



Enterprise Security

ACCELERATING B2B SALES FOR ENTERPRISE SECURITY VENDORS

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**, we reveal the top obstacles facing Enterprise Security vendors as well as key category trends shaping the market today. Then, by fusing this market and audience intelligence with data-driven insights into what content topics are trending in your space we're 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 Enterprise Security vendors?

Enterprise Security plays a pivotal role in protecting a businesses' digital assets against unauthorized infiltration or threat. By 2025, a considerable 60% of enterprises will use cybersecurity risk as a primary factor in conducting third party business engagements and transactions (**Gartner**). What this means for Enterprise Security vendors is that significant sales and revenue opportunity exists – providing you know who to target, when and how.

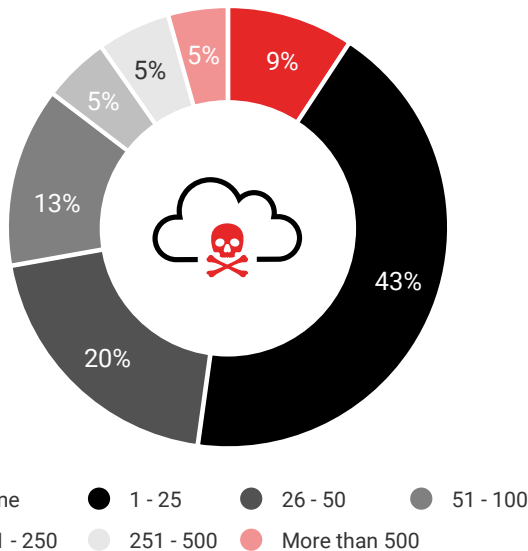
Leverage the following insights to ensure your business is working to solve the pain points identified, adapt to a changing market and capture the demand.

CONTENTS

What value will this mini guide provide Enterprise Security vendors?	PAGE 2
Key pain points for IT professionals	PAGE 3
Market trends & investment areas for Enterprise Security vendors	PAGE 6
Identifying demand for Enterprise Security solutions	PAGE 9
Creating content that resonates	PAGE 12
Key takeaways: How to win	PAGE 19

KEY PAIN POINTS FOR IT PROFESSIONALS

HOW MANY CYBERATTACKS DID YOU RECORD BETWEEN 2021 AND 2022?

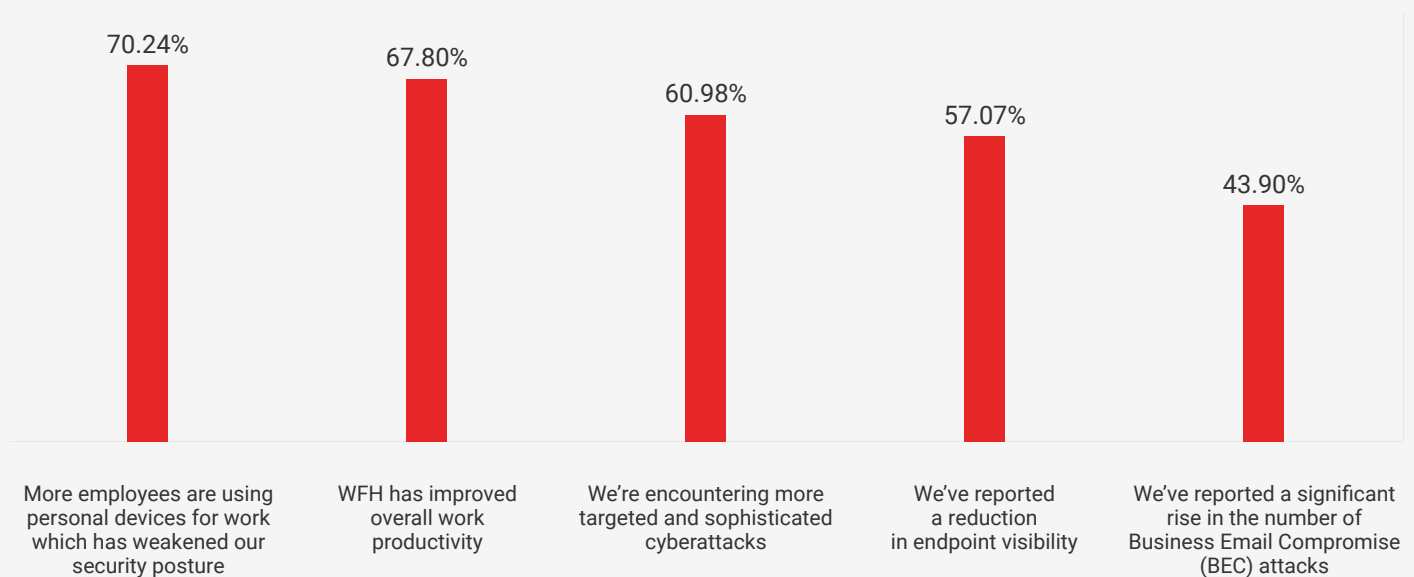


63%

Nearly two-thirds of IT professionals reported up to 50 cyberattacks between 2021-22, with 10% recording over 251.

The rise of remote working, deploying more services in the cloud and broader applications creates complexity – heightening the risk to IT infrastructure and services.

Many organizations have embraced remote working due to COVID-19. Which of the following statements apply to you?





