![ProspectIQ.ai logo] **ProspectIQ.ai**
Prospect Conversion Platform

Building a Anti-Phishing Solution Marketplace

Three Steps to Sales Success

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2025

Building a Cyber-Security Prospect Marketplace

Introduction

ProspectIQ.ai uses AI to help cyber-security sellers establish bespoke marketplaces where they can identify, interact and book appointments with cyber-security buyers at scale. It is not unusual for our portfolio companies to book 100+ appointments a month when prospecting in this cyber-security marketplaces. Specifically, we follow a three step process to ensure that you can book and perform the exact number of appointments you need to make your sales forecast.

1 ## Step One: Our Cyber-Security Data Universe

First, we have created a data universe filled with all of the cyber-security buyers that might be interested in your solution.   Specifically, this data universe contains 112,413 proven cyber-security buyers.
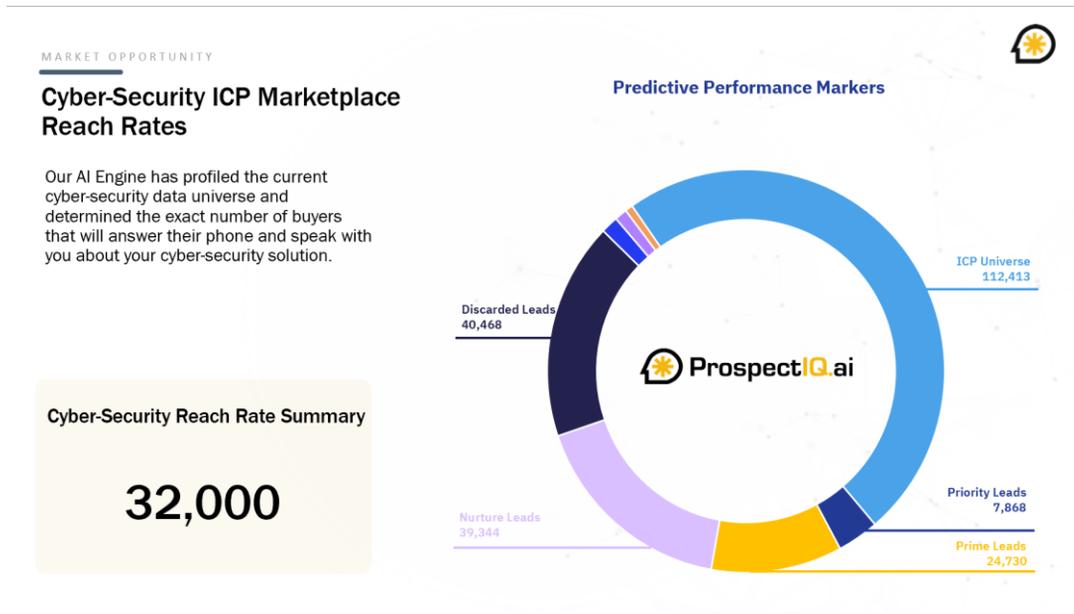
Building a Cyber-Security Prospect Marketplace

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Step Two: Building Your Private Cyber-Security Marketplace

Second, we use our AI engine to identify the companies in that universe that tightly match your ideal customer profile (ICP) AND are most likely to pick up their phone, learn about your anti-phishing solution and then book an appointment. We can also identify strong buying signals so the leads become sales qualified opportunities. This becomes the bespoke marketplace for you to prospect within.

MARKET OPPORTUNITY

Cyber-Security ICP Marketplace Reach Rates

Our AI Engine has profiled the current cyber-security data universe and determined the exact number of buyers that will answer their phone and speak with you about your cyber-security solution.

Cyber-Security Reach Rate Summary

32,000

Predictive Performance Markers

- Discarded Leads 40,468
- ICP Universe 112,413
- Nurture Leads 39,344
- Priority Leads 7,868
- Prime Leads 24,730

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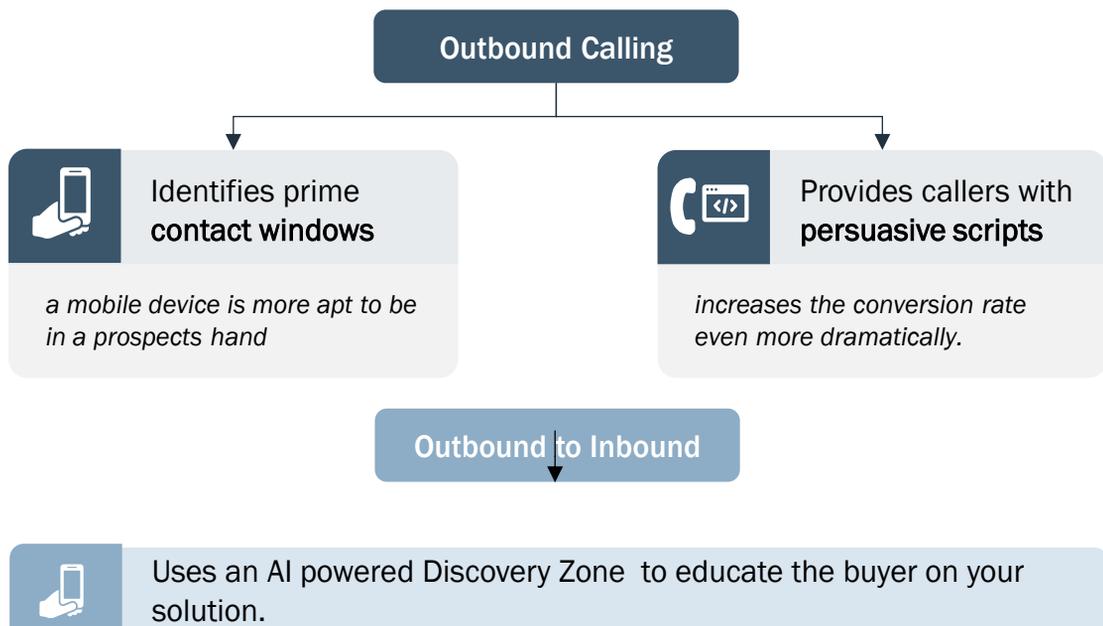## Step Three: Activating Your Prospect Marketplace

The third step is to activate your private marketplace. We do this in two ways:

1. **Outbound Calling:**
   - Our AI Engine knows who to call and when to call your best prospects so they answer the phone at a 25-50% rate rather than the traditional 1% rate.
   - Our AI Engine tells the caller exactly what to say so that they are incredibly persuasive.

2. **Outbound to Inbound:**
   - When prospects say no to an appointment, our callers pivot and get the prospect to opt in to more information.
   - Once they have opted in, we can nurture and educate them using our AI powered Discovery Zone.
   - When the prospect is educated on your solution, they are more apt to schedule and inbound appointment which close at a higher rate.

Outbound Calling

Identifies prime **contact windows**

a mobile device is more apt to be in a prospects hand

Provides callers with **persuasive scripts**

increases the conversion rate even more dramatically.

Outbound to Inbound

Uses an AI powered Discovery Zone to educate the buyer on your solution.

Building a Bespoke Private Prospect Marketplace

Anti-Phishing Marketplace Performance To Date

Last year, ProspectIQ.ai was able to schedule and perform thousands of appointments with sales qualified leads and put millions of dollars into the participants pipelines.   Below are some of our KPIs.

Performance Pricing

The best part about our cyber-security anti-phishing solution is that we offer almost 100% performance based pricing based on how many appointments you perform each month. Moreover, we are , significantly less expensive than competing solutions simply because we use AI to book appointments at scale within each marketplace.