

# Cybersecurity Demand Generation in 2026

Powering the Pipeline  
in Cybersecurity  
Marketing



# Table of Contents

**The Cybersecurity Demand Landscape**

**Maturity and Momentum**

**From Signal to Action**

**Credibility and Conversion**

**Building a Resilient Demand Engine**

**Action Guide: Leadership and Demand Generation**

# The cybersecurity demand landscape

Cybersecurity demand generation runs under constant pressure.

Buyers pull claims apart, test assumptions, and take personal responsibility for what happens next. When decisions fail, the impact shows up as operational disruption, financial exposure, or reputational damage. That reality shapes every evaluation.

Sales cycles stretch across quarters. Buying committees grow as risk increases. New stakeholders join late and ask hard questions. Marketing has to maintain momentum without oversimplifying, and sales has to follow up without losing trust.

That's the environment cybersecurity teams navigate every day.

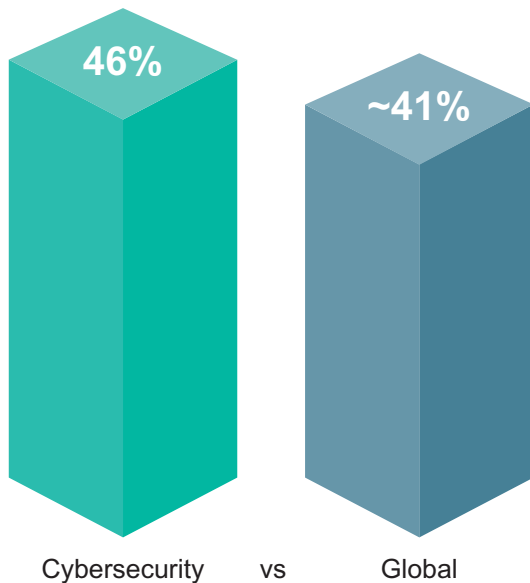
The data shows how teams have adapted. Cybersecurity marketers use intent data more aggressively than most industries, invest heavily in full-funnel content, and push partners for deeper, more accountable reporting.

At the same time, executive expectations have shifted. Leadership now evaluates marketing on its ability to generate qualified pipeline and influence revenue, not on activity or volume.

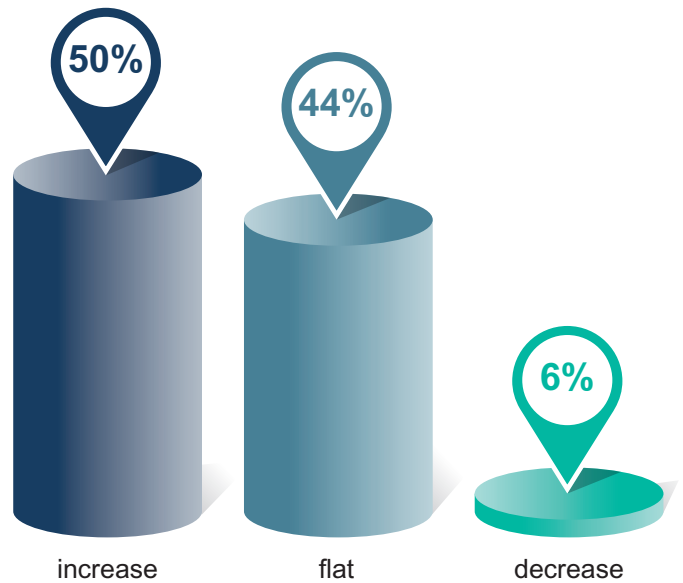
That shift shows up clearly in priorities. More than half of cybersecurity marketers rank qualified pipeline as their top objective, aligning demand programs directly to sales outcomes.

The challenge for marketing is keeping signals strong as buyers move from early interest to sales action.

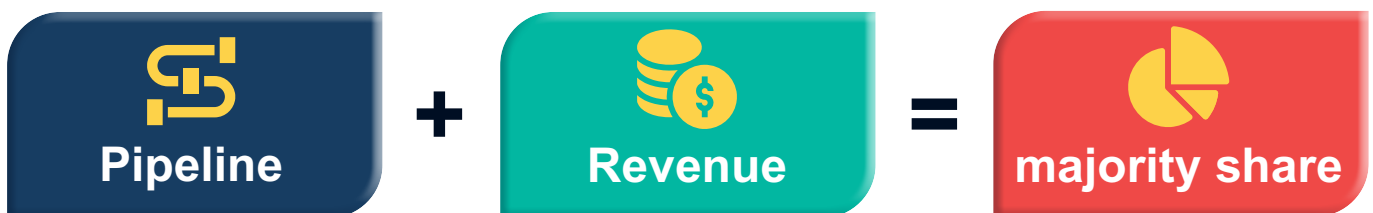
## Intent data high maturity (rating 4–5):