THE TYPICAL MALWARE ATTACK IS THE GREATEST CHALLENGE FOR BUSINESS AND IT LEADERS

64%



64.39%

Malware (including fileless malware)



57.07%

Cloud Security



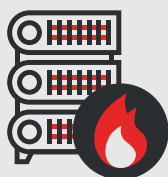
51.22%

Phishing and Social Engineering



42.44%

Ransomware



26.34%

Data Loss



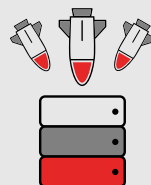
19.51%

Password Attacks



17.07%

End Users / Insider Threats



10.24%

Distributed Denial of Service (DDOS)



8.29%

SQL Injection



3.41%

Formjacking



THE **SMALLEST COMPANIES** (250 TO 499) RATE LAPTOPS AS THE **BIGGEST THREAT** (35%), WHILE **ONLY 1 IN 4 (25%)** REPORT NO ATTACKS, SUGGESTING THEIR IT SECURITY MAY NOT BE AS MATURE.

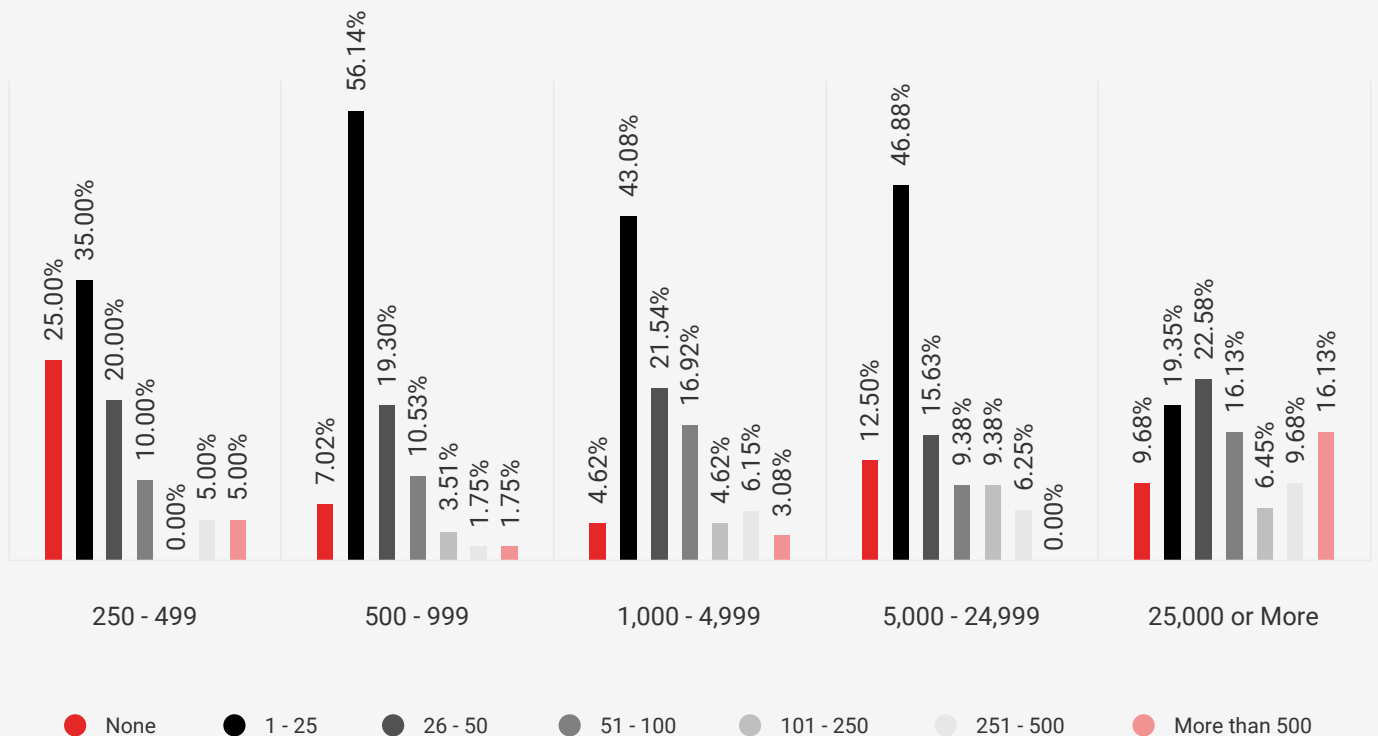


THE **LARGEST ENTERPRISES** (25,000 OR MORE) SEE **CLOUD DOMINATE** AS THE **MOST VULNERABLE ENDPOINT** **39%**.



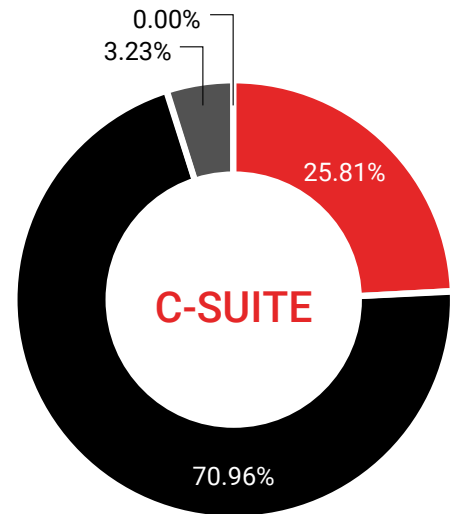
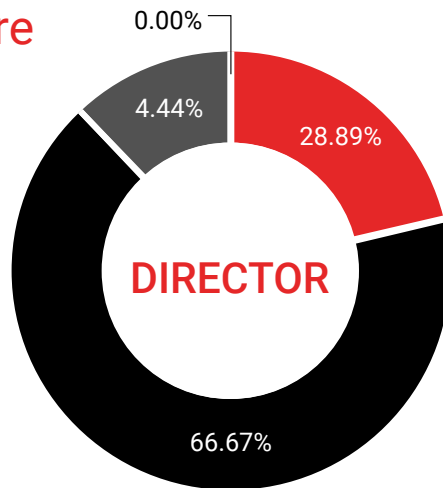
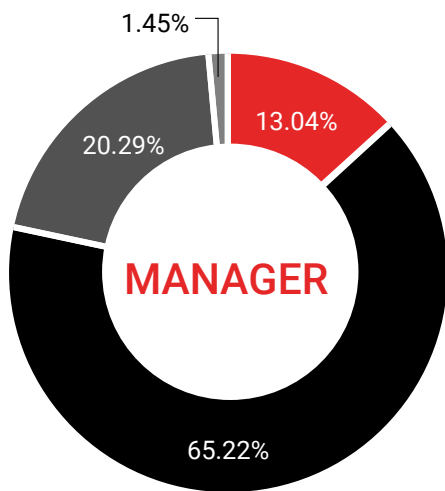
61% OF IT PROFESSIONALS REPORTED MORE **TARGETED AND SOPHISTICATED** CYBERATTACKS DUE TO COVID-19.

