. New campaigns were targeted at buyers only.

Reporting & Testing
After pulling reports from previous campaigns, I set up dashboards to report on new campaign effectiveness vs. benchmark to senior leadership.

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Design / Ad Copy

Design elements were minimal with very few distractions from the message.

Copy was a combination of value and social proof to better align with what the target audience cares about when making buying decisions.

For the giveaways targeted at practitioners, ads were updated and redesigned to reflect a more casual, fun tone.

"Rezilion allowed us to patch over **20,000,000** files in less than 90 days.

CISO, Fortune 10 company

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" Our software hardening process went from over 90 days to less than 7."

CISO, Fortune 10 company

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HEAT UP YOUR BACKLOGS

Demo Rezilion, and get a Solo Stove Ranger 2.0

*While supplies last. Restrictions and eligibility requirements apply.

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IS YOUR SCA PLAYING GAMES?

Demo Rezilion, and get a NES Classic

Book Now

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Results

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Improvements in all measurable KPI's were seen.

Compared to the benchmark on previous campaigns, new efforts resulted in both increased engagement and qualified pipeline.

Additionally, engagement on practitioners landing pages increased 75%.

Results

	Before	After
LI CPC	$90~	$12~
LI CPL	$450~	$120~
MQL	12	37
SQO	0	4

How can I bring you value?

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Thank You