

SMB emails and landing pages (unformatted) for Cylance

Awareness Decision Maker Emails

Awareness Decision Maker Email #1	
CTA	Top Strategic Technology Trends for 2019
CTA Button	Read the Report
CTA Link	TBD
Email Subject Line A1	Top tech trends for 2019 (many will surprise you!)
Email Subject Line A2	[Gartner report] Top tech trends for 2019
Email Subject Line B1	The future of tech - top 10 trends
Email Subject Line B2	Gartner report: What's on tap for tech in 2019
Pre-header (preview text) (~ 80 characters)	Gartner report presents top 10 tech trends for 2019
Hero Title	What's On Tap in Tech?
Hero Subtitle	Gartner report details top trends for 2019
Body Copy	<p>Achieving success in today's hyper-competitive marketplace requires a strategic application of advanced and emerging technologies. It's not a matter of wait-and-see; you need to stay ahead of the curve to fully leverage efficiencies and performance enhancements.</p> <p>So what are the key tech applications to consider? A new Gartner report lays out the top 10 tech trends, a comprehensive list that you won't want to miss. Your bottom-line might just depend on it.</p> <p>Read the report to learn more.</p>
Landing Page Copy (~ one paragraph)	<p>Top 10 Strategic Tech Trends for 2019</p> <p>There are a host of advanced and evolving technologies that promise to drive disruption and new business models in 2019 and beyond.</p> <p>A new Gartner report presents a compelling look at the top 10 strategic technology trends for 2019, advanced technologies that could help position your company for long-term success.</p> <p>Read the Gartner Report</p>

SMB emails and landing pages (unformatted) for Cylance

Awareness Decision Maker Email #2	
CTA	Artificial Intelligence: The Platform of Choice White Paper
CTA Button	Read the White Paper
Email Subject Line A1	Making sense of AI
Email Subject Line A2	[White paper] Leveraging AI to optimize security
Email Subject Line B1	AI and Science Non-Fiction: an overview
Email Subject Line B2	The Case for AI-powered endpoint security: white paper
Pre-header (preview text) (~ 80 characters)	White paper explains AI, detailing its role in endpoint security and protection.
Hero Title	The Case for AI
Hero Subtitle	Artificial intelligence provides a smarter foundation on which to power and protect businesses.
Body Copy	<p>Artificial intelligence (AI) has become a generic, technological buzzword. But understanding its capabilities is critical to leveraging its full potential, especially when it comes to cybersecurity.</p> <p>Cylance separates science from fiction in its white paper, "Artificial Intelligence: The Platform of Choice." It's a valuable read as you begin the journey of future-proofing your organization.</p> <p>Read the white paper.</p>
Landing Page Copy (~ one paragraph)	https://www.cylance.com/en-us/lp/attack-surface/ai-platform.html

SMB emails and landing pages (unformatted) for Cylance

Awareness Decision Maker Email #3	
CTA	Forrester Total Economic Impact (TEI) 2019 Report
CTA Button	Read the Report
Email Subject Line A1	The bottom-line on Cylance AI-based solutions
Email Subject Line A2	[Forrester TEI report] Cylance solutions deliver strong ROI
Email Subject Line B1	Cylance solutions deliver strong ROI
Email Subject Line B2	Don't take our word for it: Forrester details the Cylance ROI
Pre-header (preview text) (~ 80 characters)	Forrester report examines the potential ROI companies can achieve by deploying CylancePROTECT and CylanceOPTICS
Hero Title	The True Value of a Cylance Security Investment
Hero Subtitle	
Body Copy	<p>Determining the cost of your cybersecurity investment is straightforward. But untangling its enduring value is far more complex.</p> <p>Forrester takes the guesswork out of investing in Cylance security solutions with the publication of "The Total Economic Impact of CylancePROTECT and CylanceOPTICS," a comprehensive look at the cost savings and business benefits that the solutions provide.</p> <p>The bottom-line? Companies doubled their ROI, increased productivity, and decreased downtime and machine reimaging.</p> <p>Learn more about what Cylance can do for your bottom-line.</p>

SMB emails and landing pages (unformatted) for Cylance

Awareness Decision Maker Email #4	
CTA	Next Generation Antivirus Evaluation Guide Infographic
CTA Button	Read Evaluation Guide
Email Subject Line A1	How to choose the right security vendor
Email Subject Line A2	[Evaluation Guide] Security vendor selection:top 4 considerations
Email Subject Line B1	What to consider when you're considering security vendors
Email Subject Line B2	Evaluating security vendors: Get the guide
Pre-header (preview text) (~ 80 characters)	Cylance presents top four considerations when evaluating endpoint security solution providers
Hero Title	Eeny, meeny, miny, moe ...
Hero Subtitle	Selecting an endpoint security solution doesn't have to be a guessing game
Body Copy	<p>With myriad of endpoint security solutions available, making the right selection for your business is anything but straightforward.</p> <p>Cylance has developed a guide that presents the top four considerations to help direct your selection. It's expert analysis of a complex concern.</p> <p>Get the guide.</p>

