

InboxInsight 

A DATA-DRIVEN
ACTIVATION GUIDE
AND CATEGORY
REPORT.

Cloud Computing

A DATA-DRIVEN ACTIVATION GUIDE AND CATEGORY REPORT: CLOUD

Using intent data in account-based marketing is not new, but what if you could find out exactly what topics your target accounts are researching; the challenges they are facing; and the specific pain points your prospects are experiencing, all neatly compiled together in an easy to digest guide? If you think it could help, then read on - this is the playbook for you!

Drawing on first-party research from **Insights for Professionals (IFP) Analyst report** and other industry leading sources, we reveal the top obstacles facing Cloud Computing vendors as well as key category trends shaping the market today. By fusing this market and audience intelligence with data-driven insights into what content topics are trending in your space we're then able to guide you towards identifying the exact prospects and accounts in-market for your solution.

By incorporating this approach into your GTM strategy, you'll be better placed to tailor the right message, to the right audience to fit their specific stage in their buying journey.

What value will this mini guide provide Cloud Computing vendors?

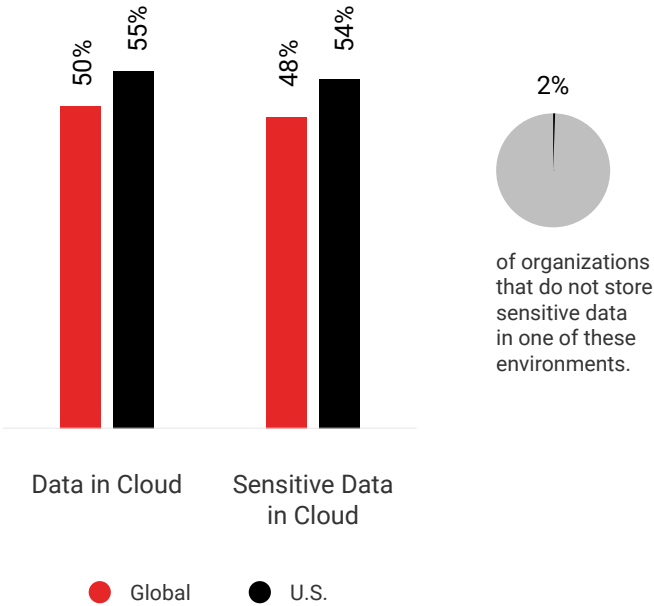
The cloud has been steadily rising in popularity for the last decade and took a key role in accelerating digital transformation during the COVID-19 pandemic. Today, 70% of businesses operate in the cloud (**Palo Alto Networks**), with the cloud computing market projected to grow to 1,712.44 billion USD by 2029 (**Fortune Business Insights**). This growth creates considerable security, compliance and management challenges, and with it sales and revenue opportunities for Cloud Computing vendors.

Leverage the following insights to ensure your business is working to solve the pain points identified, adapt to a changing market and capture the demand.

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KEY PAIN POINTS FOR IT PROFESSIONALS



50%

of all data is stored in the cloud, and just 2% of organizations don't store sensitive data in these environments (*Thales*)

26%

of business executives report Data Security is becoming a significant concern (*Call Centre Helper*).

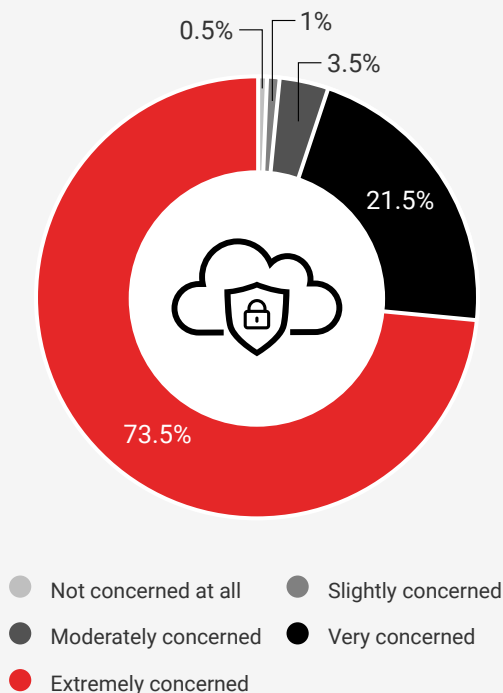
79%

of companies have experienced at least one cloud data breach in the last 18 months (*ermetic*).

