



Prospecting with the Anti-Phishing Solution Marketplace

2025



Prospecting within the Anti-Phishing Solution Marketplace

Introduction

ProspectIQ.ai has used AI to build a anti-phishing marketplace where sellers of anti-phishing solutions can identify, interact and book appointments with cyber-security buyers at scale. It is not usual for participants in this marketplace to book 100+ appointments a per month. Specifically, we have followed a three step process to ensuring that you can book and perform the exact number of appointments you need to make your forecast.

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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 anti-phishing solution. Specifically, this data universe contains 112,413 cyber-security buyers.





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Step Two: Building the Anti-Phishing Marketplace

Second, we used our AI engine to identify the companies in cyber-security universe that tightly match your ideal customer profile AND are most likely to pick up their phone, learn about your solution and then book an appointment. an also provide strong buying signals so the leads become sales qualified opportunities. Specifically, this marketplace shows that there are 32k senior cyber-security professionals that would be interested in an anti-phishing solution and will answer their phone!

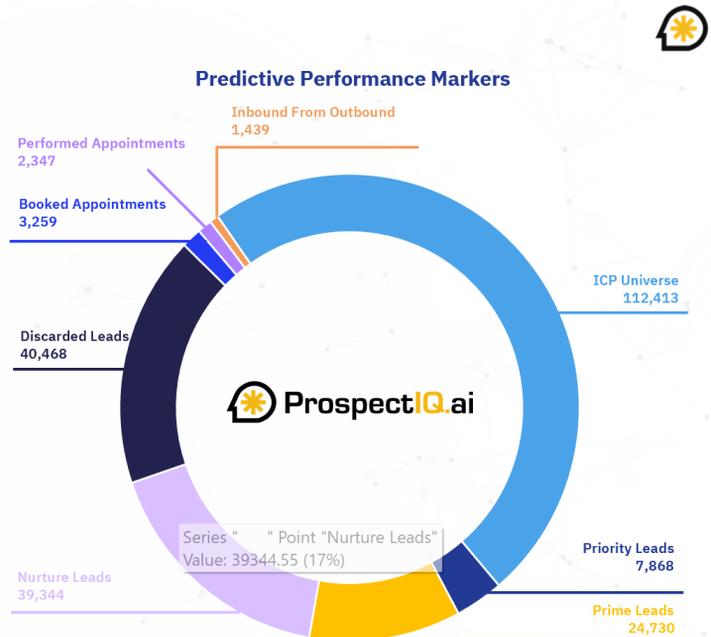
MARKET OPPORTUNITY

Anti-Phishing 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 anti-phishing solution.

Anti Phishing Reach Summary

32,000





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Step Three: Activating the Anti-Phishing Marketplace

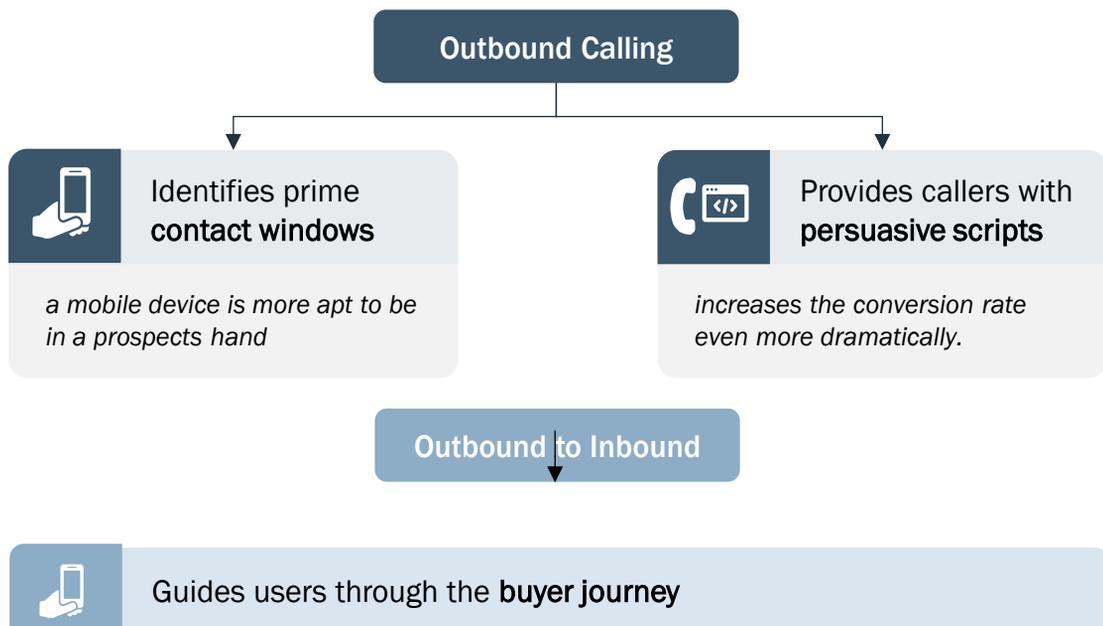
The third step was to activate this bespoke marketplace. We do this in two ways:

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.
- Then we can or you can nurture them through their own self guided sales journey so they book an inbound appointment when ready.
- It's a verbal, one to one ad that has a super high conversion rate and creates true sales qualified leads.





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Step Three: Activating the Anti-Phishing Marketplace (Cont.)

In the past six months, the anti-phishing marketplace has produced amazing results for our anti-phishing solution providers. The market is extremely deep and filled with decision makers that have budget and the desire to look at innovative solutions. Initial results include

- There are 4000 appointments available in upcoming quarter.



- Over 1000 appointments have been booked and
- 24M has been added to the marketplace participants pipelines.





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Conclusion

Participants in our Anti-Phishing solution marketplace are booking and performing appointments at scale.

Whether you want to perform 20 appointments per month or 200, ProspectIQ.ai can ensure that you are going to meet and even beat your forecast in the upcoming year.

The cyber-security buyers in this marketplace are anxious to view all of the competing solutions so that they pick the best one for their unique facts and circumstances.

We look forward to having you participate in this unique scaling experience.