SMB emails and landing pages (unformatted) for Cylance

Awareness Decision Maker Email #5	
CTA	Get a demo
CTA Button	Schedule a Demo
Email Subject Line A1	See for yourself: AI-based cybersecurity predictive advantage
Email Subject Line A2	How AI provides better endpoint protection: Demo yourself
Email Subject Line B1	Experience the AI-based security difference: Demo today
Email Subject Line B2	Demo AI-based security solution. See the AI difference.
Pre-header (preview text) (~ 80 characters)	See for yourself how artificial intelligence offers more enhanced threat prevention capabilities.
Hero Title	Show Off
Hero Subtitle	Cylance demo provides a first-hand look at the power of AI-based endpoint protection
Body Copy	<p>Legacy AV solutions inherently rely on a detection-based approach that remains vulnerable to cyber attacks.</p> <p>Cylance® is different. Leveraging artificial intelligence, Cylance protects systems and their endpoints before attacks can execute and cause damage. As a result, organizations reap the benefits of comprehensive protection that thwarts attackers at every turn, preventing them from compromising information and assets.</p> <p>Let us show you what AI-based threat prevention can do for your company.</p> <p>Contact us to schedule a brief demo.</p>
Landing Page Copy (~ one paragraph)	https://www.cylance.com/en-us/company/contact-us/request-a-demo.html

SMB emails and landing pages (unformatted) for Cylance

Awareness Evaluator Emails

Awareness Evaluator Email #1	
CTA	SC Media ExpertFocus
CTA Button	Read the Analysis
Email Subject Line A1	Reduce your attack surface. Reduce cyber attack threats.
Email Subject Line A2	Effective security fix: Reduce your attack surface: Report
Email Subject Line B1	Is your attack surface an easy target for cyber attacks?
Email Subject Line B2	Boost cybersecurity by shrinking your attack surface: report
Pre-header (preview text) (~ 80 characters)	
Hero Title	Can You See Me Now?
Hero Subtitle	Reduce your attack surface to enhance endpoint protection
Body Copy	<p>No matter the breadth of your cyber attack-fighting tools, you can enhance the protection of your endpoints by shrinking your attack surface. It's intuitive, of course — reduce the target of cyber attacks — yet an overlooked endeavor.</p> <p>Learn what's at stake and the critical steps you should be taking now in "Keeping A Low Attack Profile," an expert analysis of how to reduce your vulnerability to cyber attacks.</p>

SMB emails and landing pages (unformatted) for Cylance

Awareness Evaluator Email #2	
CTA	AI and ML for Security webpage
CTA Button	Visit Web Page
Email Subject Line A1	Do more with artificial intelligence and machine learning
Email Subject Line A2	Why AI is right for your security protocol: Cylance web page
Email Subject Line B1	Still trying to decide how and why to leverage AI?
Email Subject Line B2	Act smarter with artificial intelligence: web page explains
Pre-header (preview text) (~ 80 characters)	The next generation of endpoint security begins with artificial intelligence.
Hero Title	Still trying to decide whether AI is right for your company?
Hero Subtitle	Artificial intelligence and machine learning provide deep advantages in all aspects of cybersecurity
Body Copy	<p>When it comes to artificial intelligence (AI) and machine learning (ML), it's not a matter of whether they're <i>right</i> for your company, but what the right approach is to leverage their capabilities, especially when it comes to keeping your information and assets secure.</p> <p>To get you started on your path to a more fortified security posture incorporating AI, visit our web page, which also provides access to our comprehensive e- book, "Introduction to Artificial Intelligence for Security Professionals."</p>
Landing Page Copy (~ one paragraph)	https://www.cylance.com/en-us/resources/knowledge-center/ai-and-ml-for-security.html

SMB emails and landing pages (unformatted) for Cylance

Awareness Evaluator Email #3	
CTA	Formel D Case Study
CTA Button	Read the Case Study
Email Subject Line A1	How a global auto supplier reduced cybersecurity risks
Email Subject Line A2	Case study: Global auto supplier partners with Cylance to cut crime
Email Subject Line B1	Global auto supplier partners with Cylance to minimize cyber risk
Email Subject Line B2	Read how one global firm partnered with Cylance to protect its endpoints
Pre-header (preview text) (~ 80 characters)	AI helps Formel D protect thousands of its endpoints, spread throughout the world
Hero Title	Partners in Fighting Crime
Hero Subtitle	Global automotive supplier Formel D partners with Cylance to minimize cybersecurity risks
Body Copy	<p>When global auto supplier Formel D sought to protect its network of endpoints dispersed around the world, it turned to Cylance.</p> <p>Leveraging artificial intelligence, Cylance helped Formel D protect its information and assets, including its customers' sensitive data.</p> <p>Learn more in our case study, "Formel D Takes on Cybersecurity," which drives home the smarter approach to attaining endpoints protection and security.</p>