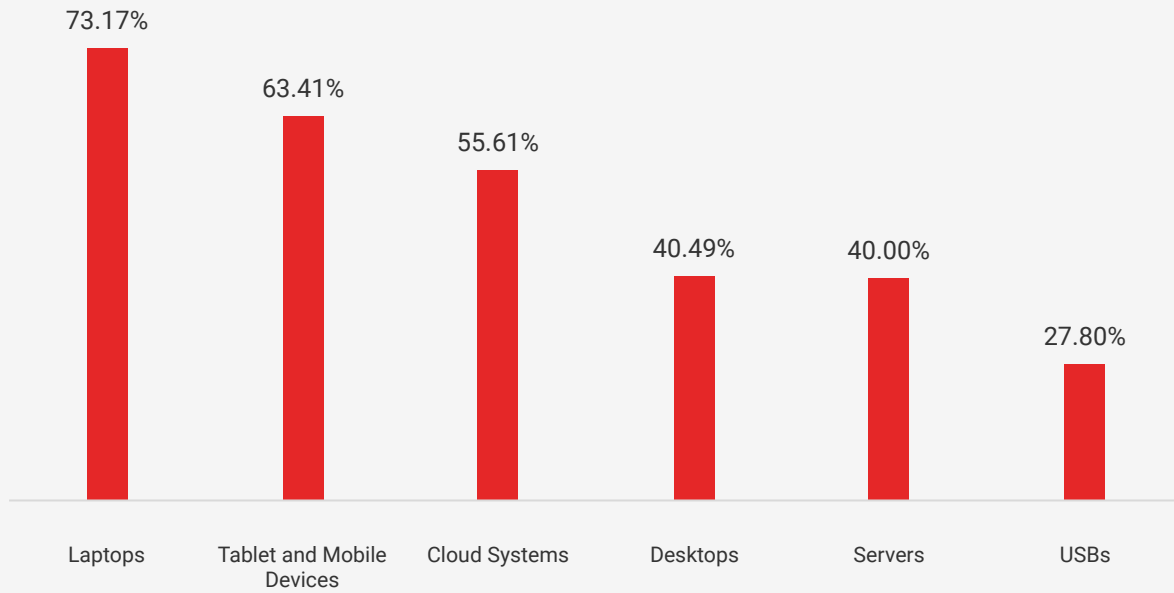
74%

of cloud security professionals are extremely concerned about the security of their cloud-based systems and services (*IFP*).

HOW CONCERNED ARE YOU ABOUT THE SECURITY OF YOUR CLOUD-BASED SYSTEMS, DATA AND INFRASTRUCTURE?



Rank your most vulnerable endpoints



A 2020 CHECKPOINT SURVEY FOUND THE TOP CLOUD SECURITY CHALLENGES TO BE:

68% MISCONFIGURATION OF THE CLOUD PLATFORM/WRONG SETUP

58% UNAUTHORIZED ACCESS

52% INSECURE INTERFACES/API

50% HIJACKING OF ACCOUNTS, SERVICES, OR TRAFFIC

43% EXTERNAL SHARING OF DATA

(Checkpoint)



CLOUD SYSTEMS WERE SELECTED AS IT PROFESSIONALS' **THIRD MOST VULNERABLE ENDPOINT** (*IEP*).



46% OF PRIVATE CLOUD USERS ARE SHIFTING TO THE **HYBRID MODEL** DUE TO **HIGH OPERATIONAL COSTS** (*G2*)

THROUGH 2024

60%

OF **INFRASTRUCTURE AND OPERATIONS LEADERS** WILL ENCOUNTER PUBLIC CLOUD COST OVERRUNS THAT **NEGATIVELY IMPACT THEIR ON-PREMISES BUDGETS** (*GARTNER*)

MARKET TRENDS & INVESTMENT AREAS FOR CLOUD COMPUTING SOLUTIONS

- Cloud adoption grew **25%** in the past year (*Palo Alto Networks*).

- More than **70%** of companies have now migrated at least some workloads into the public cloud (*Gartner*).

- In 2020, **61%** of businesses migrated their workloads to the cloud (*Zipppia*).

- The percentage of companies with most or all IT infrastructure in the cloud will jump from **41% to 63%** in the next 18 months (*Channel Futures*).

- PaaS accounts for **20%** of the overall cloud services market (*Statista*).

- The PaaS market will surpass **USD \$100bn** in revenue in 2022 (*Statista*).

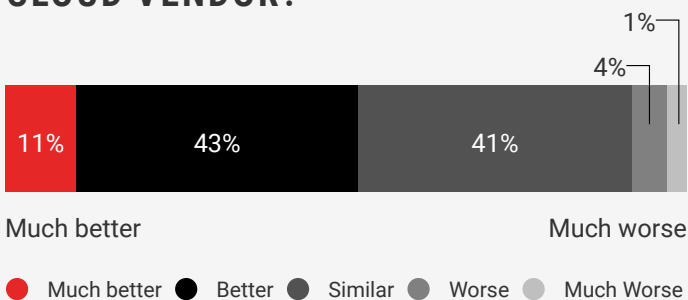
- Over three-quarters of organizations use two or more cloud service providers, and nearly a quarter (**24%**) use more than five (*Checkpoint*).

