

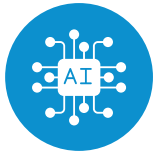
Revolutionizing lead generation with AI-powered GTM data

The Challenge

Symantec's lead dataset was primarily made up of generic IT decision-makers and influencers, which did not align with their Ideal Customer Persona (ICP). This mismatch resulted in the marketing team spending significant time and effort to identify the target personas responsible for Enterprise Firewall and Endpoint Security. Ultimately, the absence of Go-to-Market ready leads adversely impacted the performance of their marketing campaigns.

The Solution

With RightLeads' AI-based prioritization, Symantec was able to identify InfoSec decision-makers and influencers within named accounts that aligned with their ideal target persona. The leads were further enriched with detailed contact data and account information, which paved the way for more accurate marketing initiatives. With this information, Symantec's marketing team was empowered with a clearer picture of prospects, allowing them to segment and customize their messaging better than ever before.



AI Prioritized Leads



RightLeads is Go To Market ready



Data Unification



About Symantec - by Broadcom Software

Symantec provides a wide range of cybersecurity solutions for businesses, governments, and individuals. These solutions include antivirus software, endpoint protection, email security, web security, network security, and cloud security. They also offer threat intelligence and response services, helping organizations detect and respond to cyber-attacks.

The RightLeads Result



4X increase in lead-to-opportunity conversion with the help of RightLeads' AI-powered heat indexing



RightLeads' recommendation engine helped design the messaging strategy for different lead types



Enhanced firmographic information accelerated re-engagement campaigns



Expanded the Total Addressable Market size 3X times within 2 months

Explore how RightLeads' AI-powered GTM data can improve your sales conversion rate!

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