

2024 Threat Intelligence Demand Generation Guide

At DemandSkill, our data team stays ahead of cybersecurity trends, ensuring your strategies remain cutting-edge. The threat intelligence industry is crucial for identifying and mitigating cyber threats through data from OSINT, dark web monitoring, proprietary feeds, and industry collaborations. This guide provides actionable insights for capturing and converting high-quality cybersecurity leads by targeting the right personas with the right message.

Rising Threats in Cybersecurity: Alarming surge in cloud intrusions and credential-based attacks

Recent statistics underscore the increasing severity of cyber attacks. For instance, [CrowdStrike's 2024 Global Threat Report](#) reported a **75% surge in cloud intrusions**, highlighting how attackers leverage valid credentials and legitimate tools to exploit cloud environments, complicating detection efforts. The [IBM X-Force Threat Intelligence Index 2024](#) reveals a **71% YoY rise in attacks involving stolen or compromised credentials**, with data theft incidents now making up 32% of all cyber incidents. And, the prevalence of ransomware remains high, impacting 70% of businesses in 2022, with this figure expected to climb significantly (CrowdStrike).

Engaging Security Professionals: Convert interest into action with surging topics

Using DemandSkill's first-party proprietary platform, we are able to identify the topics trending among cybersecurity leaders and practitioners today. Our latest findings indicate the following topics are being actively researched within the market.

Meet the Personas

Within an account are various personas, each of which plays a different role within the buying committee. It's important to consider their unique interests and pain points as you engage with them on today's trending topics.



- **Persona:** IT Security Leadership
- **Responsibilities:** Decision Making, Budget allocations
- **Titles:** CISO, Security Architect



- **Persona:** Security Operations Center (SOC)
- **Responsibilities:** Budget decisions, technical decisions, regulatory requirements
- **Title:** SOC Manager, Security Analyst, Security Engineer



- **Persona:** Threat Intelligence Team
- **Responsibilities:** Threat hunting, Incident Reports, Threat Profiling, Policy Training
- **Title:** Threat intelligence analyst or lead

	Surging Topics	Top Performing Content*
IT Security Leadership	• Adopting Zero Trust Security Models • Cloud Security Configurations • Leveraging AI to identify patterns	• Emerging cybersecurity threats and defense strategies • Guides and insights on implementing Zero Trust Architecture • How AI is revolutionizing cybersecurity operations • Incident response and cyber resilience
Threat Intelligence Team	• Supply Chain Vulnerabilities • Cyber Threat Hunting • Dark Web Monitoring	• Analysis and insights into sophisticated and persistent cyber threats • Examination of new malware variants, techniques, and their implications • Indicators of Compromise, Cyber Threat Hunting, Dark Web Monitoring • Best practices and platforms for sharing threat intelligence within and across organizations
Security Operations Center (SOC)	• Incident Response Planning and Execution • Compliance and Regulatory requirements • Phishing and Social Engineering Defence	• Strategies and frameworks for effective incident handling and response • Best practices and tools for continuous monitoring and detection of network threats • Techniques and tools for identifying, prioritizing, and remediating vulnerabilities across the organization • Security Orchestration, Automation, and Response (SOAR)

*Based on campaign performance data sourced from DemandSkill's proprietary AI and intent-powered platform.

4 Simple Ways to Optimize Your Threat Intel Demand Strategy

- ✓ Adapt content, messaging, and offers to align with each persona's unique responsibilities, interests, and pain points to optimize conversions.
- ✓ Employ an intent platform or collaborate with a demand partner like DemandSkill to stay current on research trends pertinent to your Ideal Customer Profile (ICP).
- ✓ Leverage the insights above to inform your content strategy. Cross-match your existing content with your target personas - identify the gaps and determine what can be repurposed, then allocate your resources accordingly.
- ✓ Be sure to incorporate a marketing nurture and sales follow-up plan into your strategy. Don't forget to analyze and iterate over time!



Let's Talk

We strive for true collaboration with our clients. Whether you're ready to strategize or just curious about how we can work together, our team is here for you.



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About DemandSkill

We combine industry-leading business intelligence and precision data with cutting-edge artificial intelligence (AI) to identify target prospects and drive pipeline acceleration. Our top priority? Your satisfaction. That's why we work with you to surface the right leads at the right time. Visit us at **demandskill.com** for more.