- Large businesses use **175 cloud-based apps on average**, while smaller companies deploy **73 on average** (*Okta*).

- The Global Cloud Integration Software Market is expected to grow by **\$8.32bn** during 2022-2026, accelerating at a CAGR of **12.3%** (*GlobeNewsWire*).

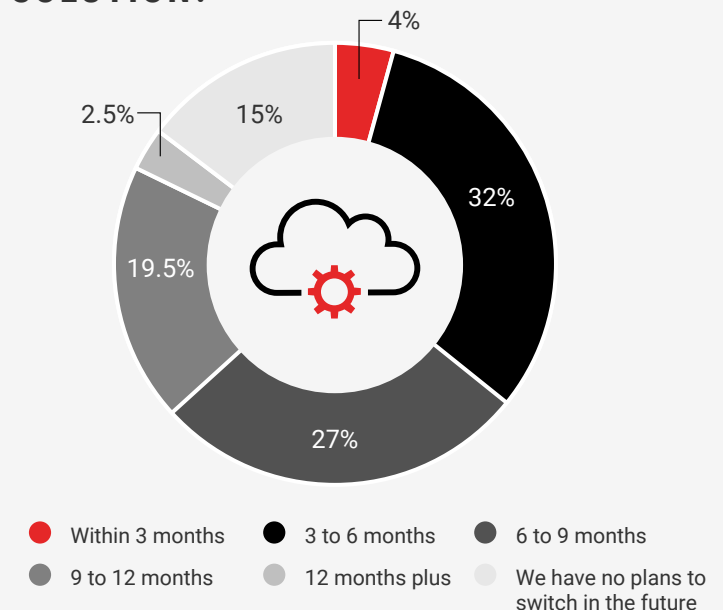
- Over half of organizations (**54%**) believe that the built-in security offerings of their cloud providers are not as effective as solutions from a third-party vendor (*Checkpoint*).

HOW DO YOU THINK CLOUD SECURITY FROM A THIRD-PARTY SECURITY VENDOR COMPARES WITH CLOUD SECURITY FROM A CLOUD VENDOR?



46% think that cloud security from an independent security vendor is better than these Cloud Computing vendors.

WHEN ARE YOU PLANNING TO SWITCH TO A NEW CLOUD SECURITY SOLUTION?



IDENTIFYING DEMAND FOR CLOUD SOLUTIONS

Right now your target audience are leaving digital footprints everywhere as they move around the web reflecting their interests, challenges and their intent to purchase a particular product. Using intent data we can identify criteria such as company size and industries. Then, drilling deeper into intent topics and specific account data, a Target Account List (TAL) can be built at a country level.

