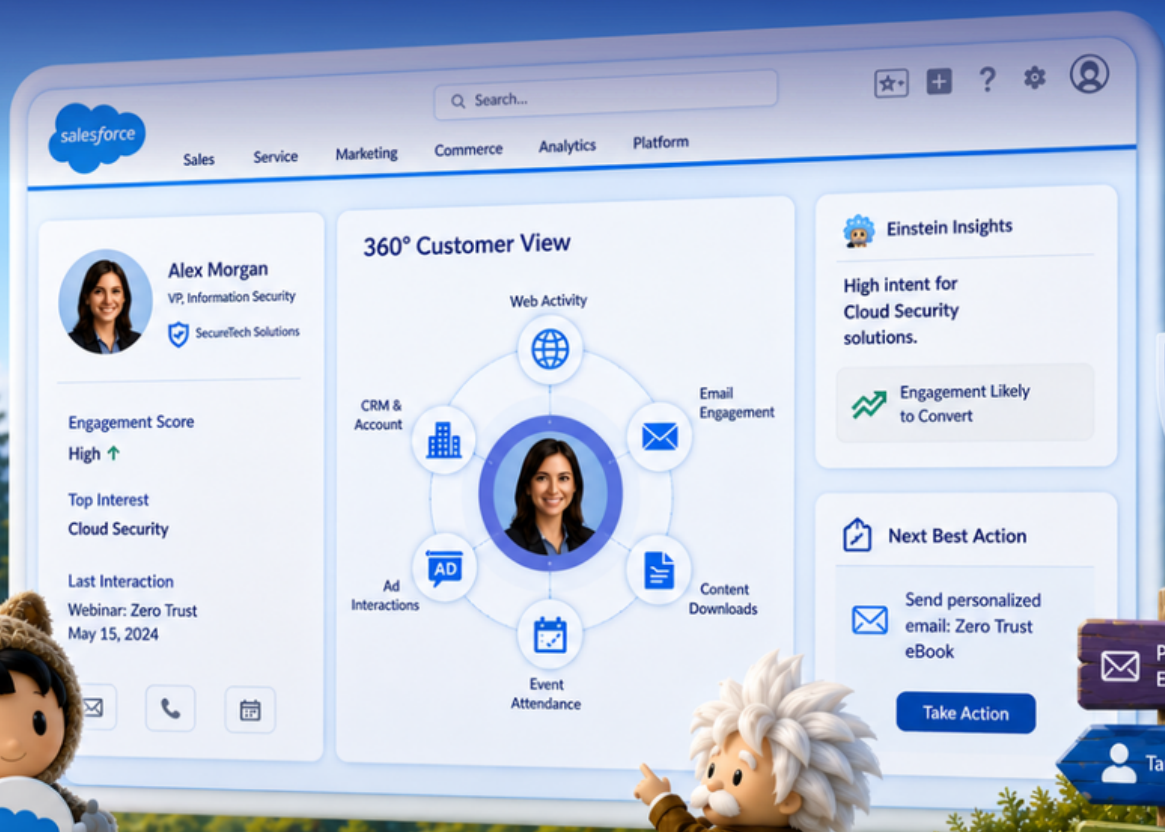


Unifying Customer Data to Drive Personalized Lead Nurturing in Cybersecurity



Personalized Emails

Targeted Content

Nurture & Convert

Problem Statement:

A US-based company specializing in Cybersecurity and Log Management Software was rapidly expanding its digital presence and customer outreach across multiple channels. However, as the business grew, customer data became fragmented across websites, advertising platforms, and CRM systems, making it difficult to build a unified view of prospects and customers. At the same time, inconsistent and unclean data created gaps in tracking customer interactions, engagement patterns, and buying intent.

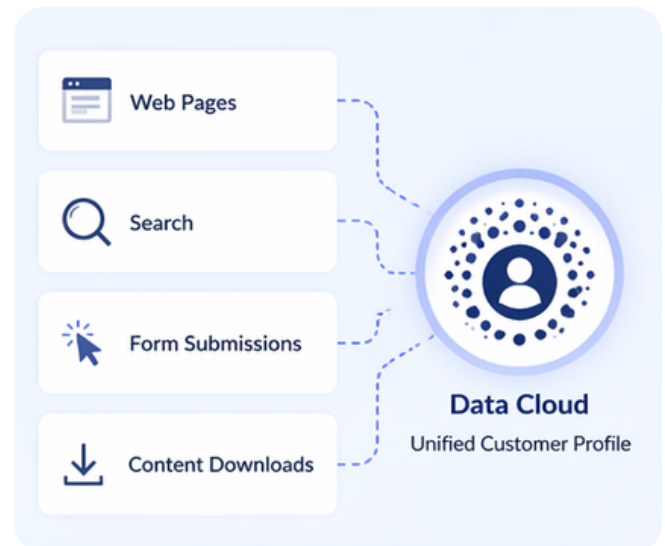


For a company focused on delivering intelligent security insights to its customers, the lack of visibility within its own marketing and sales ecosystem became a growing challenge. Marketing teams struggled to identify the right prospects, personalize communication, and measure campaign effectiveness with confidence. As a result, campaigns were less targeted, ad spend optimization became difficult, conversion rates started declining, and valuable revenue opportunities were being missed in an increasingly competitive cybersecurity market.

