# Gaining a stronger market presence.

Cylance attracts customers and strengthens its brand through personalization with Adobe Experience Cloud.

## CYLANCE

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Saren Sakurai, Director of Marketing, Cylance

**SOLUTION**

Adobe Experience Cloud, including the Adobe Experience Manager and Adobe Target solutions within Adobe Marketing Cloud and the Adobe Analytics solution within Adobe Analytics Cloud

**RESULTS**

**22%** Increase in **TIME SPENT ON WEBSITE** with an improved user experience

**36%** Boost in **MOBILE VISITS** since the website's redesign as a fully responsive experience

Accelerates **WEBSITE DEPLOYMENT** from 6 weeks to just hours with reusable components

Lays the foundation for **GREATER PERSONALIZATION** and innovation through integrated analytics and AI

# Cylance

Established in 2012

Employees: 840

Irvine, California

*www.cylance.com*

## Partner

R/GA

*www.rga.com*

## CHALLENGES

· Personalize the digital experience for customers with consistent branding, easier navigation, and compelling content

· Accelerate deploying websites in multiple markets worldwide and simplify content updates

· Increase conversions by optimizing the click path to fill out a form

· Use data to enable dynamic personalization across the website and marketing campaigns

## USE CASES

· Content Marketing & Velocity

· Digital Foundation

· Personalized Experiences

## Helping businesses outpace cyber threats

In the digital age, businesses face constant threats. Viruses. Phishing attempts. Distributed denial-of-service attacks. Ransomware. Advanced persistent threats. Rather than simply reacting to each new threat, Cylance gives businesses a smarter, more proactive way to approach cybersecurity.

Cylance entered a crowded cybersecurity market in 2012 and gained prominence with its focus on artificial intelligence (AI) and machine learning. Designed to prevent intrusions by predicting what the next attack might look like, Cylance technology runs on more than 10 million endpoints and protects more than 100 organizations worldwide. And the company is still on an upward trajectory.

For the Cylance marketing team, the commitment to growth means that strengthening the brand and attracting new customers remain top challenges. The website plays a central role in both.

"Our website is ground zero for communicating the Cylance brand," says Saren Sakurai, Director of Marketing at Cylance. "Because 70% of our traffic comes from first-time visitors, we see the website as an invaluable opportunity to make a strong first impression and turn leads into customers."

To evolve the website into a more effective tool for growing the business, Cylance set out to make big changes to the customer experience. Using Adobe Experience Cloud as a unified digital foundation, the marketing team transformed its web presence, creating greater brand consistency across pages, simplifying content management, and laying the groundwork for extensive personalization.

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## Tracing a clearer path for customers

Cylance redesigned and relaunched its website on Adobe Experience Manager, working with Adobe partner R/GA for technical development and user experience design. The project involved rethinking the online experience from the ground up, with a more intuitive, hierarchical structure and consistent branding across pages, paving a smoother path for visitors to find information.

"With Adobe Experience Manager, we've seen a 22% increase in the time visitors spend on the website," says Nathan Zahn, Program Manager at Cylance. "There has also been a 2% drop in bounce rates, which is a key metric for us—and every little bit counts."

Built with a responsive design in Adobe Experience Manager Sites, the website transforms the mobile experience as well. Branding, navigation, and page elements are all fully optimized for mobile devices, which has encouraged more mobile visits since the launch.
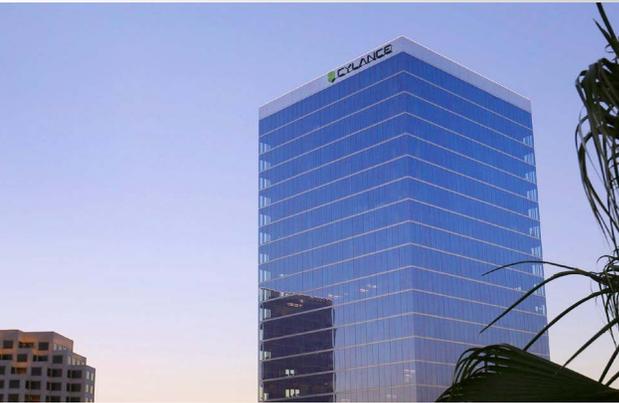
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*Nathan Zahn, Program Manager, Cylance*

"Since deploying fully responsive components in Adobe Experience Manager, we have seen an increase of up to 36% in mobile usage," Zahn explains.