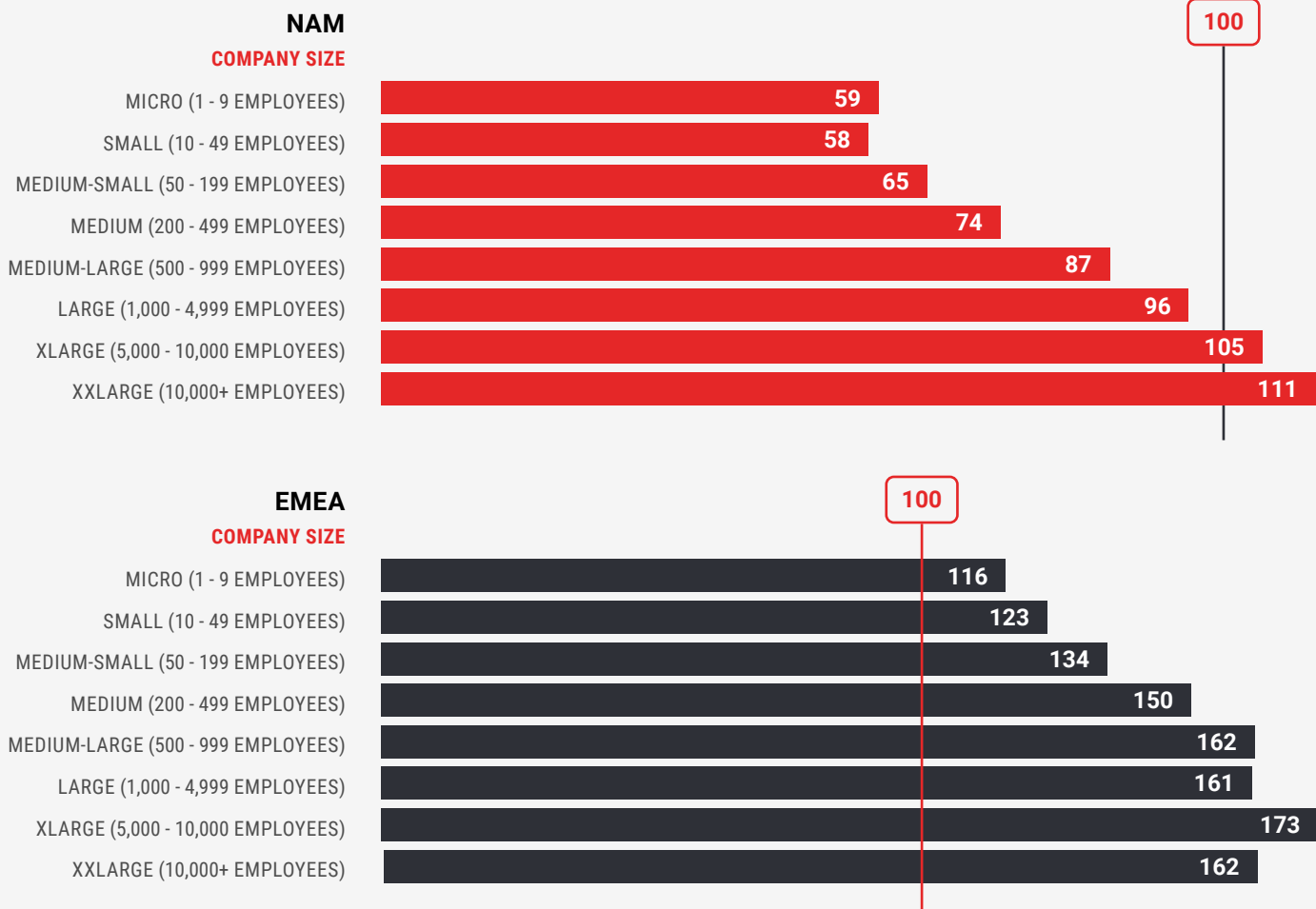
Knowing where the demand for Cloud solutions is at its highest enables a data driven targeting approach to be implemented, ensuring maximum efficiency of your marketing spend by focussing efforts where demand is ready to be captured. Combining insights from a range of third party data sources with our own first party data we can provide your Sales and Marketing teams with a clear view of your audience's buying motives, topic searches, intent velocity and other buyer intelligence.

This rich and robust source of data and insight can transform how your Sales and Marketing teams approach the market and better prioritize where to direct time and resources.

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COMPANY SIZE: NAM VS EMEA





TOP INDUSTRY INTEREST: NAM

NAM

	Company Name	Business Domain	Company Size	Industry	Topics Spiking in Interest	Average Company Surge Score
1	Rackspace Hosting, Inc.	rackspace.com	XLarge (5,000 - 10,000 Employees)	Media & Internet	29	70
2	CommScope Holding Company, Inc.	commscope.com	XXLarge (10,000+ Employees)	Manufacturing	28	68
3	Florida Power & Light Company	fpl.com	XXLarge (10,000+ Employees)	Energy, Utilities & Waste	28	71
4	Express Scripts Holding Company	express-scripts.com	XXLarge (10,000+ Employees)	Healthcare	28	68
5	Multi Packaging Solutions International	multipkg.com	XLarge (5,000 - 10,000 Employees)	Business Services	28	69
6	Texas Department of transportation	txdot.gov	XXLarge (10,000+ Employees)	Government	28	69
7	Pro Bono Institute	probonoinst.org	Small (10 - 49 Employees)	Legal	28	69
8	Union Pacific Corporation	up.com	XXLarge (10,000+ Employees)	Transportation & Travel	28	70
9	Tesla, Inc.	tesla.com	XXLarge (10,000+ Employees)	Manufacturing	28	69