The number of cyberattacks recorded between 2021 and 2022 vs. company size



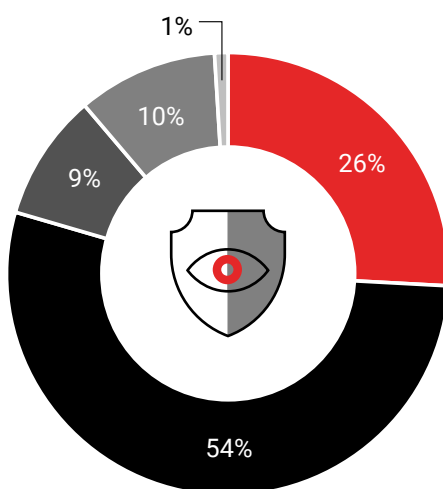
MARKET TRENDS & INVESTMENT AREAS FOR ENTERPRISE SECURITY VENDORS

Overall security posture vs seniority level



● Very secure ● Secure ● Neither ● Weak

HOW CONFIDENT DO YOU FEEL ABOUT YOUR EMPLOYEES' LEVEL OF SECURITY AWARENESS?



● Very confident ● Fairly confident ● Neither ● Not confident ● Not at all confident

74%

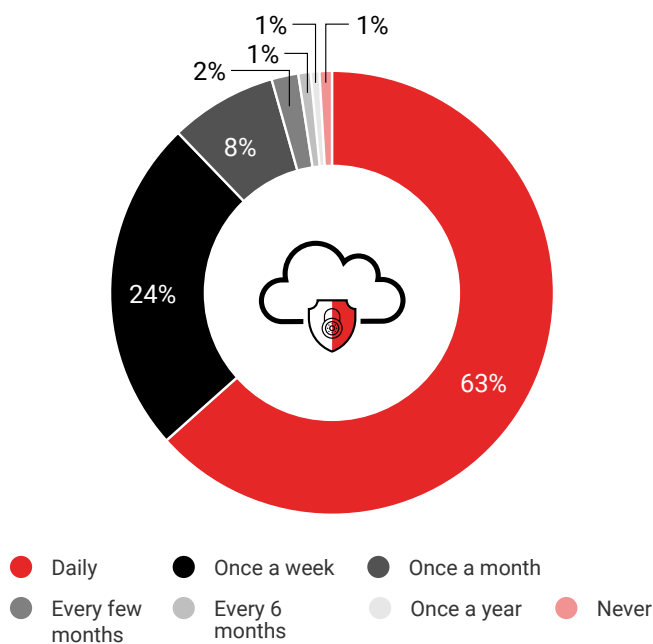
Nearly three-quarters of IT leaders are extremely concerned about the security of their cloud-based systems, data and infrastructure.

54%

Over half are fairly confident in their employees' level of security awareness, over a quarter (26%) are very confident, while just 1% are not confident at all.

In the UK, only 6% of companies rate their overall posture as weak, compared to zero in the US. Only 17% in the UK think they're very secure, compared to 27% in the US.

HOW OFTEN DO YOU BACKUP YOUR DATA?