## Demand gen budget outlook (Cybersecurity):



## Executive success metrics emphasis:



# Maturity and momentum

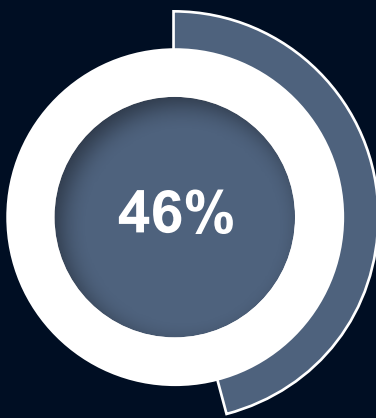
Cybersecurity teams rate themselves slightly ahead of the broader B2B market on demand generation maturity.

Nearly half report high maturity in using third-party intent data, and roughly one-third report high maturity in full-funnel content alignment. These teams are not early in their adoption curve. They are operating complex, multi-channel programs designed for long buying journeys.

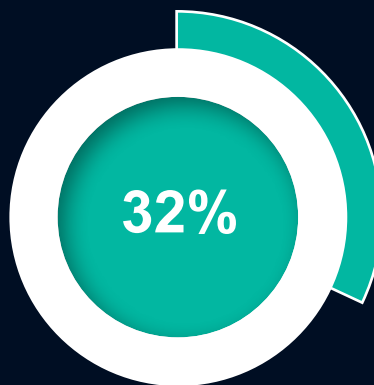
However, maturity concentrates unevenly.

While data collection and content development score relatively high, lead qualification frameworks lag behind. Only a small minority of cybersecurity marketers rate qualification as highly mature, while nearly half rate it as low maturity. This imbalance creates downstream stress. Teams generate signals faster than they validate, prioritize, and activate them.

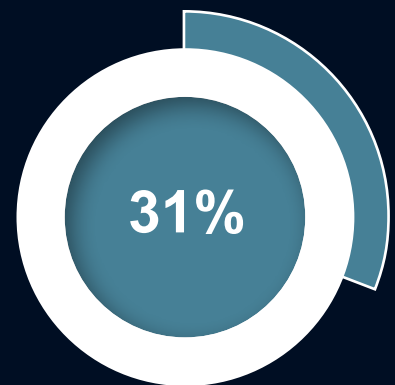
## Capability Maturity Comparison (Cybersecurity):



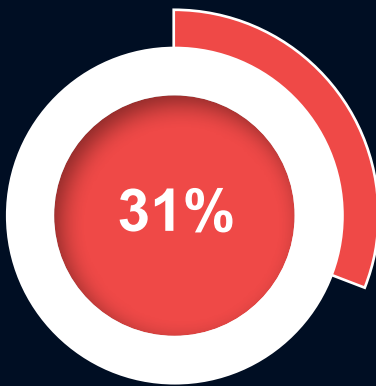
Intent data usage (high maturity)



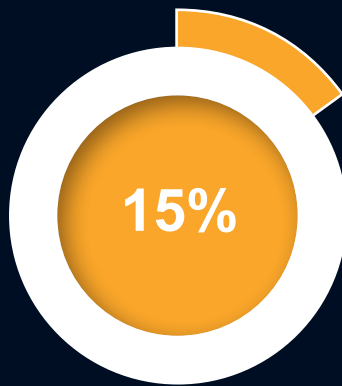
Attribution analysis (high maturity)



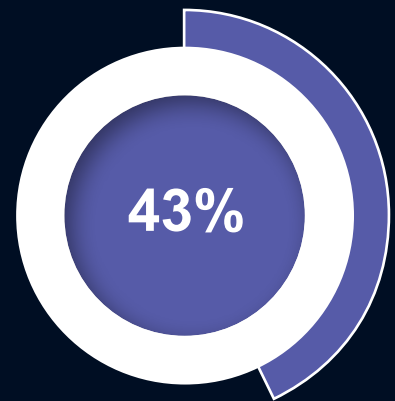
Lead routing consistency (high maturity)



Full-funnel content alignment (high maturity)



Lead qualification framework (high maturity)



