



Cybersecurity & SMBs: The Time is NOW

Find The Best SMB Customers
With Precision Targeting



Cybersecurity and SMBs: The Need is NOW!

66% of small businesses are concerned or extremely concerned about cybersecurity risk.

- 43% of cyber attacks are made against small businesses. This percentage has increased steadily, from just 18% in 2011.
- Consequences include business disruption; financial hit; damage to reputation (with customers, suppliers, partners)
- The pandemic forced many SMBs to expand their digital presence (particularly eCommerce) exposing them to even more cyber risk.
- At least 10 sub-categories for SMBs within Retail have experienced over 100% growth in eCommerce since Q1 2020.**
- Many services businesses now regularly use Zoom and other platforms to conduct a portion of their business and customer interaction

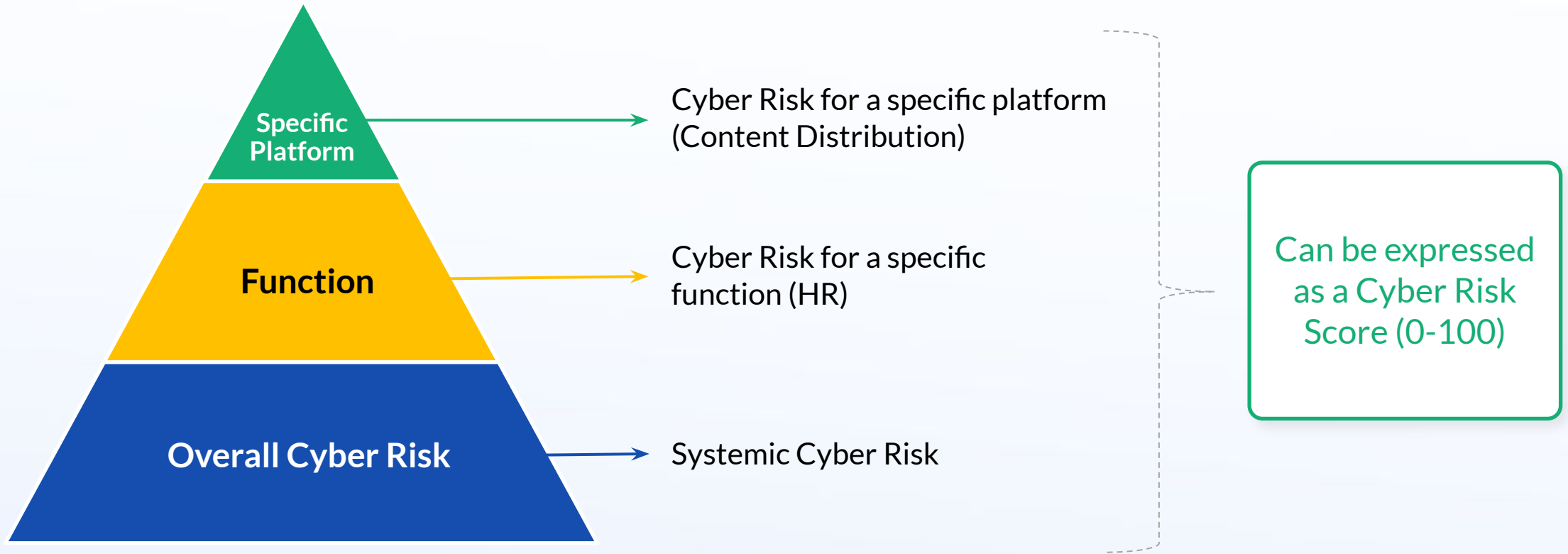
60% of small businesses that are victims of a cyber attack go out of business within six months.



Sources: 2018 State of Cybersecurity in Small & Medium Businesses, Ponemon/Keeper Security. This estimate includes cost of: ransom; time spent on resolution; restoration of systems and data; business down time; etc. US National Cyber Security Alliance, as quoted by Fundera, 2021.