10	Fish and Wildlife Service	fws.gov	XLarge (5,000 - 10,000 Employees)	Government	28	69
11	Pep Boys - Manny, Moe & Jack	pepboys.com	XXLarge (10,000+ Employees)	Retail	28	70
12	CH2M Hill Companies, Ltd.	ch2m.com	XXLarge (10,000+ Employees)	Construction	28	69
13	First Data Corporation	firstdata.com	XXLarge (10,000+ Employees)	Finance	28	69
14	Ross Stores, Inc.	rossstores.com	XXLarge (10,000+ Employees)	Retail	28	68
15	Whole Foods Market, Inc.	wholefoods.com	XXLarge (10,000+ Employees)	Consumer Services	28	68
16	PCM, Inc.	pcm.com	Large (1,000 - 4,999 Employees)	Wholesalers	28	68
17	Ace Data Center, Inc.	acedatacenters.com	Small (10 - 49 Employees)	Telecommunications	28	71
18	Ulta Beauty, Inc.	ulta.com	XXLarge (10,000+ Employees)	Retail	28	69
19	Indiana Fiber Network, LLC	indianafibre.net	Medium-Small (50 - 199 Employees)	Telecommunications	28	69
20	Educational Testing Service, Inc.	ets.org	XXLarge (10,000+ Employees)	Education	28	69
21	Unisys Corporation	unisys.com	XXLarge (10,000+ Employees)	Software	28	69
22	TriNet Group, Inc.	trinet.com	Large (1,000 - 4,999 Employees)	Business Services	27	69
23	Airgas, Inc.	airgas.com	XXLarge (10,000+ Employees)	Wholesalers	27	68
24	Amperity, Inc.	amperity.com	Medium (200 - 499 Employees)	Software	27	68
25	American Bureau of Shipping, Inc.	eagle.org	Large (1,000 - 4,999 Employees)	Transportation & Travel	27	69
26	ANSYS, Inc.	ansys.com	Large (1,000 - 4,999 Employees)	Software	27	68
27	Giant Eagle	gianteagle.com	XXLarge (10,000+ Employees)	Hospitality & Hotels	27	70
28	Couchbase, Inc.	couchbase.com	Medium-Large (500 - 999 Employees)	Software	27	70
29	Pudre Valley Health Care, Inc.	uhealth.org	Large (1,000 - 4,999 Employees)	Healthcare	27	70
30	Monsanto Company	monsanto.com	XXLarge (10,000+ Employees)	Manufacturing	27	71