Lead qualification rated low maturity

# From signal to action: signal-rich, conversion-poor

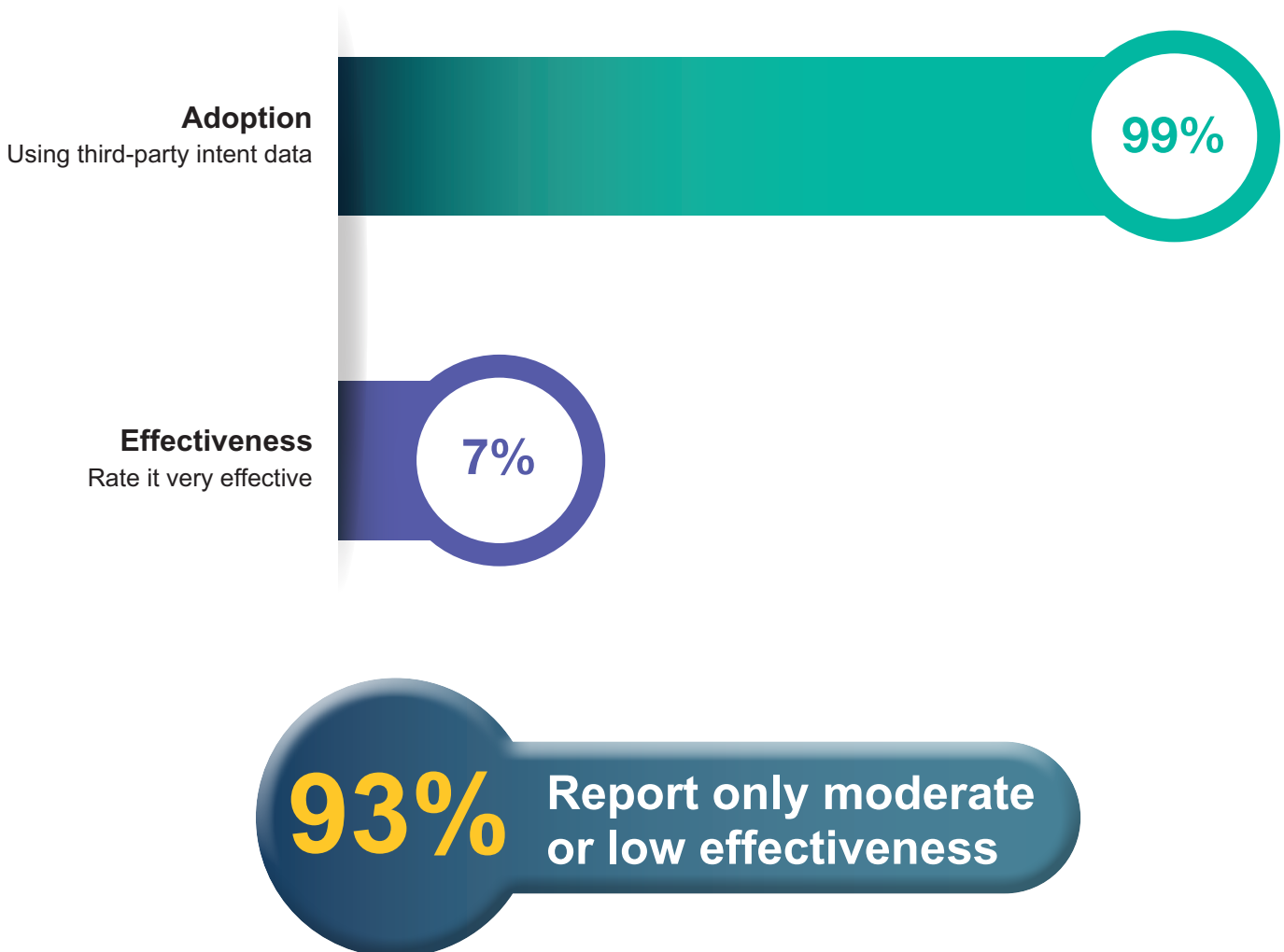
Cybersecurity marketers live in a signal-dense environment.

Nearly all teams use third-party intent data, supplemented by engagement signals from content, events, and partner programs. Teams see the signals clearly but struggle to turn them into effective action.

Only a small fraction of cybersecurity marketers describe intent data as very effective, while more than half say it is not effective. Adoption has outpaced activation. Signals arrive without consistent interpretation, intent is not always mapped to buying roles or stages, and sales receives alerts without sufficient context.

In high-risk buying environments, these breakdowns erode trust quickly.