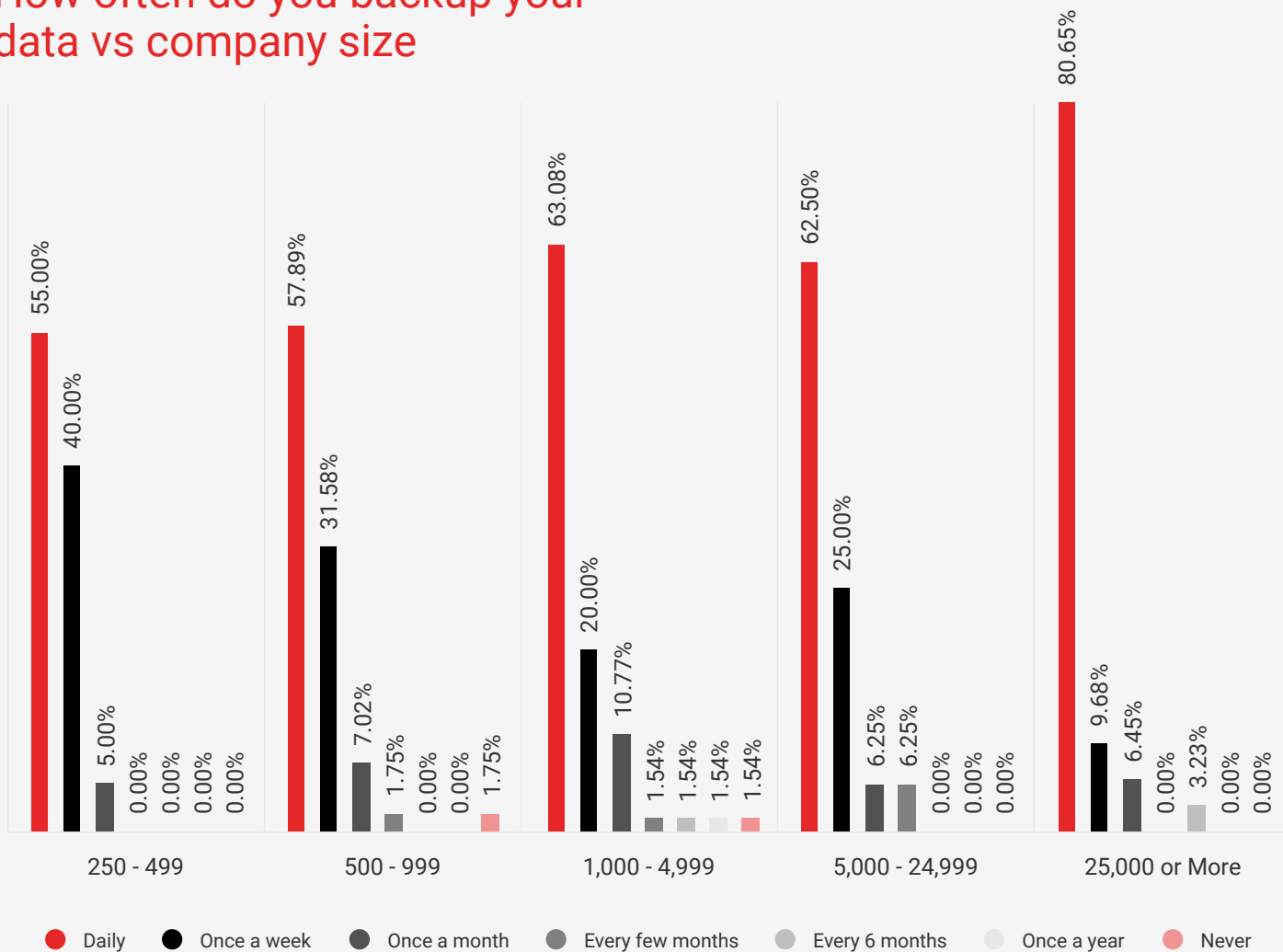
63%

Almost two-thirds (63%) of businesses backup their data daily, with almost a quarter (24%) doing so weekly. 81% of large enterprises backup daily, compared to just over half (55%) of the smallest firms.

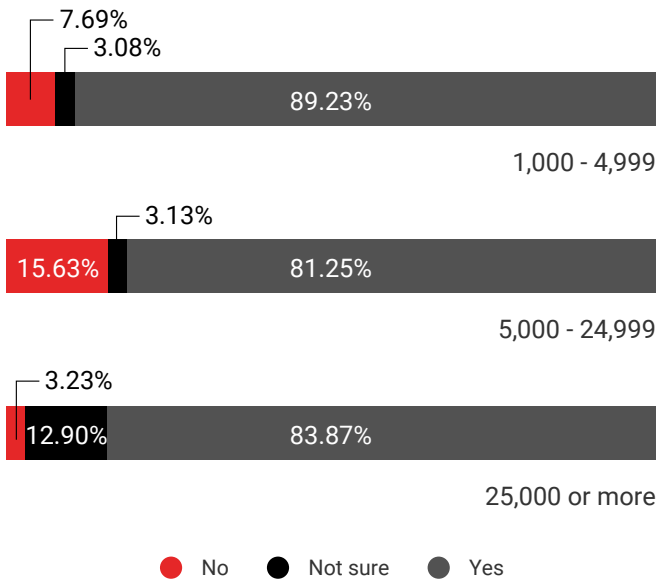
80%

Only 80% of organizations are encrypting key financial data, meaning 20% remain vulnerable if hacked, to further financial theft or exposure to greater risk.

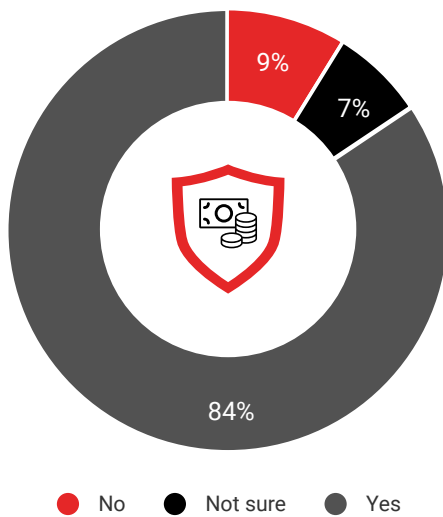
How often do you backup your data vs company size



DO YOU HAVE ENOUGH BUDGET TO KEEP YOUR SYSTEMS SUFFICIENTLY SECURE VS COMPANY SIZE



DO YOU HAVE ENOUGH BUDGET TO KEEP YOUR SYSTEMS SUFFICIENTLY SECURE?



58%

Over half (**58%**) whose companies spend between **\$100,000** and **\$1,000,000** on IT security should act as pacesetters for those unsure about how much to spend.

52%

52% of C-Suite executives are prepared to spend between **\$250,000 to \$1,000,000** on new security solutions, with **40% of Directors** spending **\$100,000 - \$500,000**.

Two-thirds (**64%**) of **Managers** are only willing to spend **up to \$250,000** on new security solutions.



IDENTIFYING DEMAND FOR ENTERPRISE SECURITY 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.