Location of Cyber Risk

The Cyber Risk in an SMB can be localized in a specific platform or function, or wide ranging throughout the business. The location of the Risk can be determined by a security audit or penetration testing. Cyber Risk, particularly overall, can be expressed as a Cyber Risk Score (on a 0-100 scale).



Q: How do you Find the Best Customers for a Cybersecurity Solution?

A: Precision Targeting



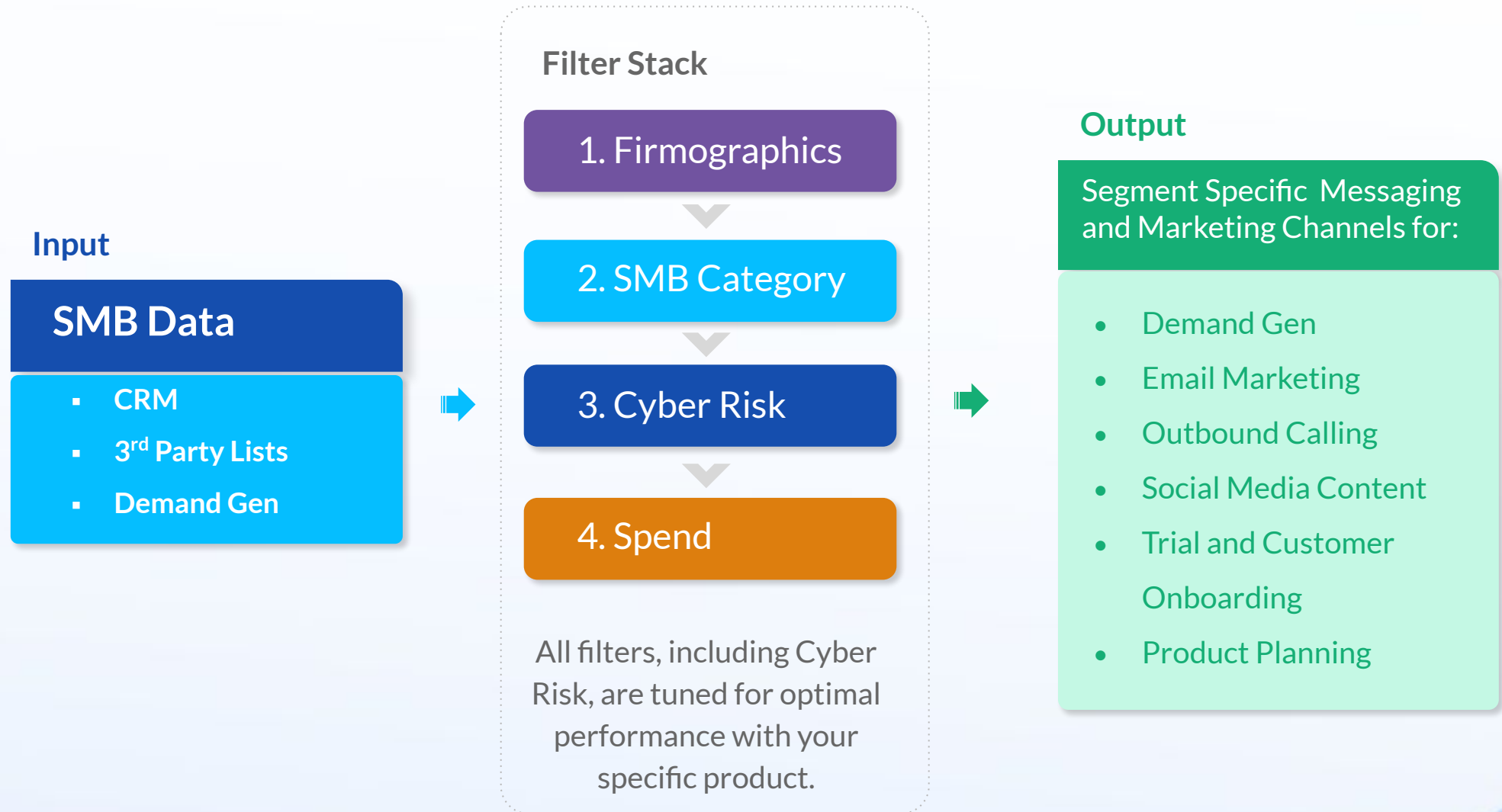
- Identifying the highest quality prospects for your specific Cybersecurity solution is the key to marketing and sales success
- The old approach, of shoveling large numbers of poorly-qualified, simplistically segmented SMBs into the marketing and sales funnel is failing
- The only way to succeed is with Precision Targeting, using a Filter Stack tuned specifically for your solution