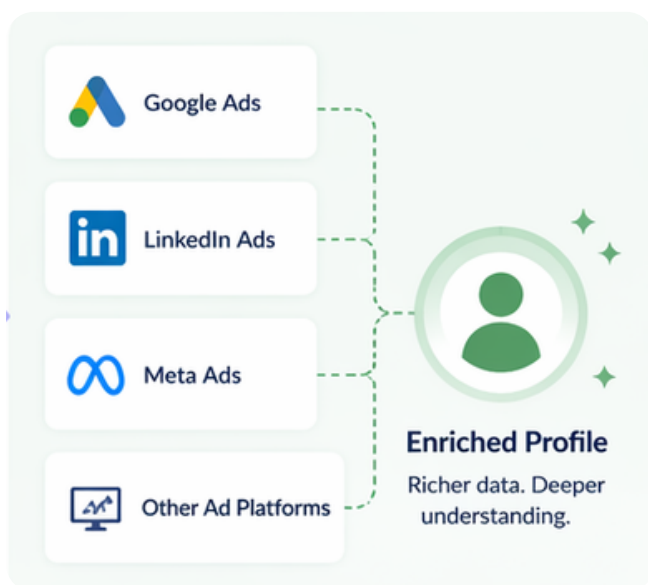
Key Insights:

1. Website data captured and unified in data cloud:

Website forms were integrated with Salesforce Data Cloud to capture visitor behavior such as page visits, engagement, and form interactions. Form submissions were linked to CRM records using identity resolution, creating unified customer profiles.



2. Advertising data used for profile enrichment:



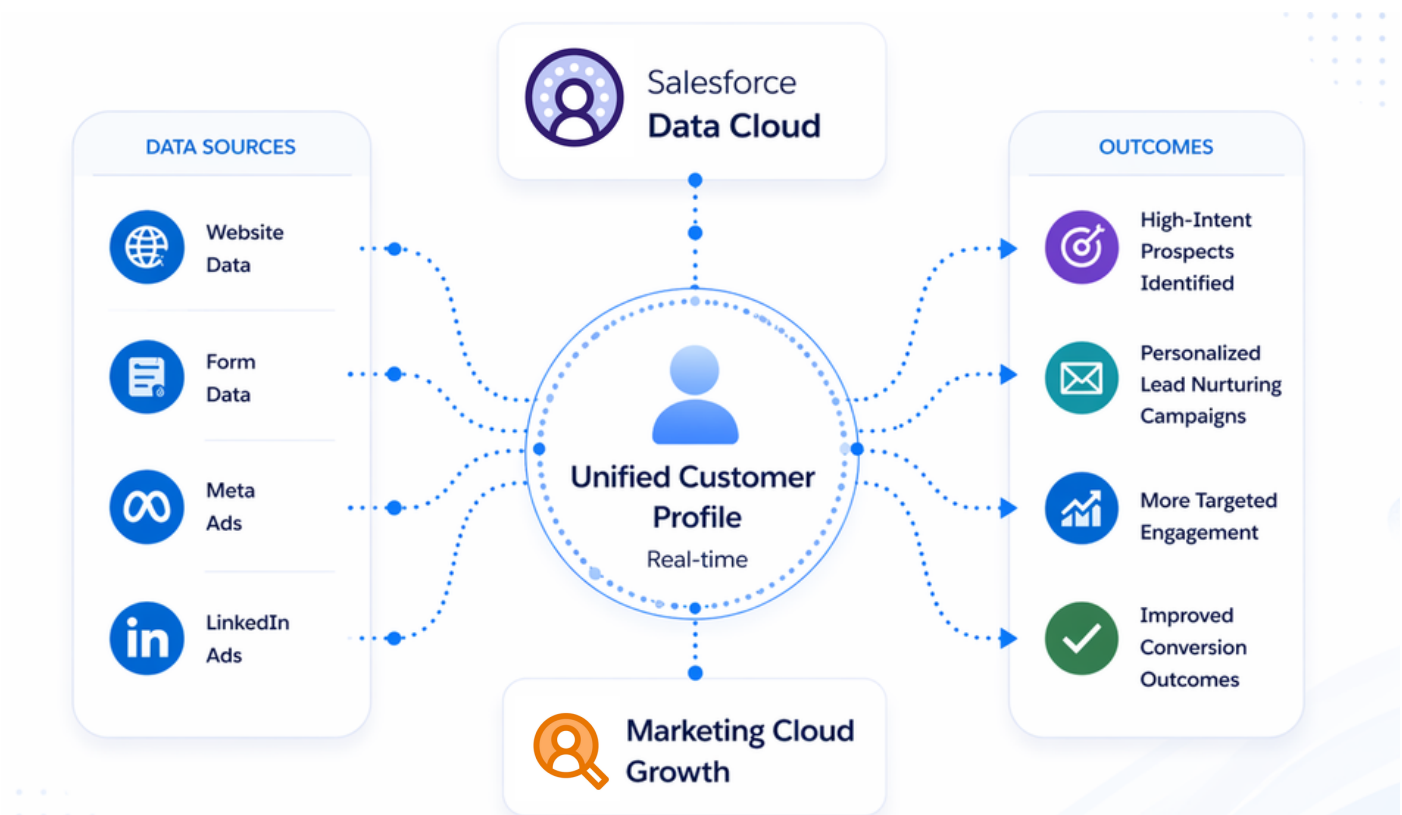
Data from Meta and LinkedIn campaigns was ingested, cleaned, and mapped into Data Cloud. This enriched customer profiles with ad engagement and campaign insights, enabling better targeting and segmentation.