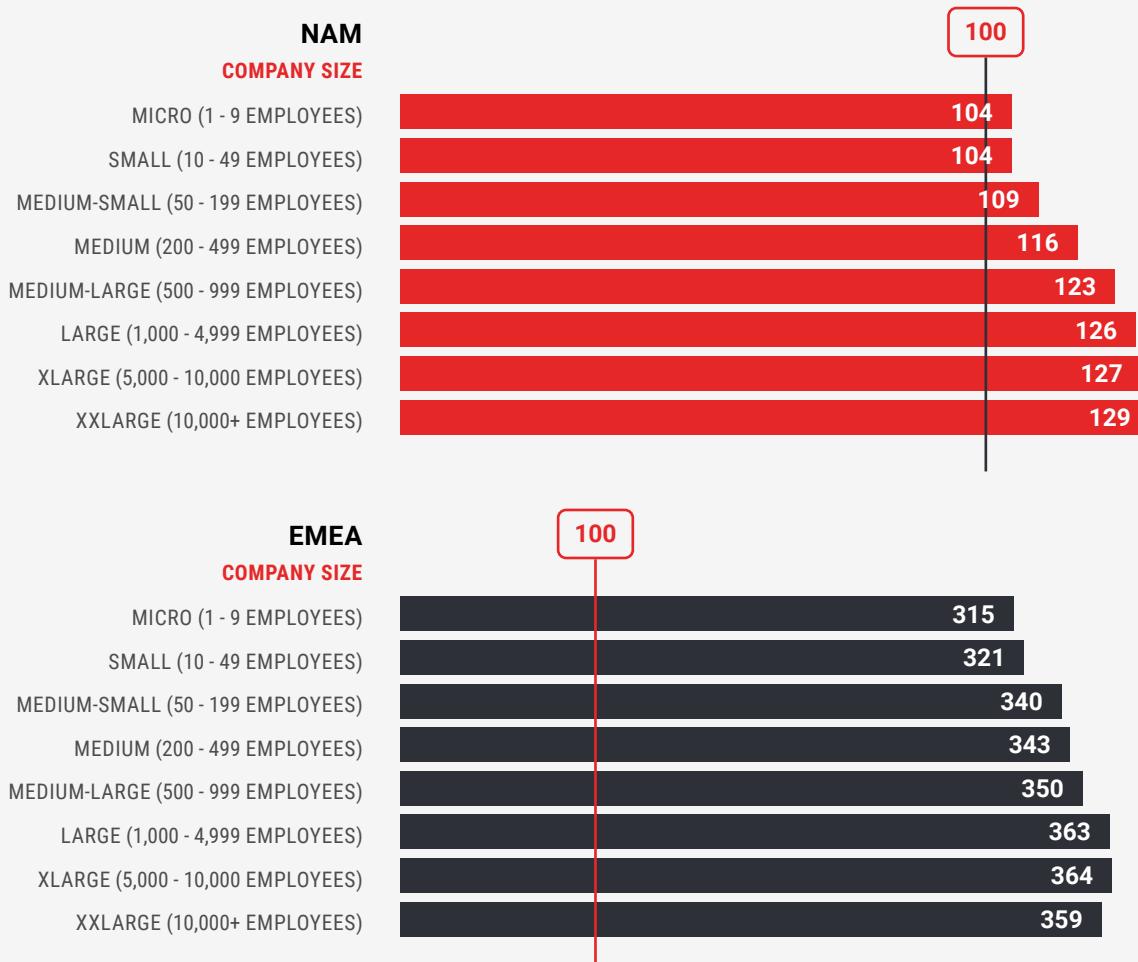
Using intent data we can identify criteria such as company size and industries. Then, drilling deeper into intent topics and specific account data, a Target Account List (TAL) can be built at a country level. Knowing where the demand for Enterprise Security solutions is at its highest enables a data 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.

GET IN TOUCH AND
CLAIM YOUR CUSTOM
TARGET ACCOUNT
LIST TODAY

Contact Us

COMPANY SIZE: NAM VS EMEA





TOP INDUSTRY INTEREST: NAM

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	Business Domain	Company Name	Company Size	Industry	Topics Spiking in Interest	Average Company Surge Score
1	gsa.gov	General Services Administration	Medium (200 - 499 Employees)	Government	33	68
2	penmutual.com	Penn Mutual Life Insurance Co.	Large (1,000 - 4,999 Employees)	Insurance	33	66
3	indeed.com	Indeed, Inc.	XLarge (5,000 - 10,000 Employees)	Business Services	33	68
4	commscope.com	CommScope Holding Company, Inc.	XXLarge (10,000+ Employees)	Manufacturing	33	67
5	wdc.com	Western Digital Corporation	XXLarge (10,000+ Employees)	Manufacturing	33	68
6	montgomerycountymd.gov	Montgomery County Government	XLarge (5,000 - 10,000 Employees)	Government	33	69
7	usfoods.com	US Foods Holding Corp.	XXLarge (10,000+ Employees)	Wholesalers	32	66
8	walmart.com	Wal-Mart Stores, Inc.	XXLarge (10,000+ Employees)	Retail	32	65
9	aar.org	Association of American Railroads	Medium-Small (50 - 199 Employees)	Non-Profit	32	67
10	datacenterhawk.com	DatacenterHawk	Small (10 - 49 Employees)	Software	32	68
11	mbusa.com	Mercedes-Benz USA, LLC	XLarge (5,000 - 10,000 Employees)	Retail	32	67
12	zoetis.com	Zoetis, Inc.	XLarge (5,000 - 10,000 Employees)	Healthcare	32	67
13	airgas.com	Airgas, Inc.	XXLarge (10,000+ Employees)	Wholesalers	32	67
14	vmware.com	VMware, Inc.	XXLarge (10,000+ Employees)	Software	31	67
15	firstam.com	First American Financial Corporation	XXLarge (10,000+ Employees)	Insurance	31	67
16	abbvie.com	AbbVie, Inc.	XXLarge (10,000+ Employees)	Healthcare	31	65
17	remax.com	Re/Max Holdings, Inc.	Medium (200 - 499 Employees)	Real Estate	31	66
18	hilton.com	Hilton Worldwide Holdings, Inc.	XXLarge (10,000+ Employees)	Hospitality & Hotels	31	69
19	srpnet.com	SRP Agricultural Improvement	XLarge (5,000 - 10,000 Employees)	Energy, Utilities & Waste	31	68
20	nucor.com	Nucor Corporation	XXLarge (10,000+ Employees)	Resource Extraction	31	68
21	granthornton.com	Grant Thornton LLP	XLarge (5,000 - 10,000 Employees)	Business Services	31	69
22	burnsmcd.com	Burns & McDonnell, Inc.	XLarge (5,000 - 10,000 Employees)	Construction	31	66
23	fnf.com	Fidelity National Financial, Inc.	XXLarge (10,000+ Employees)	Insurance	31	66
24	va.gov	Department of Veterans Affairs	XXLarge (10,000+ Employees)	Government	31	66
25	nasa.gov	National Aeronautics and Space	XXLarge (10,000+ Employees)	Government	31	67
26	umuc.edu	University of Maryland-University	Large (1,000 - 4,999 Employees)	Education	31	68
27	chlorineinstitute.org	Chlorine Institute, Inc.	Small (10 - 49 Employees)	Non-Profit	31	67
28	hubinternational.com	HUB International	XXLarge (10,000+ Employees)	Insurance	31	66
29	btea.tv	Boardwine Electrical SVC.	Small (10 - 49 Employees)	Construction	31	68
30	ralphlauren.com	Ralph Lauren Corporation	XXLarge (10,000+ Employees)	Retail	31	68