## Intent Data Adoption vs Effectiveness Funnel (Cybersecurity):



# From signal to action: where power is lost

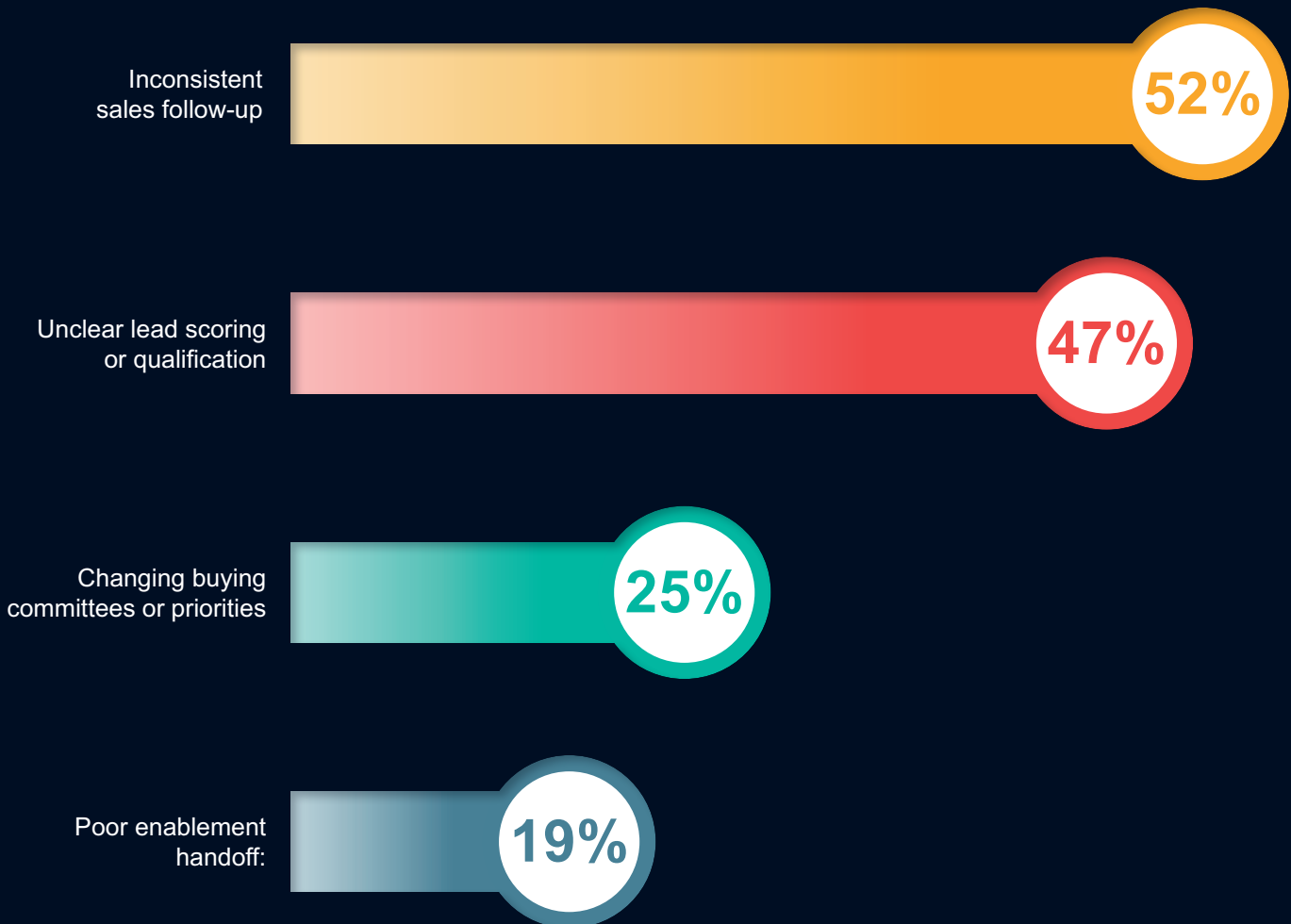
Cybersecurity marketers point to the same breakdowns when qualified leads stall before becoming pipeline.

Inconsistent sales follow-up ranks as the top blocker, followed closely by unclear lead scoring and qualification. Buying committee changes amplify both challenges by increasing the number of stakeholders who require context and validation.

These are coordination gaps rather than tooling gaps.

Despite near-universal satisfaction with the formal marketing-to-sales handoff, execution breaks down after transfer. Signals arrive, but momentum dissipates. Delayed or generic follow-up is especially damaging in cybersecurity markets, where credibility is evaluated continuously.

## Top Barriers to Converting Leads into Pipeline (Ranked #1, Cybersecurity):



# Credibility and conversion

Cybersecurity buyers convert on confidence.