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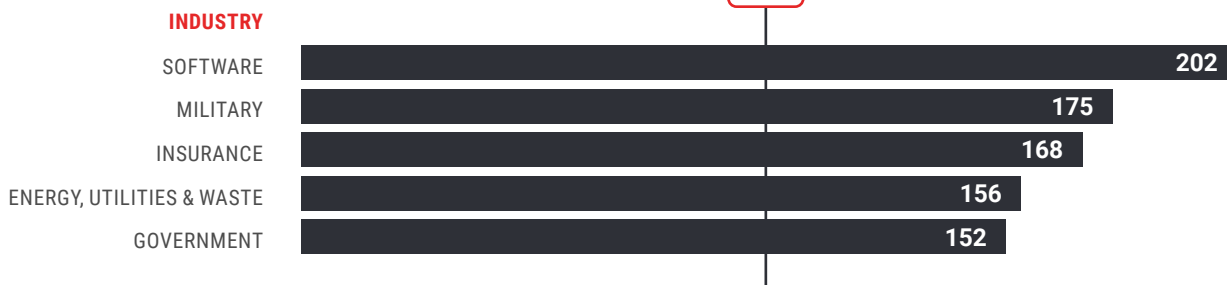


TOP INDUSTRY INTEREST: EMEA

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	Comany Name	Business Domain	Company Size	Industry	Topics Spiking in Interest	Average Company Surge Score
1	IWG, PLC	regus.com	XLarge (5,000 - 10,000 Employees)	Business Services	29	69
2	Mayer Brown, LLP	mayerbrown.com	Large (1,000 - 4,999 Employees)	Legal	29	68
3	Red Hat, Inc.	redhat.com	XLarge (5,000 - 10,000 Employees)	Software	28	68
4	ASML Holding NV	asml.com	XXLarge (10,000+ Employees)	Manufacturing	28	70
5	Thomson Reuters Corp	thomsonreuters.com	XXLarge (10,000+ Employees)	Software	28	70
6	Capgemini SE	capgemini.com	XXLarge (10,000+ Employees)	Software	28	69
7	IKEA Pty Limited	ikea.com	Large (1,000 - 4,999 Employees)	Retail	28	69
8	Nutanix, Inc.	nutanix.com	XLarge (5,000 - 10,000 Employees)	Software	28	68
9	Atos SE	atos.net	XXLarge (10,000+ Employees)	Software	28	69
10	Federal-Mogul Holdings Corp	federalmogul.com	XXLarge (10,000+ Employees)	Transportation & Travel	28	68
11	National Instruments Corp	ni.com	XLarge (5,000 - 10,000 Employees)	Wholesalers	28	69
12	SAP SE	sap.com	XXLarge (10,000+ Employees)	Software	28	69
13	Airbus SE	airbus.com	XXLarge (10,000+ Employees)	Transportation & Travel	28	70
14	Broadcom, Inc.	broadcom.com	XXLarge (10,000+ Employees)	Manufacturing	28	69
15	Styrelsen for It og Læring	stil.dk	Medium-Large (500 - 999 Employees)	Software	28	70
16	AREP	arep.fr	Large (1,000 - 4,999 Employees)	Construction	28	68
17	Weatherford International PLC	weatherford.com	XXLarge (10,000+ Employees)	Manufacturing	27	68
18	Salesforce	salesforce.com	XXLarge (10,000+ Employees)	Software	27	70
19	Datacamp Limited	datacamp.co.uk	Small (10 - 49 Employees)	Software	27	69
20	Northern Powergrid (Northeast) Ltd	northernpowergrid.com	Large (1,000 - 4,999 Employees)	Business Services	27	69
21	Oracle Corporation	oracle.com	XXLarge (10,000+ Employees)	Software	27	66
22	UBS Group AG	ubs.com	XXLarge (10,000+ Employees)	Finance	27	68
23	Gateshead College	gateshead.ac.uk	Medium-Large (500 - 999 Employees)	Education	27	68
24	9mobile	9mobile.com.ng	Large (1,000 - 4,999 Employees)	Telecommunications	27	69
25	ING Groep N.V.	ing.com	XXLarge (10,000+ Employees)	Finance	27	69
26	Nestle S.A.	nestle.com	XXLarge (10,000+ Employees)	Manufacturing	27	70
27	Swiss Re Ltd	swissre.com	XXLarge (10,000+ Employees)	Insurance	27	70
28	Banco J.P. Morgan S.A.	jpmorgan.com	XXLarge (10,000+ Employees)	Finance	27	68
29	Sopra Steria Group SA	soprasteria.com	XXLarge (10,000+ Employees)	Software	27	68
30	European Union	europa.eu	Medium-Small (50 - 199 Employees)	Manufacturing	27	69

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CREATING CONTENT THAT RESONATES

By studying the surging intent topics with the largest relevant audience in Cloud Computing, it can help you prioritise your content focus. And by analysing changes in interest over time you'll also be able to anticipate emerging 'pains' and provide content that addresses these issues.

This way, you'll be in the best possible position to place relevant content and formats in front of in-market buyers at each stage of the buyer journey from the offset – significantly increasing your competitive advantage.



**CLOUD MANAGED
NETWORKING IS SEEING
THE LARGEST % CHANGE IN
INCREASED SEARCHES WITH**

+23%

**UPLIFT IN THE PAST 90
DAYS IN NAM AND**

+108%

IN EMEA.



NAM

	Topic Field	Percent Change	Businesses with Spiking Intent
1	Cloud Onboarding	-8%	82,410
2	Cloud Data	-25%	60,029
3	Cloud Integration	-30%	51,098
4	Cloud Infrastructure Security	30%	49,273
5	Cloud Storage	31%	48,972
6	Cloud Backbone	-50%	29,419
7	Cloud Security	9%	28,847
8	Cloud Managed Networking	23%	26,051
9	Cloud Marketplace	-40%	20,541
10	Cloud Infrastructure	-2%	19,691
11	Multicloud	-22%	18,869
12	Hybrid Cloud Architecture	0%	18,211
13	Cloud-based Analytics	-56%	15,043
14	Cloud Migration	-52%	13,851
15	Cloud Management Platform	-36%	13,226
16	Cloud Providers	-61%	12,088
17	Cloud Compliance	-13%	11,952
18	Backup as a Service (BaaS)	-4%	10,870
19	Cloud Services	-38%	10,453
20	Cloud Automation	-1%	8,652
21	Virtual Private Cloud	-41%	8,359
22	Hybrid Cloud	-57%	7,796
23	Cloud Strategy	-31%	7,471
24	Cloud Computing	-3%	5,625
25	Integrated Cloud Services	7%	5,092
26	Private Cloud	-47%	5,030
27	Platform as a Service (PaaS)	-8%	4,206
28	Cloud Provisioning	3%	3,814
29	Managed Hosting Services	54%	1,816