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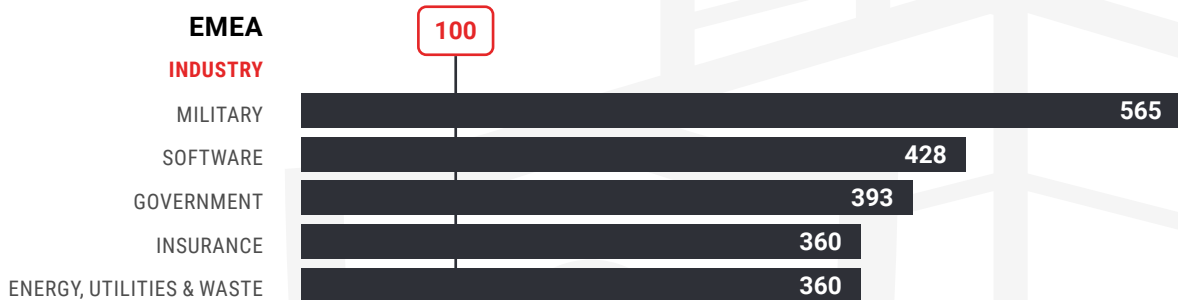




TOP INDUSTRY INTEREST: EMEA

EMEA

	Business Domain	Company Name	Company Size	Industry	Topics Spiking in Interest	Average Company Surge Score
1	regus.com	IWG PLC	XLarge (5,000 - 10,000 Employees)	Business Services	34	70
2	weatherford.com	Weatherford International PLC	XXLarge (10,000+ Employees)	Manufacturing	33	67
3	datacamp.co.uk	Datacamp Limited	Small (10 - 49 Employees)	Software	33	69
4	atos.net	Atos SE	XXLarge (10,000+ Employees)	Software	33	69
5	oxfordpv.com	Oxford Photovoltaics Limited	Small (10 - 49 Employees)	Manufacturing	32	67
6	capgemini.com	Capgemini SE	XXLarge (10,000+ Employees)	Software	32	69
7	home.kpmg	KPMG International Cooperative	XXLarge (10,000+ Employees)	Business Services	32	68
8	airbus.com	Airbus SE	XXLarge (10,000+ Employees)	Transportation & Travel	32	68
9	cgi.com	CGI, Inc.	XXLarge (10,000+ Employees)	Software	31	70
10	sefiber.dk				31	69
11	northernpowergrid.com	Northern Powergrid (Northeast) Ltd	Large (1,000 - 4,999 Employees)	Business Services	31	70
12	dowjones.com	Factiva, LLC	XLarge (5,000 - 10,000 Employees)	Software	31	70
13	db.com	Deutsche Bank Aktiengesellschaft	XXLarge (10,000+ Employees)	Finance	31	67
14	broadcom.com	Broadcom, Inc.	XXLarge (10,000+ Employees)	Manufacturing	31	68
15	9mobile.com.ng	9mobile	Large (1,000 - 4,999 Employees)	Telecommunications	31	68
16	stil.dk	Styrelsen for It og Læring	Medium-Large (500 - 999 Employees)	Software	31	69
17	eand.com	Etisalat	XXLarge (10,000+ Employees)	Telecommunications	31	66
18	federalmogul.com	Federal-Mogul Holdings Corp	XXLarge (10,000+ Employees)	Transportation & Travel	31	68
19	bandwidth.co.uk	Bandwidth Technologies Limited		Software	30	71
20	mayerbrown.com	Mayer Brown LLP	Large (1,000 - 4,999 Employees)	Legal	30	68
21	hosted-by-worldstream.net	Hosted by Worldstream			30	67
22	qinetiq.com	Qinetiq Group PLC	XLarge (5,000 - 10,000 Employees)	Transportation & Travel	30	70
23	sap.com	SAP Se	XXLarge (10,000+ Employees)	Software	30	68
24	claranet.co.uk	Claranet Limited	Large (1,000 - 4,999 Employees)	Software	30	67
25	sata.pt	SATA	Large (1,000 - 4,999 Employees)	Transportation & Travel	30	68
26	hwclouds-dns.com				30	68
27	avid.com	Avid Technology, Inc.	Large (1,000 - 4,999 Employees)	Software	30	66
28	cam.ac.uk	Cambridge Museum	XXLarge (10,000+ Employees)	Cultural	30	68
29	thomascook.com	Style Holidays Limited	XXLarge (10,000+ Employees)	Transportation & Travel	29	68
30	shell.com	Royal Dutch Shell PLC	XXLarge (10,000+ Employees)	Resource Extraction	29	69



CREATING CONTENT THAT RESONATES

By studying the surging intent topics with the largest relevant audiences in Enterprise Security, it can help you prioritize your content focus. And by analyzing 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.