All these changes to the customer experience help the Cylance marketing team make the most of its interactions with first-time visitors. Potential buyers looking for cybersecurity solutions can find what they need more easily, and they are more likely to engage with the company—seeing Cylance as a credible source of technological expertise and innovation. As a result, the marketing team believes that more people are filling out online forms to request more information, which provides a strong source of leads for sales teams.

## Building blocks for faster deployment worldwide

Delivering a consistent, engaging website experience is important but it's only part of what's needed. It's also critical to accomplish this with efficiency and speed. Drawing from reusable components within Adobe Experience Manager, Cylance marketers can author content, manage assets, and deploy pages much faster—while helping ensure that content adheres to global style guidelines. The company developed about 70 reusable components, including navigation, page layouts, carousels, text fields, image fields, and forms, which can be added to a page with simple drag-and-drop functionality.

The modular approach is a dramatic improvement over previous versions of the website. "Previously, we were dealing with spaghetti code. Minor changes on a site in English could cause the Japanese site to break, for example, stretching our deployment timelines out as long as six weeks," according to Zahn. "With Adobe Experience Manager, we can turn pages around in hours instead of weeks."

This agility is important as Cylance continues to roll out new websites for its other markets, starting with Japan and Germany. While these sites will feature their own content and messaging, developers can borrow heavily from the company's custom building blocks and quickly spin up sites with the same look and feel. "Our intention is to centralize the components in a style guide and then let the distributed teams go to work, with less coding required," explains Sakurai.

With Adobe Experience Manager Managed Services, developers can worry less about security, reliability, and administration—and focus more on building new functionality and integrations. As Zahn says, "We require fewer internal resources to run and manage the site than before, which is a big win for our development team."

## Taking content to new levels

Cylance marketers use Adobe Experience Manager Assets to manage web content and serve as their enterprise digital asset management system—a central resource library for marketing assets such as white papers, infographics, data sheets, images, and videos. The asset management capability in Experience Manager makes it easier for marketers to develop and deploy content on the website.

## SOLUTION AT A GLANCE

Adobe Experience Cloud, including:

Adobe Marketing Cloud

· Adobe Experience Manager Managed Services

 · Sites

 · Assets

  · Dynamic Media

· Adobe Target

Adobe Analytics Cloud

· Adobe Analytics

 · Dynamic Tag Management

### For more information

*www.adobe.com/experience-cloud.html*

*www.adobe.com/marketing-cloud.html*

*www.adobe.com/marketing/experience-manager.html*

*www.adobe.com/data-analytics-cloud.html*

For example, the marketing team is eager to use more video, offering a glimpse of how Cylance products work to prospective customers who don't want to schedule a live demo with a salesperson. With the dynamic media feature within Adobe Experience Manager Assets, marketers will have the tools to make it work efficiently.

"The dynamic media feature in Adobe Experience Manager Assets is helping us transition to using videos as the primary assets on our web pages," says Sakurai. "The tool really simplifies the workflow from production and approval to publishing and tracking."

## First steps on the personalization journey

At the base of the new digital foundation, Cylance will use Adobe Analytics as its primary source for understanding customer behaviors. When fully launched, the solution will give the marketing team deep insights into how people are using the website—including where they click, how long they spend on each page, how far they scroll down a page before clicking away, and where they drop off from the site.

"Adobe Analytics is our primary source of truth. It will give us clearer visibility into how people interact with our website, opening up the possibilities for much greater levels of personalization," Zahn says. "The data will allow us to become more strategic and proactive about how we deliver customer experiences."

Cylance is poised to move its existing implementation of Adobe Dynamic Tag Management (DTM) into Adobe Experience Platform Launch. The tag management platform will extend the company's ability to collect and manage website data, including from third-party integrations.

Combined with the data from Adobe Analytics, Adobe Target provides further opportunities to personalize customer engagement on the Cylance website. The company plans to test variations in the user experience to pinpoint the most effective ways to turn casual visitors into potential buyers.

"We want to use Adobe Target to optimize the path visitors take from the moment they land on the website to the decision to fill out a form," says Sakurai. "We also want to optimize the forms themselves, balancing our need for customer information with the recognition that too many required fields tend to drive people away."

Cylance sees personalization as a journey and the marketing team is already looking at ways to further enhance the journey with the help of AI in its digital marketing processes. "AI is at the heart of Cylance software, making it possible to predict and prevent cyberattacks," explains Sakurai. "We believe AI offers exciting possibilities for marketing as well. We're watching closely to see how technology such as Adobe Sensei can help us improve website experiences."

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