

# ISC2™ Drives High-Quality Leads with CyberEdge Cyberthreat Defense Report



## ISC2

**INDUSTRY:** IT Security

**HEADQUARTERS:** Alexandria, VA

**FOUNDED:** 1989

**EMPLOYEES:** 227

**MARKETING STAFF:** 27

**WEBSITE:** [www.isc2.org](http://www.isc2.org)

*“Our partnership with CyberEdge has grown tremendously over the past five years. What started as a report sponsorship has expanded into webinars, content syndication, and deeper integration with our marketing efforts.”*

**Christina Kazle, Sr. Manager,  
Ecommerce & B2C Marketing**

## About ISC2™

ISC2™ is an international nonprofit membership organization focused on inspiring a safe and secure cyber world. Best known for the acclaimed Certified Information Systems Security Professional (CISSP®) certification, ISC2 offers a portfolio of credentials that are a part of a holistic, pragmatic approach to security. Its association of candidates, associates, and members, more than 600,000 strong, is made up of certified cyber, information software, and infrastructure security professionals who are making a difference and helping to advance the industry.

## Marketing Challenge

The cybersecurity industry faces a massive workforce gap, requiring millions more professionals to keep pace with evolving threats. ISC2 provides premier certifications and training to bridge this divide, but reaching and engaging professionals seeking career advancement remained a challenge.

## Solution

Christina Kazle, Senior Manager, Ecommerce & B2C Marketing with ISC2, recognized that effective lead generation required more than traditional marketing—it needed a trusted, high-impact content asset that cybersecurity professionals would value. The CyberEdge Cyberthreat Defense Report (CDR) quickly stood out as the type of trusted, independent research that cybersecurity professionals actively seek.

The Cyberthreat Defense Report is the most geographically comprehensive, vendor-agnostic study of IT security decision-makers and practitioners. Unlike other reports that focus solely on cyberattack statistics, the CDR captures the mindset of cybersecurity professionals, offering insight into how practitioners perceive threats, assess risks, and prioritize investments. For more than a decade, the CDR has been a valuable resource for security leaders looking to benchmark their security postures, budgets, and best practices against industry peers.

Seeing its potential as a top-of-funnel lead generation asset, ISC2 became a platinum sponsor in 2020 and has remained a platinum sponsor ever since, gaining access to high-value, top-tier benefits year after year.

## Challenges:

- ✓ Leverage trusted, independent research to attract and engage high-quality leads
- ✓ Generate high-quality leads to drive demand for training and certification
- ✓ Expand brand awareness to reach cybersecurity practitioners interested in certification

## Solution:

Platinum-level sponsorship of the CDR, delivering:

- ✓ High-quality U.S. leads from CyberEdge report promotion
- ✓ Electronic report distribution rights
- ✓ CyberEdge participation in sponsor-hosted webinar
- ✓ Inclusion of CyberEdge-approved survey question
- ✓ Custom 2-page executive brief and custom infographic
- ✓ Raw anonymous survey data for self-analysis

## Results:

- ✓ Consistent flow of high-quality leads, driving practitioner engagement with ISC2's training and certification programs
- ✓ CDR leads consistently contribute to security practitioners sitting for certification exams
- ✓ Knowledge Vault webinars that consistently highlight CDR data generate 18X more subscribers on a monthly basis and 13X subscribers per webinar



501 E. Las Olas Blvd.  
Suite 300  
Fort Lauderdale, FL 33301

info@cyberedgegroup.com  
800.327.8711  
www.cyberedgegroup.com

## Results

The Cyberthreat Defense Report quickly proved to be a high-impact lead generation and engagement resource for ISC2, delivering tangible marketing and brand-building results. Its success led ISC2 to renew its platinum sponsorship annually, making the report a cornerstone of its demand generation strategy.

The high-quality leads sourced annually through CyberEdge's CDR promotion help ISC2 expand its reach. ISC2 also leverages electronic distribution rights to generate organic leads through its own marketing channels. Both CyberEdge-sourced and ISC2-generated leads feed into Salesforce-driven nurture campaigns, transitioning practitioners from general interest to active engagement with training and certification.

ISC2 also expanded its webinar engagement strategy through CDR sponsorship. What began as a single session grew into 10+ annual expert-led webinars, delivering insights on cybersecurity trends and hot technologies. The depth and credibility of the content fueled word-of-mouth interest, significantly increasing direct and organic subscribers to ISC2's Knowledge Vault Channel.

Platinum sponsorship provides strategic insight into cybersecurity training and certification trends. With a custom survey question, ISC2 gains data-backed validation of how practitioners perceive certification in career advancement. As Kazle explains, "Year after year, findings confirm that practitioners see certification as a critical step in career advancement and job performance." ISC2 integrates these insights into its marketing and messaging, reinforcing the value of its training programs.

Lastly, sponsoring the CDR has strengthened ISC2's brand awareness and underscored its position as the premier provider of cybersecurity certifications, helping more practitioners explore training and certification.

## Why CyberEdge?

ISC2 attributes the success of this initiative to CyberEdge's reputation, expertise, and seamless execution.

- **Trusted, unbiased research and analysis** – The Cyberthreat Defense Report is one of the most respected cybersecurity studies, making it the ideal vehicle for ISC2 to attract and engage high-quality leads.
- **Scalable, expert-driven partnership** – CyberEdge's deep expertise and smooth execution make collaboration effortless, allowing ISC2 to focus on its goals while trusting CyberEdge to deliver results.
- **Comprehensive sponsorship value** – Platinum sponsorship delivers a wide range of high-impact benefits, from lead generation and brand visibility to exclusive research insights and custom marketing assets.

*“The Cyberthreat Defense Report has become one of our most successful lead-generating assets. Year after year, it attracts cybersecurity professionals who trust the report's insights, and that trust translates into engagement with ISC2 training and certification programs.”*