



FIREEYE AGILE ABM TO DRIVE STRATEGIC SAAS GROWTH

PROJECT SUMMARY

Three major changes prompted FireEye to take a more agile approach to Account-Based Marketing (ABM):

- The Global Digital Transformation. As employees worked from home in response to pandemic lockdowns, networks were reconfigured almost overnight. IT and security teams scrambled to update apps, defenses, detection, and associated processes.
- Accelerating Cyber Threats. Rapid network changes, a.k.a. “environmental drift,” exposed new areas to attack.
- FireEye Launched a new SaaS Platform to accelerate and grow their response to the increasing number of attacks and change the business model from traditional hardware and software to cybersecurity as a service.

Success in the SaaS platform was essential to FireEye’s ability to defend critical infrastructure in a way that is faster, easier, and more integrated, while enabling the sharing of detailed threat insights and best practices sooner to prevent additional breaches.

To launch the new SaaS platform, FireEye mapped the most relevant information about each industry and threat to each of the 200 accounts in its ABM program. The process started with getting access to the actual threat intelligence platform—something no one else in marketing had ever done at FireEye. Then the team built a “content matrix” that

covers many guarded secrets about how attackers infiltrate their victims. The team then extracted summaries of the reports—with just enough detail to determine relevance—into the ABM platform (Folloze).

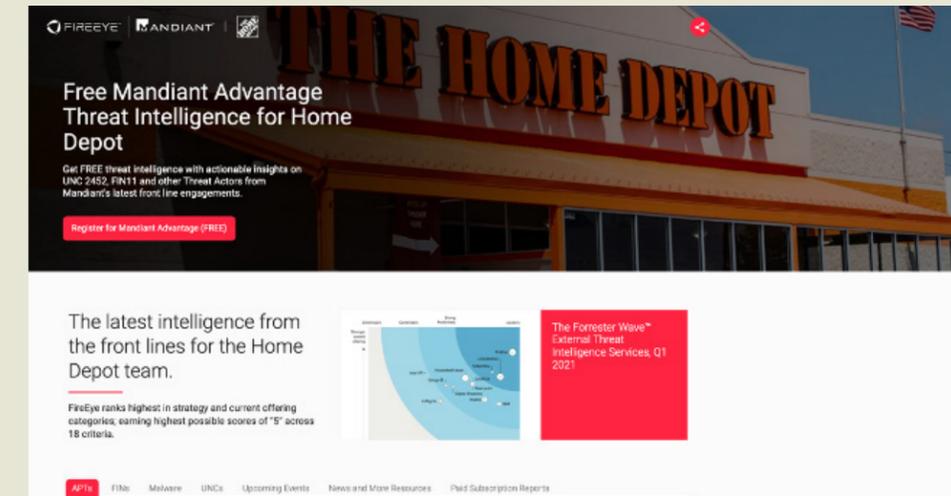
This threat intelligence matrix helped map the attackers most relevant to each customer and industry in a highly personalized fashion. Each customer can see their logo and next steps most relevant to them on a personalized page.

While the process took several months to set up, it is now agile enough to run in days, delivering the most value for customers when they need it—now. Two of the three of the agile campaigns in 2021 were launched on the same day that the threat intelligence alerts were made public. New, focused events have been put together and scheduled two weeks out to give customers time to register.

The full omni-channel program includes events in the form of targeted NDA-only briefings for customers in the most impacted industries. In addition, personalized 6Sense ads show targeted customers how FireEye can help them address Ransomware-as-a-Service and other attacks in their environments. This process is very agile thanks to the integration of Folloze with 6Sense, which enables personalization and automation of ads by segment.

ABM customers receive notification from FireEye about emerging threats, along with specific details on how to scope, detect, and eradicate the threats in one integrated

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workflow. With a few clicks, customers can access the details in a personalized portal to learn about the latest threats, and then pivot to a related app to validate whether their existing security can address the threats.

With this agile process, FireEye is catching the wave of interest as it builds and crests with ABM accounts, which provides several competitive advantages:

1. The agility and accuracy demonstrate high-value thought leadership that is timelier and more relevant than other offerings.
2. The multi-step process demonstrates how to understand, prevent, detect, and remediate threats based on front-line knowledge.
3. The process starts with an “agnostic” portfolio, so it can benefit new as well as existing customers quickly.

FireEye has also created an “executive friendly” summary with links to more technical content that customers can share with C-level executives who, due to the high public profile of these attacks, need to field board and investor inquiries on their readiness for these incursions.

This agile practice is leading the transformation of marketing at FireEye as the entire company pivots to the SaaS platform.



By embracing the accelerating changes in the business and re-architecting the ABM practice to leverage these changes, the ABM team has dramatically increased revenue, reputation, and retention:

- \$100 million in marketing influenced pipeline for this fiscal year with just 1.5 people
- 5X higher pipeline to bookings conversion rate
- 5X faster adoption of new strategic SaaS platform
- 25% larger average deal size for ABM engagements
- 27% higher engagement with Director, VP, and C-Level executives
- Monthly “thank you” messages from CXOs for our unique thought leadership