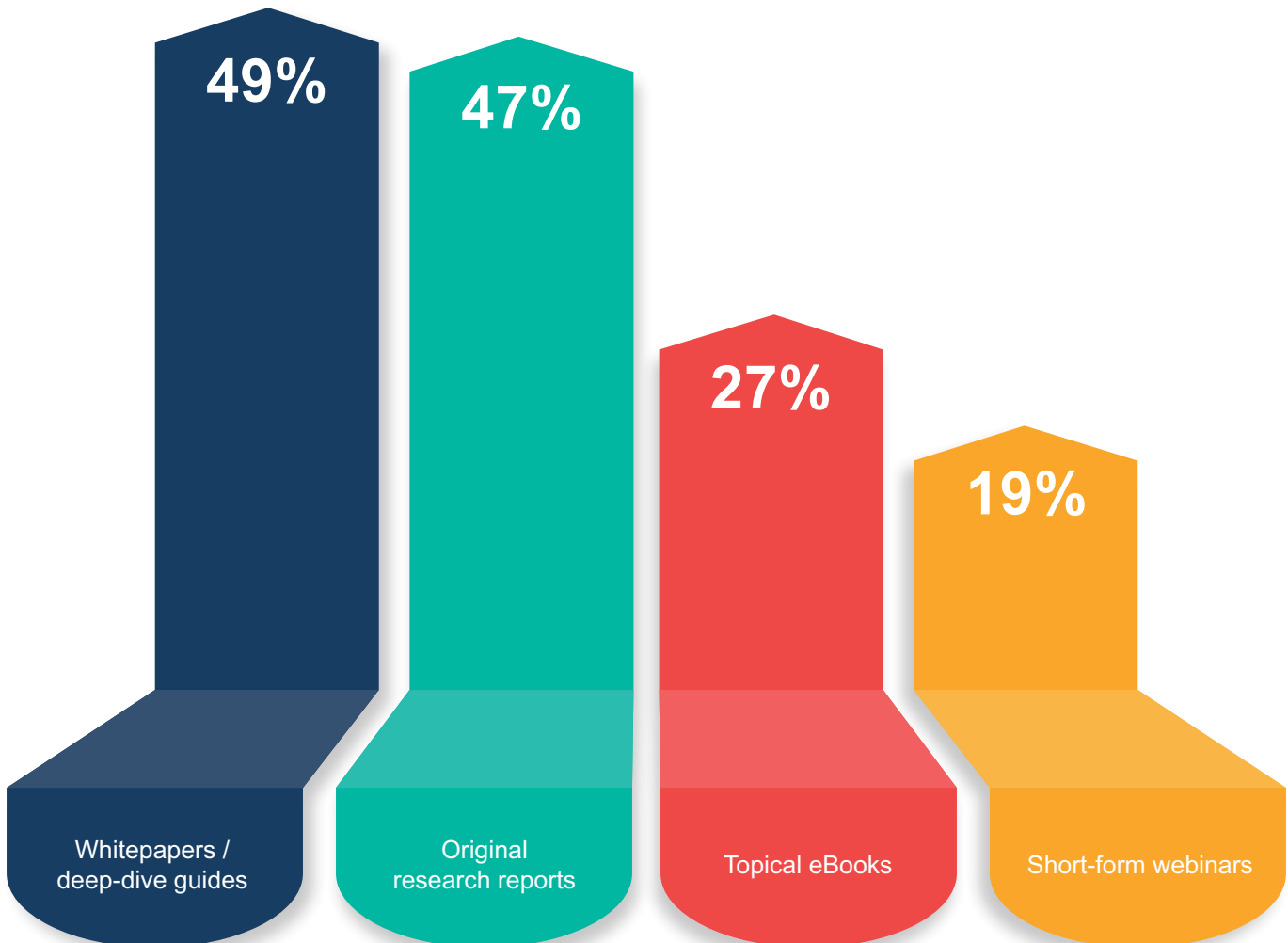
Original research reports and deep technical whitepapers outperform every other content format for pipeline conversion. These assets help buyers justify decisions internally and defend them externally, especially as buying committees expand and scrutiny increases.

Short-form webinars and events also support this process, but they play a different role. They initiate engagement, maintain presence, and keep conversations warm across long evaluation cycles. On their own, they rarely close the loop.

The data shows why. While many cybersecurity marketers express strong interest in shorter, modern webinar formats, most have not yet operationalized them as consistent, pipeline-driving assets. Production models, repeatable formats, and orchestration often lag intent, limiting how effectively engagement translates into opportunity.

High-performing programs account for this reality. They treat content as a system rather than a set of formats. Research establishes authority. Educational assets reinforce understanding. Engagement formats sustain attention until buyers are ready to act.