COMPUTER HACKING IS SEEING THE LARGEST PERCENTAGE CHANGE IN INCREASED SEARCHES WITH

186%


































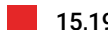

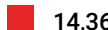

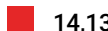

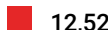

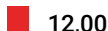

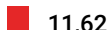

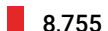

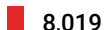

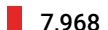
UPLIFT IN THE PAST 90 DAYS IN NAM WHILE

DATA ENCRYPTION SEES THE BIGGEST INCREASE IN EMEA WITH AN UPLIFT OF

246%





















































NAM

	Topic Field	Percent Change	Businesses with Spiking Intent
1	Security Tools	 43%	 228,453
2	Computer Hacking	 186%	 176,739
3	Cyberattack	 72%	 153,479
4	Malware Attacks	 73%	 107,897
5	Password Protection	-15% 	 58,257
6	Malware Detection	-5% 	 56,520
7	Zero Trust	 15%	 49,335
8	Security Breaches	 156%	 46,347
9	File Sharing	-39% 	 38,923
10	Security Operations	-7% 	 34,488
11	Cloud Security	 6%	 28,847
12	Ransomware	 18%	 24,941
13	Data Encryption	 115%	 24,174
14	Security Automation	 18%	 23,079
15	Endpoint Security	-53% 	 19,533
16	Anti Virus	-11% 	 17,534
17	Cyber Security Framework	 15%	 15,195
18	Data Protection	-46% 	 14,366
19	Malware Threats	-8% 	 14,137
20	Phishing	-36% 	 12,527
21	Endpoint Detection & Response	-15% 	 12,006
22	Security Threats	 6%	 11,626
23	Cyber Security	-24% 	 8,755
24	Security Operations Center (SOC)	-46% 	 8,019
25	Enterprise Mobile Security	-59% 	 7,968

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

1. Security Tools – **228,453** actively searching businesses **+43%**
2. Computer Hacking – **176,739** actively searching businesses **+186%**
3. Cyberattack – **153,479** actively searching businesses **+72%**

EMEA



























	Topic Field	Percent Change	Businesses with Spiking Intent
1	Security Tools	 11%	 27,429
2	Computer Hacking	 131%	 18,600
3	Password Protection	 29%	 17,177
4	Cyberattack	 42%	 17,044
5	Malware Attacks	 54%	 11,886
6	File Sharing	 17%	 8,413
7	Cloud Security	 98%	 8,249
8	Zero Trust	 69%	 7,698
9	Security Breaches	 56%	 6,237
10	Security Operations	 13%	 6,087
11	Data Encryption	 246%	 6,049
12	Endpoint Security	-57% 	 5,665
13	Malware Detection	-51% 	 4,355
14	Data Protection	 4%	 3,950
15	Security Automation	-10% 	 3,834
16	Anti Virus	-21% 	 3,167
17	Ransomware	 25%	 2,976
18	Endpoint Detection & Response	-2% 	 2,902
19	Cyber Security Framework	-14% 	 2,237
20	Enterprise Mobile Security	-34% 	 1,748
21	Phishing	 61%	 1,734
22	Security Threats	 16%	 1,710
23	Cyber Security	-8% 	 1,554
24	Information Security	-23% 	 1,521
25	Web Application Firewall (WAF)	 2%	 1,507

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

1. Security Tools – **27,429** actively searching businesses **+11%**
2. Computer Hacking – **18,600** actively searching businesses **+131%**
3. Password Protection – **17,177** actively searching businesses **+29%**

Diving deeper into Security tools as the leading intent topic we can start to see where the largest relevant audiences are currently, but also look at where significant changes in trends are occurring.

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	Topic Field	Percent Change	Businesses with Spiking Intent
1	Encryption	 121%	 41,599
2	Data Loss Prevention	 49%	 20,081
3	Anti Virus	 18%	 17,534
4	Vulnerability Scanning	 240%	 16,660
5	Endpoint Detection & Response	-2% 	 12,006
6	Role-Based Access Control (RBAC)	 122%	 11,998
7	Managed Detection & Response (MDR)	-47% 	 7,508
8	Identity Access Management (IAM)	 69%	 7,353
9	Web Application Firewall (WAF)	 73%	 5,870
10	Wireless Security	-37% 	 5,673
11	Penetration Testing	-38% 	 3,133
12	Intrusion Detection	-34% 	 2,645
13	Public-Key Infrastructure (PKI)	-17% 	 2,235