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	Topic Field	Percent Change	Businesses with Spiking Intent
1	Cloud Onboarding	-14%	16,292
2	Cloud Managed Networking	108%	16,199
3	Cloud Data	-6%	11,577
4	Cloud Integration	20%	10,271
5	Cloud Storage	55%	9,329
6	Cloud Infrastructure Security	37%	8,698
7	Cloud Security	99%	8,249
8	Cloud Infrastructure	112%	6,241
9	Cloud Management Platform	12%	6,148
10	Cloud Backbone	-37%	4,944
11	Cloud-based Analytics	-23%	4,613
12	Hybrid Cloud Architecture	0%	3,616
13	Cloud Providers	-23%	3,154
14	Cloud Migration	15%	3,059
15	Cloud Marketplace	-28%	2,916
16	Backup as a Service (BaaS)	-30%	2,781
17	Multicloud	-20%	2,765
18	Cloud Automation	33%	2,655
19	Cloud Strategy	99%	2,429
20	Hybrid Cloud	-31%	2,068
21	Cloud Services	5%	1,934
22	Cloud Compliance	-18%	1,924
23	Virtual Private Cloud	-51%	1,191
24	Cloud Computing	20%	1,178
25	Cloud Provisioning	-10%	1,140
26	Platform as a Service (PaaS)	-10%	967
27	Private Cloud	-15%	759
28	Integrated Cloud Services	-22%	722
29	Managed Hosting Services	-20%	146

THE TOP 3 TOPICS WITH GREATEST SPIKING INTENT IN NAM ARE:

1. Cloud Onboarding – 82,410 actively searching businesses	-8%
2. Cloud Data – 60,029 actively searching businesses	-25%
3. Cloud Integration – 51,098 actively searching businesses	-30%

THE TOP 3 TOPICS WITH GREATEST SPIKING INTENT IN EMEA ARE:

1. Cloud Onboarding – 16,292 actively searching businesses	-14%
2. Cloud Managed Networking – 16,199 actively searching businesses	+108%
3. Cloud Data – 11,577 actively searching businesses	-6%

TOP 3 SURGING CLOUD CATEGORIES BASED ON % CHANGE IN THE PAST 3 MONTHS:

NAM:

①	MANAGED HOSTING SERVICES	+54%
②	CLOUD STORAGE	+31%
③	CLOUD INFRASTRUTURE SECURITY	+30%

EMEA:

①	CLOUD INFRASTRUCTURE	+112%
②	CLOUD MANAGED NETWORKING	+108%
③	CLOUD SECURITY	+99%



Once you know what topics to talk about, it's important to ensure content titles are strong enough to immediately grab the attention of your prospects and encourage strong page views, open rates and click-through rates (CTRs).

Taking a deep dive into the top performing content and email subject lines in the cloud space as identified from our IFP first party data can help give an indication of what's working well at present:

TOP 5 PIECES OF CONTENT BY VIEWS:

1. IaaS vs PaaS vs SaaS: How to Choose What's Best for You
2. An IT Manager's Guide to Cloud Computing
3. PaaS vs Serverless Computing: Which One Should You Adopt?
4. The Dangers of Cloud Sprawl – What is it and How Do You Mitigate It?
5. 5 Simple Steps to Carry Out a Successful SaaS Security Audit

TOP 5 PIECES OF CONTENT BY DWELL TIME:

1. A comprehensive Guide to Data Security in Cloud Computing
2. Hybrid Cloud Headaches: Securing a Complex Environment
3. Multi-Cloud vs Hybrid Cloud: Which Do You Need in Your IT Strategy?
4. The State of Cloud Security 2021
5. Know Your Cloud Readiness: 6 Signs it May Be Too Soon to Migrate

TOP 5 PERFORMING EMAIL SUBJECT LINES:

1. How can you achieve scaling of your cloud security?
2. 4 Key Steps to Optimizing Cloud Security
3. How to Identify and Eliminate Zero-Day Vulnerabilities in Hybrid Cloud Networks
4. The Guide to Multicloud Privilege Management
5. Shape your strategy to tap the advantages of hybrid cloud