3. Insights and segments for lead nurturing:

Calculated insights were used to identify high-intent prospects based on combined data signals. These segments were activated in Marketing Cloud Growth to run personalized lead nurturing campaigns with relevant content.



Summary:



Implemented Salesforce Data Cloud and Marketing Cloud Growth to transform the cybersecurity company's fragmented marketing ecosystem into a connected, intelligence-driven customer engagement platform. Customer interactions from websites, forms, CRM systems, and digital advertising channels such as Google, Meta and LinkedIn were unified into a single customer view, enabling the business to better understand prospect behavior and engagement patterns across the buyer journey.

Using Data Cloud's calculated insights and segmentation capabilities, high-intent prospects were identified in real time and activated through personalized lead-nurturing journeys in Marketing Cloud Growth. Strong data governance, identity resolution, and consent management frameworks were also implemented to ensure compliance, improve data quality, and maintain customer trust.

As a result, the company gained a real-time, 360-degree customer view, improved campaign targeting, optimized marketing spend, and achieved stronger engagement and conversion outcomes across its cybersecurity solutions portfolio.

Salesforce products used:



Data Sources Used:

- 1. Website Forms (Free Trial Form, Signup Form, Subscriber Form)
- 2. Website Visitor Behavior Data – Google Analytics (Page Visits, Session Engagement, Form Interactions)
- 3. Meta ads (Lead Forms, Ad engagement data, PII)
- 4. LinkedIn ads (lead gen forms, campaign engagement data, PII)
- 5. Salesforce CRM (existing leads and contact records)

Applied Insights and Predictions:

Type	Description
Calculated Insights	Lead score: A composite score calculated from weighted behavioural signals including product page visits, whitepaper downloads, form submissions, and advertising interactions. Used to classify prospects into high, medium, and low intent tiers for prioritised nurturing.
Calculated Insights	Engagement Frequency Score: Tracks the recency and frequency of a prospect's interactions across web and advertising channels over a defined time window. Helps identify actively engaged prospects versus those who have gone dormant, enabling re-engagement strategies.



Type	Description
Calculated Insights	Topic Interest Classification: Identifies the primary product area or solution theme a prospect has engaged with most based on pages visited and content downloaded. Used to personalise email journey content in Marketing Cloud Growth.
Predictive Models	High-Intent Prospect Identification: Predictive segmentation model built on historical form conversion data and behavioural patterns to identify prospects most likely to request a demo or engage with a sales representative. Applied to prioritise outreach in Marketing Cloud Growth email journeys.
Predictive Models	Lead conversion Likelihood Score: A model that assigns each unified profile a probability score for converting from a marketing lead to a sales-qualified lead (SQL), based on engagement depth, source channel, attributes, and behavioural history within Data Cloud.

Impact:

The implementation delivers a unified and real-time prospect view by consolidating website, advertising, and CRM data into a single profile for each prospect. This enables improved lead quality by identifying and targeting high-intent prospects who are more likely to convert.

Personalized outreach is enhanced through tailored email journeys based on individual interests and engagement behavior. Integration of web forms and advertising platforms into a centralized data layer ensures cleaner and more reliable data management, reducing fragmentation.



Additionally, ad efficiency is improved by suppressing already-engaged prospects from paid campaigns, helping minimize unnecessary ad spend. Real-time automated nurture journeys also allow faster engagement with prospects immediately after key intent signals are detected.