Your Goal

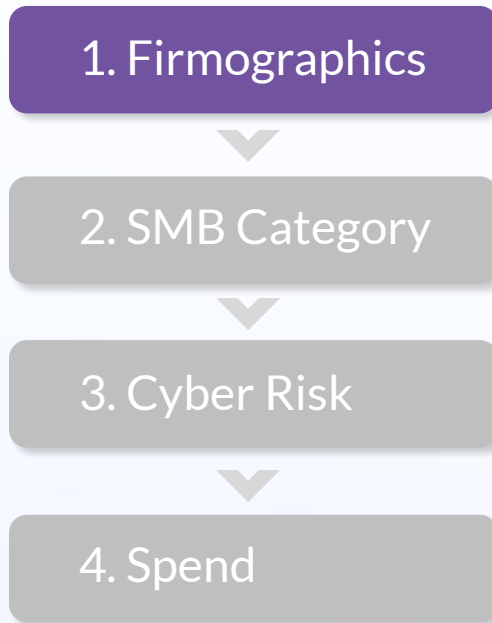
Find SMBs that have a clear need for your specific product, are “**technology forward**” and have a history of spending to grow their business.

Precision Targeting Requires a Filter Stack

Precision Targeting requires multiple filters, which we call a Filter Stack.



1. Filter Stack: Firmographics



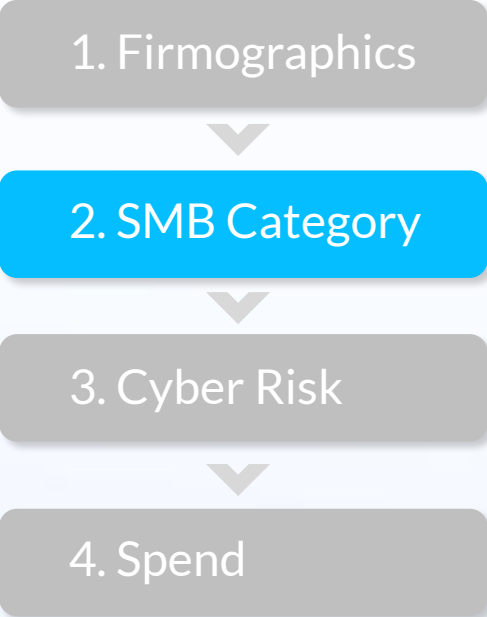
BuzzBoard's robust SMB data set supports all the popular firmographic parameters or segments. Any firmographic parameter can be applied to start:

- Business size (measured by revenue or headcount)
- Age (years in business)
- Location count
- Estimated growth
- Business operating model
- Size of digital footprint (including various components, like specific social media platforms)