TOP 3 SURGING SECURITY TOOL CATEGORIES BASED ON % CHANGE IN THE PAST 3 MONTHS: NAM



























1 VULNERABILITY SCANNING +240%

2 ROLE-BASED ACCESS CONTROL (RBAC) +122%

3 ENCRYPTION +121%



EMEA

	Topic Field	Percent Change	Businesses with Spiking Intent
1	Encryption	 219%	 8,821
2	Role-Based Access Control (RBAC)	 105%	 4,570
3	Anti Virus	 2%	 3,167
4	Data Loss Prevention	-5% 	 3,106
5	Endpoint Detection & Response	 22%	 2,902
6	Managed Detection & Response (MDR)	-26% 	 2,036
7	Vulnerability Scanning	 115%	 1,954
8	Web Application Firewall (WAF)	 17%	 1,507
9	Identity Access Management (IAM)	 8%	 1,109
10	Public-Key Infrastructure (PKI)	 15%	 970
11	Wireless Security	-45% 	 825
12	Penetration Testing	 3%	 436
13	Intrusion Detection	-40% 	 300

TOP 3 SURGING SECURITY TOOL CATEGORIES BASED ON % CHANGE IN THE PAST 3 MONTHS: EMEA

① ENCRYPTION **+219%**

② VULNERABILITY SCANNING **+115%**

③ ROLE-BASED ACCESS CONTROL (RBAC) **+105%**



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 **Enterprise Security** space as identified from our IFP first party data can help give an indication of what's working well at present:

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Category Hub
Enterprise Security

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FEATURED

The State of Enterprise Security in 2022

EVOLVE YOUR SECURITY STRATEGY

A single exposed flaw can expose your firm to a major breach. And as the landscape of "the new normal" becomes clearer, it's time to see how IT is dealing with the current security threats.

LEARN MORE

Endpoint Security

ARTICLE
Tech Insights for Professionals **IFP**
13 Stats on the State of Enterprise Security (and the Impact of Hybrid Work)
SECURITY

ARTICLE
Tech Insights for Professionals **IFP**
NGAV and EDR: The Yin and Yang of Modern Cybersecurity
SECURITY

ARTICLE
Tech Insights for Professionals **IFP**
What Exactly is Cryptography (and How Does it Work)?
SECURITY

ARTICLE
Tech Insights for Professionals **IFP**
So You've Mitigated a DDoS Attack. Now it's Time to Trace it
SECURITY

ARTICLE
Tech Insights for Professionals **IFP**
How to Detect Bot Traffic and Protect Your Site from Web Scraping
SECURITY

What's the current state of cybersecurity in 2022?

It only takes one flaw to jeopardize your business' IT security. So what challenges are IT leaders facing and how are they responding to them?

ACCESS THE REPORT

IFP The State of: **Enterprise Security** in 2022

TOP 5 PIECES OF CONTENT BY VIEWS:

1. 12 Types of Malware Threat and How to Prevent Them
2. 10 Types of Security Threat and How to Protect Against Them
3. The Rise of Non-Malware: How to Defend Yourself from Fileless Infection
4. 7 Firewall Misconfigurations System Administrators Can't Afford to Ignore
5. 3 Types of Encryption to Protect Your Data

TOP 5 PIECES OF CONTENT BY DWELL TIME:

1. Endpoint Security: Eliminate Threats and Improve Visibility and Protection
2. The Ransomware Playbook for 2022 and Beyond
3. 10 Types of Security Threat and How to Protect Against Them
4. 3 Types of Encryption to Protect Your Data
5. How Machine Learning Will Help in the Fight Against Ransomware

TOP 5 PERFORMING EMAIL SUBJECT LINES:

1. Joe, how much could a tech shortage cost your business?
2. MFA: A Must Have For Your Cybersecurity Insurance
3. 10 Ways You Can Maintain Top Level Security in Your Remote Team
4. Old-School vs New-School Security Awareness Training: Here's Everything You Should Know!
5. New-School Security Awareness Training: An IT Manager's Guide

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KEY TAKEAWAYS: HOW TO WIN

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

- **Security Tools** is seeing the biggest spike in intent, mirroring the majority of top performing content by page views, dwell time and email subject lines. These include: *'10 Types of Security Threat and How to Protect Against Them'*, *'Endpoint Security: Eliminate Threats and Improve Visibility and Protection'* and *'10 Ways You Can Maintain Top Level Security in Your Remote Team'*. It's no wonder 52% of C-Suite executives are prepared to spend between \$250,000 to \$1,000,000 on new security solutions.
- **Computer Hacking** has the 2nd greatest rise in intent signals for both NAM and EMEA, correlating with the prioritization of *'Endpoint Detection and Response (EDR)'* by 44% of IT professionals and *'Endpoint Encryption'* by 41%. This isn't surprising, given that Encryption is in the top 3 surging security tool categories based on percentage change in the past 3 months for both regions - coming out top for EMEA. This is reflected in top performing content by dwell time; *'Endpoint Security: Eliminate Threats and Improve Visibility and Protection'* and by both views and dwell time; *'3 Types of Encryption to Protect Your Data'*.
- *'The biggest challenge for business and IT leaders is the typical malware attack'* (64.4%) which ties in with NAM's 3rd largest spike in intent in **Cyberattacks**. With *'nearly two-thirds (63%) reporting up to 50 cyberattacks between 2021-22, with 10% recording over 251'*, computer hacking and cyberattacks are clearly pressing concerns at present. This also reflects the top 3 performing content by views - suggesting this theme and respective titles are encouraging good open rates; *'12 Types of Malware Threat and How to Prevent Them'*, *'10 Types of Security Threat and How to Protect Against Them'* and *'The Rise of Non-Malware: How to Defend Yourself from Fireless Infection'*.
- Almost two-thirds (63%) of businesses **backup data** daily, with almost a quarter (24%) doing so weekly. Regular backups will aid business recovery efforts in the case of any major event and can mitigate ransomware attacks if the company protects and stores them remotely, to prevent the ransomware perpetrators from accessing them.



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.



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