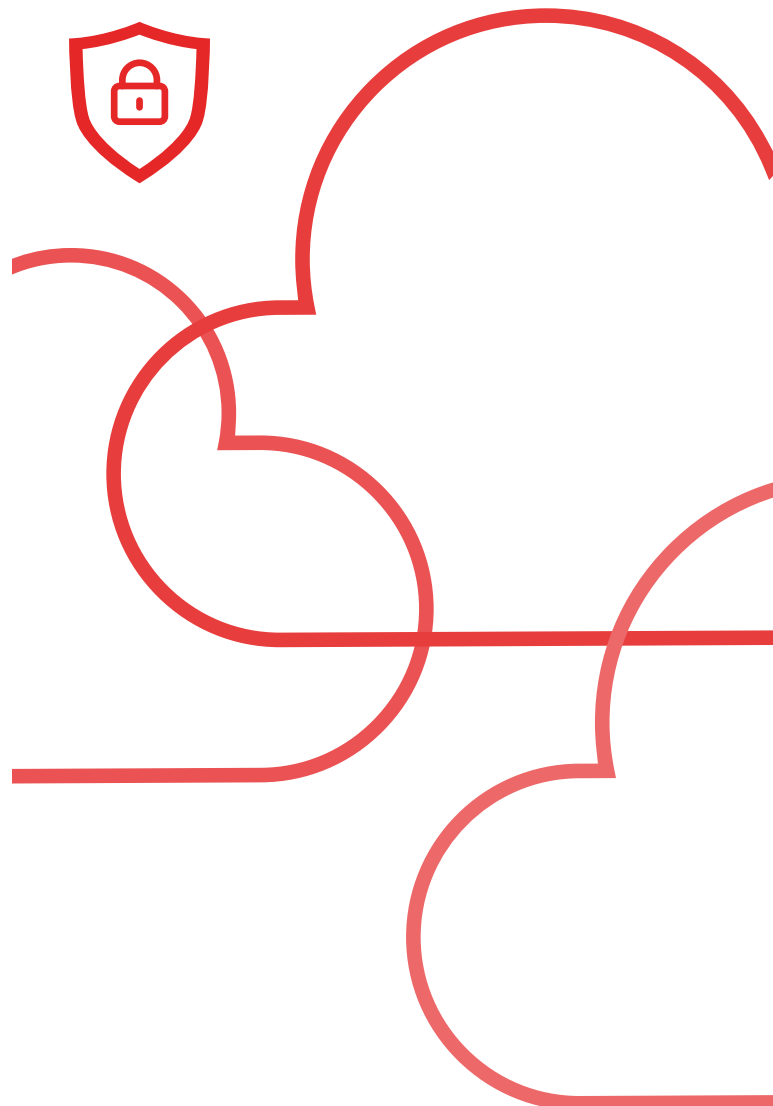
STRUGGLING WITH CONTENT? GET IN TOUCH WITH OUR SPECIALIST CONTENT AND CREATIVE TEAM.

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KEY TAKEAWAYS: HOW TO WIN

Using the above learnings, Cloud Computing vendors can form a sound understanding of how to win in this space – here's what the data is telling us:

- In EMEA, **Cloud Security** is seeing significant growth in intent – along **Cloud Infrastructure Security** ranking 3rd in NAM – which ties in the fact that over a third (**36%**) of IT professionals are intending to switch to a new cloud security solution in the next 6 months (*IFF*). The significance of cloud security is also reflected in email open rates, with 'How can you achieve scaling of your cloud security?' and '4 Key Steps to Optimizing Cloud Security' the best performing email subject lines.
- 'The global cloud managed networking market will exhibit a CAGR of 21.1% between 2019 and 2027, and is projected to reach \$14.61 billion'. Similarly, **Cloud Managed Networking** has experienced the largest % change in increased searches in both NAM and EMEA in the past 90 days.
- Cloud is increasingly entwined with data, which explains the spiking in intent for **Cloud Data**. With estimates that 100 ZB of data will be stored in the cloud by 2025 (*Arcserve*), it's no surprise that content on this subject, such as 'A comprehensive Guide to Data Security in Cloud Computing' is performing well by dwell time.
- The Global Data Center Colocation and Managed Hosting Services market is expected to grow by **\$138.61 billion** during 2022-2026. **Managed Hosting Services experienced** a 54% increase in intent, in line with the projected growth of the market segment.
- Large businesses 'use 175 cloud-based apps on average', reflecting the spiking intent behind **Cloud Integration** as businesses seek to streamline and centralize their processes.
- With around 50% of the world's data now stored in the cloud and 98% of organizations storing at least some of it there (*Thales*), it's unsurprising that **Cloud Storage** is surging cloud category, particular in the last 3 months.
- **Cloud Infrastructure** is the highest surging cloud category in EMEA, with a **112%** change in the last 3 months. In line with this increase in popularity, 'IaaS vs PaaS vs SaaS' is the most popular content piece by views in this period, reflecting the growing interest in taking advantage of cloud computing, particularly in regards to infrastructure.



WHAT'S NEXT?

Now you know exactly what your in-market buyers are interested in and are actively searching, use these key insights backed by first party data to guide your theme and content planning.

Data driven targeting and content recommendations will help steer your marketing efforts in the right direction by understanding and addressing the greatest challenges facing marketers at present.

If you are looking for even more ways to accelerate your sales process to drive maximum conversions, download our **7-Step Guide to Sales Acceleration for B2B Marketers**.

From intent data to propensity modelling, ABM to content these 7 strategies will ensure you are making the data driven decisions necessary to increase your marketing efficiency, optimise your channels and improve your targeting strategies which together will drive pipeline velocity and accelerate the sales process.



LOOKING FOR MORE CLOUD INSIGHTS?

DISCOVER THE FULL CLOUD SECURITY RESEARCH REPORT.

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LOOKING FOR EVEN MORE WAYS TO ACCELERATE YOUR SALES PROCESS?

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