## Content Formats Ranked #1 for Pipeline Conversion (Cybersecurity):



# Credibility and conversion: the reporting advantage

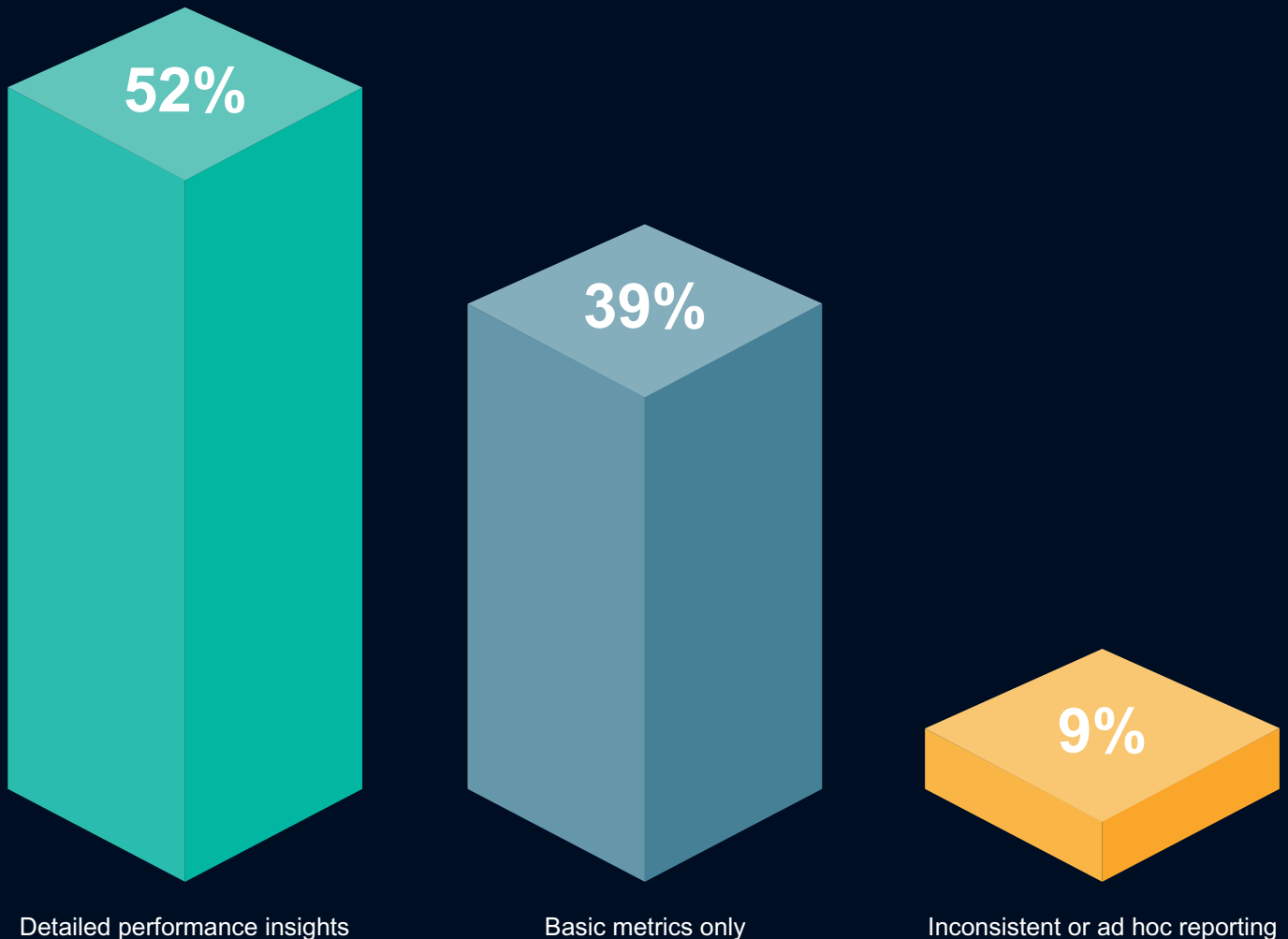
Cybersecurity teams push demand partners for detailed, account-level reporting because they need to know exactly who engaged, what drew their attention, and whether interest is real.

More than half already receive insights beyond basic lead counts, including engagement depth and account-level activity. In security buying cycles, that

level of visibility is more than a “nice-to-have;” it is the difference between a credible follow-up and a wasted one.

Still, reporting by itself does not create leverage. Teams gain advantage when reporting helps them decide which accounts to prioritize, how to follow up, and what sales needs in the moment to move the conversation forward.

## Partner Reporting Quality (Cybersecurity):



# Building a resilient demand engine

Executive conversations have changed.

