

Abnormal Security Case Study

AI-native human behaviour security at enterprise scale.

Abnormal Security is the leading AI-native human behavior security platform, leveraging machine learning to stop sophisticated inbound attacks and detect compromised accounts across email and connected applications.



RESULTS



20%

OF ABNORMAL'S
UK MARKETING
PIPELINE



PRESSURE
REMOVED FROM
THE INTERNAL
SALES TEAM



HEALTHY PIPELINE
SUPPORTING
FUTURE GROWTH



AI BEHAVIOURAL
SECURITY PLATFORM



www.abnormalsecurity.com



HQ — San Francisco,
California



700 EMPLOYEES GLOBALLY

REAL CONVERSATIONS.
A MORE SECURE TOMORROW.

BACKGROUND



Abnormal Security has been using ProspectAware's appointment-setting services for the past year to help build their sales pipeline through targeted, qualified leads, resulting in face-to-face meetings with senior executives within enterprise accounts.

RAPID GROWTH & EXPANSION



Abnormal Security (Abnormal) was founded in 2018, with their headquarters in San Francisco. They are currently the second-fastest growing cybersecurity company in history. Abnormal has always been focused on solving the email security problem through Artificial Intelligence. Abnormal has developed a cloud-based email security platform, protecting enterprises from targeted email attacks by using abnormal behaviour technology. This combines the abnormal identity model, the abnormal relationship graph and abnormal content analysis to stop attacks that lead to account takeover, financial damage and organisational mistrust. Abnormal Security met ProspectAware at Infosecurity Europe, in June 2023. At that time, they had no requirements for external lead generation support, but after some structural changes within the business to increase head count and with more growth expectations in 2024, Abnormal needed some external resource. Abnormal started working with ProspectAware in September 2023, and have since engaged them for a rolling lead generation campaign.



SU THOMAS — INTERNATIONAL MARKETING DIRECTOR

"Everyone at ProspectAware is consistent and efficient in their communications, and they are always very helpful and professional. Amar and his team are easy to deal with, adapting readily to our changing requirements as we look to grow the business. They understand our products and solutions, and are happy to talk directly to our sales reps and account exec teams. I find that I don't need to micro-manage them and it's relatively light touch. They are the most skilled and trained lead generation agency I have worked with to date and they're satisfactorily fulfilling our needs at this stage of our growth."

Human behaviour intelligence. Senior conversations. **Stronger pipeline.**



A targeted strategy for accelerated growth.

Account-focused outreach.
Enterprise-level conversations.



THE CHALLENGE

Abnormal's SDR team had focused on inbound sales. While increasing headcount and preparing for further growth in 2024, the company identified a gap in lead-generation resource. Entering a new region also created a data challenge: building a high-quality database takes time.



A TARGETED LEAD-GENERATION STRATEGY

Abnormal moved from broadly targeting enterprise accounts to asking ProspectAware to focus on specific accounts. ProspectAware brought more than 15 years of executive-level appointment-setting experience, strong technology-prospect relationships and quality data to identify the right contacts and accelerate lead generation.



ENABLEMENT & DELIVERY

Abnormal's sales engineering and internal SDR teams trained ProspectAware's agents on frequently asked questions and objection handling. ProspectAware's agents focused on understanding prospect pain points and telling the story effectively rather than going too deeply into the technology.



A PROGRAMME FOR SCALE

Appointments were allocated to specific sales representatives. ProspectAware would generate pipeline at pace for new representatives onboarded over the following three to six months.

REAL CONVERSATIONS.
A MORE SECURE TOMORROW.

GOALS & OBJECTIVES



INCREASE SALES
PIPELINE IN LINE
WITH GROWTH



CREATE A CONSISTENT
STREAM OF FACE-TO-FACE
MEETINGS



ENGAGE SENIOR
EXECUTIVES WITHIN
NEW ENTERPRISE
ACCOUNTS

THE SOLUTION



ROLLING CAMPAIGN
FOR C-SUITE MEETINGS



FOCUSED TARGET
ACCOUNTS



DAILY CAMPAIGN
VISIBILITY



CLEAR APPOINTMENT
STATUS AND CONTROL

The campaign reporting system gave Abnormal daily visibility and control of appointment-setting status.

Focused accounts. Skilled conversations. **Pipeline at pace.**



Promising results. A partnership built to scale.

More opportunities through
focused conversations.

ProspectAware has helped accelerate Abnormal Security's growth into new markets with a consistent stream of high-quality meetings and a scalable approach.



RESULTS



20%

OF ABNORMAL'S
UK MARKETING
PIPELINE



CONSISTENT
STREAM OF
INTRODUCTORY
MEETINGS



MEETINGS
CONVERTING TO
OPPORTUNITIES



PROACTIVE
FOLLOW-UP AND
RESCHEDULING



GLOBAL DEMAND
GENERATION PROVIDER



www.prospectaware.com



HQ — Leicester Square,
London

REAL CONVERSATIONS.
A MORE SECURE TOMORROW.

PROMISING RESULTS



Over the past year, ProspectAware has helped accelerate Abnormal's growth into new markets. The campaign created a consistent stream of introductory meetings with potential customers. ProspectAware had access to the right people in targeted organisations and maintained high-quality data. Meetings were converting to opportunities, with a lot more in the pipeline. ProspectAware generated approximately 20% of Abnormal's UK marketing pipeline, increasing as the campaign evolves. ProspectAware proactively followed up and rearranged appointments when necessary.

WHY PROSPECTAWARE?



TECHNOLOGY
EXPERTS



FULL-TIME,
OFFICE-BASED STAFF



NO SCRIPTS USED
DURING CALLOUTS



ACCOUNT-CENTRIC
APPROACH



24/7 CAMPAIGN
VISIBILITY



MULTIPLE
GEOGRAPHIES COVERED



DIVERSE CUSTOMER
BASE



A PASSION FOR
WHAT THEY DO

FUTURE PLANS



As Abnormal Security grows their SDR team, they will continue to use ProspectAware's services to enable the SDR function to keep pace with growth, taking the pressure off the internal sales team.



FAST DEPLOYMENT



Abnormal can be deployed in minutes through an API integration for Microsoft 365 or Google Workspace. Additional protection is available for Slack, Workday, Salesforce, ServiceNow, Zoom, Amazon Web Services and multiple other cloud applications.

More opportunities. Less pressure. **Growth at scale.**