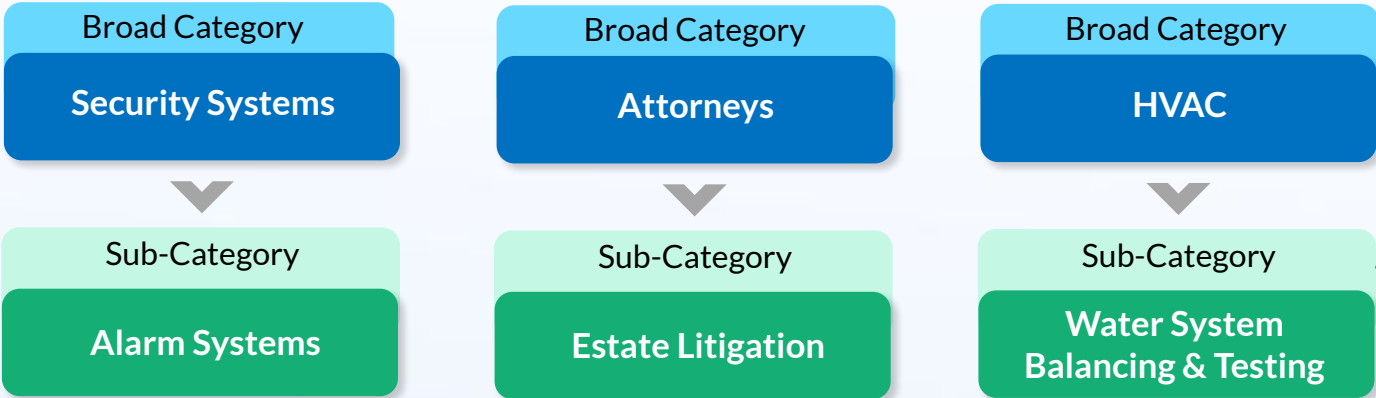
2. Filter Stack: SMB Categories

In addition to the usual category taxonomies (NAICS, Google), BuzzBoard has developed its own proprietary taxonomy. The BuzzBoard taxonomy incorporates the popular ones and adds additional detail to true up the inaccuracies found in other taxonomies.

The BuzzBoard taxonomy is superior in identifying sub-categories. This is particularly useful when tuning the Filter Stack down to a specific product level. Sub-categories are also highly valuable in tailoring marketing messages.



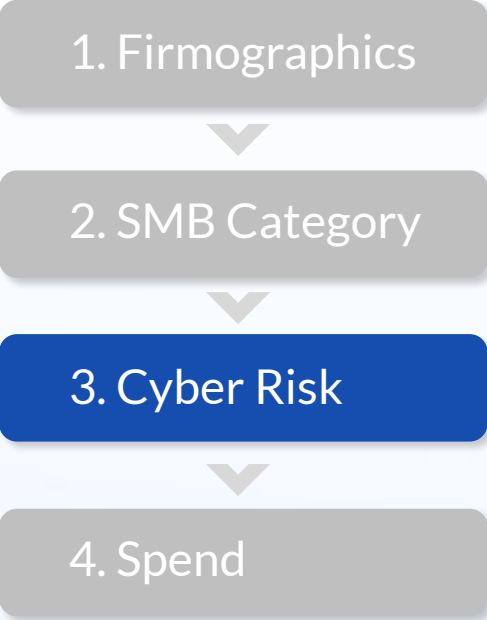
Sub-Categories Enable More Precise Targeting



Sub-categories allow more precise targeting, and more tailored messaging.

3. Filter Stack: Cyber Risk Type

BuzzBoard’s AI-powered discovery bots constantly comb the digital footprints of 30+ million SMBs. They look for “signals” about the SMBs, their operations and infrastructure. The bots acquire hundreds of signals per SMB, including many on Cyber Security. Cyber Security signals include:



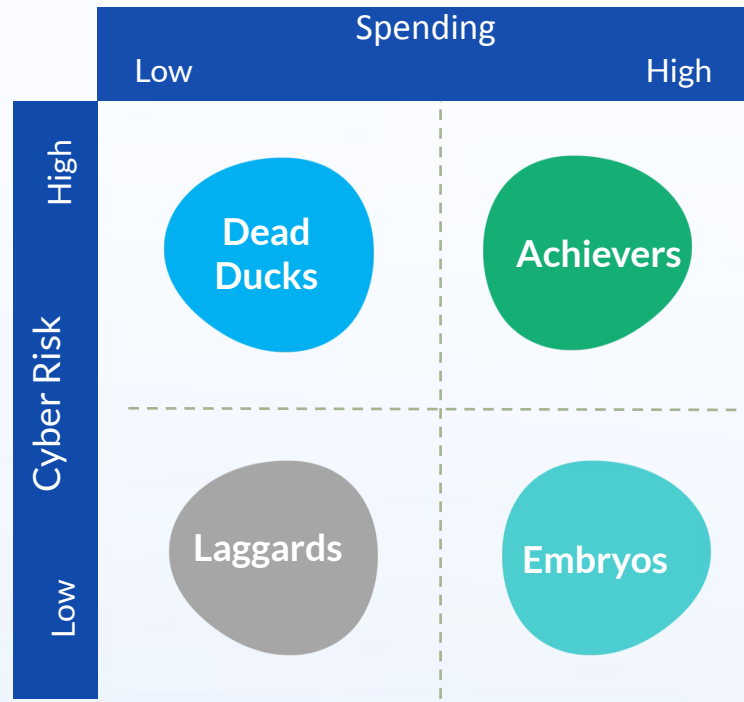
Website Security	<ul style="list-style-type: none">• Site Safety & Security• SSL	<ul style="list-style-type: none">• Wordpress Vulnerabilities• Host Configuration
Data Security	<ul style="list-style-type: none">• Login on Website• SSO Availability	<ul style="list-style-type: none">• Policies (Privacy, Cookies)• Security Certifications
Email Security	<ul style="list-style-type: none">• Secure Email Server• Configuration Check	<ul style="list-style-type: none">• MMARC & SPF
Domain & Hosting	<ul style="list-style-type: none">• DNS• Open Ports	<ul style="list-style-type: none">• Domain Security
Security Technologies	<ul style="list-style-type: none">• DDos Protection & Mitigation	<ul style="list-style-type: none">• Bot Detection & Mitigation• Other Security

4. Filter Stack: Spend

The best filters also include a screen of the SMB's overall spending history (advertising, customer service, web presence, technology). When combined with the Cyber Risk assessment, the resulting segmentation is highly powerful.



Cyber Risk/Spend Opportunity Matrix



Profiles of Quadrants

Achievers: Businesses that have high cyber risk (heavy Ecommerce with social media). They probably know there's risk, but they may still have security gaps. They have history of spending robustly. The best prospects.

Embryos: Businesses that have low cyber risk (some professional services). They have a history of spending robustly. Probably not good prospects.

Laggards: Businesses that have low cyber risk. They do not have a history of spending. Unattractive prospects.

Dead Ducks: Business that are have high cyber risk but may not realize it. They do not have a history of spending. May be worth cultivating selectively.

Contact Us for a Demonstration



For a demonstration or no-obligation trial,
Contact: solutions@buzzboard.com



For more information:
www.buzzboard.com/demo-cyber-risk-signals/



“More than anything else, this is what our customers have been asking for – SMB segments driven by urgent and actionable market needs”.

~ **Umesh Tibrewal**, founder and president of BuzzBoard

About BuzzBoard

Since 2014, BuzzBoard has curated account intelligence data of **30+ million small-to-medium businesses** to help solution providers deeply understand their customers and build trusted relationships with their customers.

BuzzBoard sets itself apart from other data providers with its robust AI-sourced and human audited data tuned specifically to SMB needs, triggers, and behaviors. BuzzBoard's proprietary SMB signal stack and category classification system powers marketing and sales to identify, segment, and score the accounts with the highest revenue potential.

With BuzzBoard account intelligence fueling CRM and marketing automation platforms with ideal customers, demand generation and sales teams now have the insights and recommendations they need to acquire and retain customers with highly personalized interactions at scale.

THANK YOU!

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