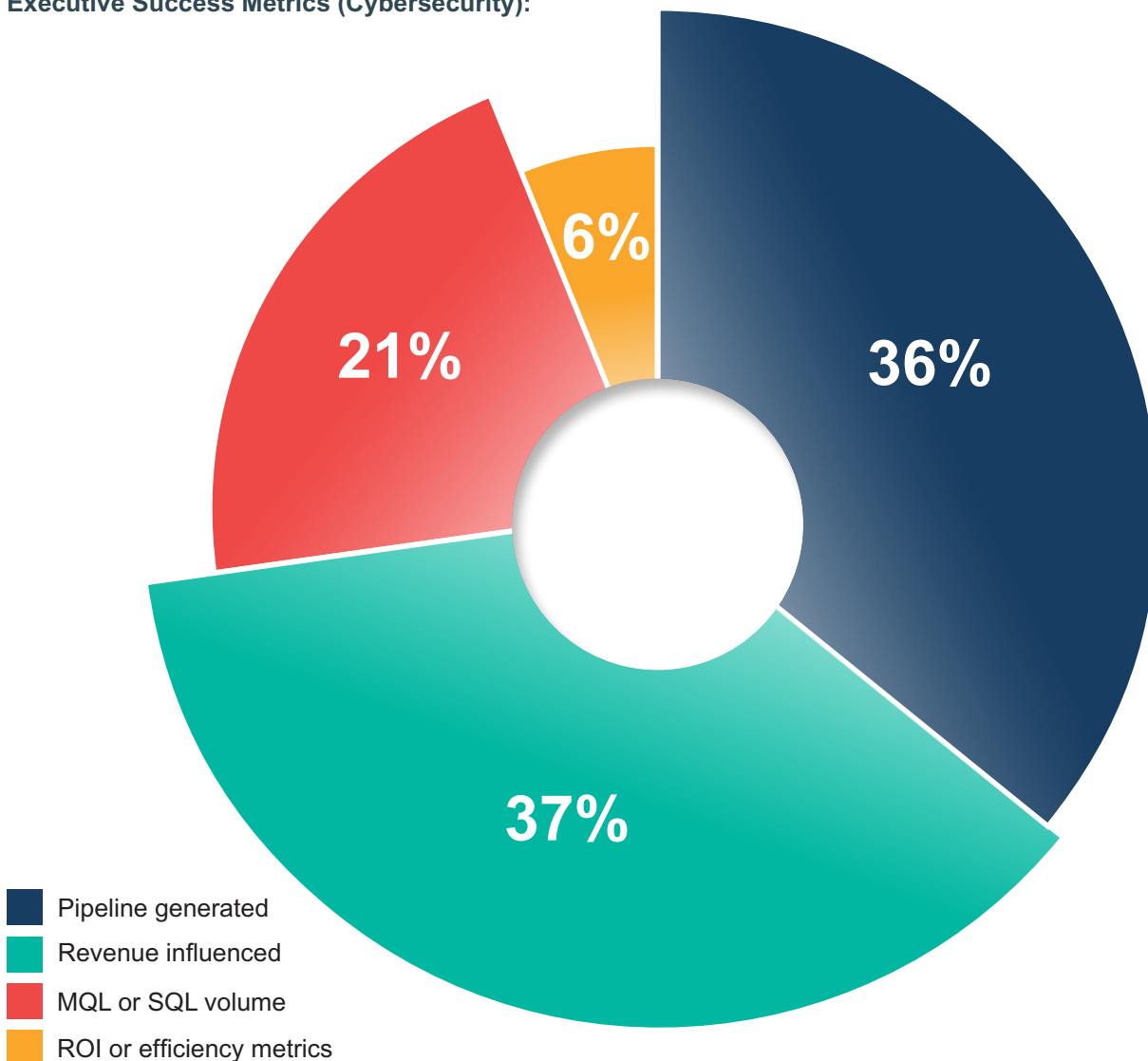
Cybersecurity leaders no longer ask marketing how many leads a program produced. They ask where pipeline came from, which accounts moved forward, and how marketing helped sales win credibility in the deal.

Pipeline contribution and revenue influence now define marketing performance. Lead volume still matters, but only when it consistently translates into account progression and measurable pipeline impact.

That shift raises the bar for demand generation teams. Programs must perform across long buying cycles and complex buying groups. Reliability matters more than one-off wins. Consistency matters more than isolated campaign outputs.

Budgets reflect that pressure. Roughly half of cybersecurity marketers expect demand generation investment to increase year over year, alongside tighter expectations for impact.

Executive Success Metrics (Cybersecurity):



# What high performance looks like

High-performing cybersecurity demand teams share clear operational traits.

They treat intent as an input to defined actions, not as an alert to observe. They enforce qualification standards consistently and pass context, timing, and narrative forward with every handoff.

These teams are more likely to report higher effectiveness from intent data, stronger confidence in pipeline performance, and a more positive budget outlook.

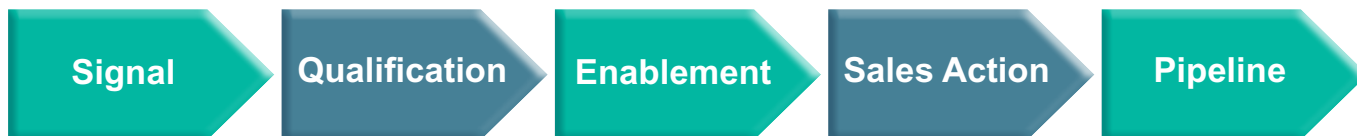
They manage friction early, before it slows momentum.

## High-Maturity vs Low-Maturity Comparison (Directional):



# Action guide: turning strategy into execution

End-State System Diagram:



Cybersecurity demand generation succeeds when leadership expectations and operational systems reinforce each other. High-performing teams align on

outcomes, then build repeatable execution around access, authority, and activation.

## For Executive Leaders

**Define success in terms of qualified pipeline.**

Set clear expectations that marketing exists to create sales-ready opportunity, not just engagement or lead volume.

**Expect insight-led engagement.** Ask how programs educate the market and earn trust before asking for sales conversations.

**Insist on signal discipline.** Push teams to explain how intent and engagement signals translate into concrete action.

**Require context in the handoff.** Expect marketing to support sales with insight, not just names and scores.

**Fund systems that scale quality.** Invest in programs and partners that preserve relevance as volume grows.

**Review pipeline, not just performance.** Focus reporting on contribution to pipeline velocity and opportunity quality.

## For Demand Generation Leaders

**Design campaigns around decision-maker access.** Prioritize verified security, IT, and risk stakeholders over broad audiences. If you cannot reliably reach decision-makers, pipeline quality will suffer.

**Lead with authority, not promotion.** Use research, benchmarks, and expert-led content to anchor campaigns. Build credibility first, then convert attention into opportunity.

**Operationalize intent.** Define clear triggers for outreach, nurture, and sales enablement based on engagement and account behavior. Avoid passing raw signals without context.

**Package insight for sales.** Deliver who engaged, what they consumed, and why it matters now. Equip sellers with narrative they can use in real conversations.

**Scale without dilution.** Use targeted media, expert-led programs, and repeatable formats that maintain buyer fit while increasing reach.

**Measure what moves deals.** Track engagement depth, account coverage, and downstream conversion rather than surface-level activity metrics.

# Closing Perspective

Cybersecurity demand generation does not break because teams lack ideas or tools. It breaks when access, authority, and activation are treated as separate problems.

The teams that perform best build systems that connect all three. They earn attention, reach the right buyers, and turn insight into sales-ready pipeline without losing signal along the way.

# Methodology

This industry brief is drawn from the findings of the [Energize State of Demand Generation 2026 Survey](#), a global study of B2B demand generation and revenue leaders.

## Research Scope

300 B2B demand generation, marketing, and revenue leaders

Representation across fintech, cybersecurity, SaaS, cloud infrastructure, and enterprise technology sectors

Mid-market to enterprise organizations with complex, multi-stakeholder buying cycles

## Data Collection

Structured, anonymized survey

Respondents self-reported maturity levels, investment priorities, execution challenges, and performance metrics

Questions focused on operational reality rather than aspirational capability

## Industry Analysis

Data was analyzed globally and segmented by industry

Insights in this cybersecurity edition reflect responses from cybersecurity leaders, supplemented by global benchmarks where patterns align

Percentages have been rounded for clarity

This brief represents an industry-specific interpretation of the broader research, focused on execution realities within cybersecurity organizations.

# About Energize Marketing®

Energize Marketing® is a B2B demand generation and audience engagement partner for enterprise technology brands.

We help marketing and revenue teams reach verified decision-makers, build authority through research-led content, and convert engagement into qualified pipeline.

Our approach combines:

Account-ready audiences powered by energizeDB®

Insight-led programs anchored in research and expert perspectives

Execution frameworks that align marketing signals with sales action

Energize works with leading fintech, cybersecurity, and enterprise technology brands to deliver demand programs built for credibility, precision, and measurable pipeline impact.

This cybersecurity edition represents one industry lens on the broader findings.

To explore global trends, cross-industry comparisons, and deeper analysis of demand generation maturity, intent effectiveness, content performance, and budget outlook:

Download the full State of Demand Generation 2026 report at:

<https://www.energize-marketing.com/globalstateofdemandgen2026insights>

# Contact

To learn more about the findings in this report or to discuss how Energize Marketing can support your demand-generation strategy, please reach out:


## Energize Marketing®

### Contact Us:

<https://www.energize-marketing.com/contact>

[www.energize-marketing.com](http://www.energize-marketing.com)

Follow Energize Marketing for research updates, insights, and upcoming benchmarks:

 **Energize Marketing**

For press inquiries or research collaboration opportunities:

[press@energize-marketing.com](mailto:press@energize-marketing.com)