SMB emails and landing pages (unformatted) for Cylance

Awareness Evaluator Email #4	
CTA	Next Generation Antivirus Evaluation Guide Infographic
CTA Button	Get the Guide
Email Subject Line A1	Finally, the right questions to ask a prospective security vendor
Email Subject Line A2	Top questions to ask when selecting a security vendor: eval guide
Email Subject Line B1	What to consider when you're considering security vendors
Email Subject Line B2	The guide to evaluating security vendors
Pre-header (preview text) (~ 80 characters)	Infographic presents top considerations when evaluating cybersecurity providers
Hero Title	Can Your Security Provider Do This?
Hero Subtitle	Ask the right questions when selecting your security provider
Body Copy	<p>With myriad endpoint security solutions available, making the right selection for your business is anything but straightforward.</p> <p>Cylance has developed a guide that presents the top considerations to help direct your selection. It's expert analysis of a critical concern.</p>

SMB emails and landing pages (unformatted) for Cylance

Awareness Evaluator Email #5	
CTA	Get a demo
CTA Button	Schedule a Demo
Email Subject Line A1	See for yourself: AI-based cybersecurity predictive advantage
Email Subject Line A2	How AI provides better endpoint protection: Demo today
Email Subject Line B1	Experience the AI-based security difference: Demo today
Email Subject Line B2	Demo AI-based security solution. See the AI difference.
Pre-header (preview text) (~ 80 characters)	See for yourself: AI offers more enhanced threat prevention capabilities.
Hero Title	AI Delivers More Effective Threat Prevention. Want Proof?
Hero Subtitle	Cylance demo provides a first-hand look at the power of AI-based endpoint protection
Body Copy	<p>There's a lot of buzz today about the power of artificial intelligence when it comes to protecting endpoints. All of which sparks a number of questions: What works? What doesn't? Why? And why not?</p> <p>You've got questions. We've got answers.</p> <p>Let us show you first-hand what AI-based threat prevention can do for your company.</p> <p>Contact us today to schedule a brief demo.</p>
Landing Page Copy (~ one paragraph)	https://www.cylance.com/en-us/company/contact-us/request-a-demo.html

SMB emails and landing pages (unformatted) for Cylance

Consideration Decision Maker Emails

Consideration Decision Maker Email #1	
CTA	Replace Your AV eBook – in process with design
CTA Button	Get the Book
Email Subject Line A1	Traditional AV just doesn't cut it any more
Email Subject Line A2	We wrote the book on endpoint protection: get the book
Email Subject Line B1	Why legacy AV lacks can't combat today's cyber threats: book
Email Subject Line B2	Replace Your AV ebook details better cyber threat prevention
Pre-header (preview text) (~ 80 characters)	Cylance eBook details shortcomings of traditional AV, promoting AI as a smarter, more effective way to fight cyber crime
Hero Title	We Wrote the Book on Smarter Endpoint Security
Hero Subtitle	Download "Replace Your AV" eBook to learn how to combat today's sophisticated cyber attacks
Body Copy	<p>Traditional AV solutions are no match for today's cyber attacks. Relying on a reactive approach to combating cyber attacks, they remain vulnerable to stopping anything except known threats.</p> <p>Protecting your information and assets requires a smarter, more active approach. One made possible with artificial intelligence.</p> <p>Learn more in our eBook, Replace Your AV," which details why AV solutions are ineffective and how AI-based solutions are the most powerful way to combat today's quickly evolving and multiplying threats. It's an important first step as you seek to fortify your company's security posture.</p>

SMB emails and landing pages (unformatted) for Cylance

Consideration Decision Maker Email #2	
Email Kapost Link	https://cylance.kapost.com/posts/nurture-smb-consideration-email-number-2-decision-maker-customer-success-webpage
CTA	Customer webpage
CTA Button	Visit Our Web Page
Email Subject Line A1	Our customers make the case for our AI-based cybersecurity approach
Email Subject Line A2	Deciding on a cybersecurity solution? Read what our customers say about the Cylance approach
Email Subject Line B1	Read what our customers say about our AI-based approach
Email Subject Line B2	When we say our AI-based approach works, don't take our word for it (read what our customers say)
Pre-header (preview text) (~ 80 characters)	
Hero Title	We're Blushing
Hero Subtitle	Our customers' feedback provides the strongest affirmation as to the power and effectiveness of our AI-based solutions
Body Copy	<p>The self-promotional claims of endpoint security providers make choosing a solution monotonously <i>confusing</i>. That's why when it comes to telling you about the effectiveness and efficiency of our Cylance solutions, we let our customers do the talking.</p> <p>Visit our case study web page that details the security challenges that companies like yours faced — and how Cylance successfully protected their assets and information.</p>
Landing Page Copy (~ one paragraph)	https://www.cylance.com/en-us/company/about-us/our-customers.html

SMB emails and landing pages (unformatted) for Cylance

Consideration Decision Maker Email #3	
Email Kapost Link	https://cylance.kapost.com/posts/nurture-smb-consideration-email-number-3-decision-maker-se-labs-predictive-advantage-report
CTA	SE Labs Predictive Advantage Test Report
CTA Button	Get the Report
Email Subject Line A1	Get the SE Labs report detailing Cylance's predictive advantage
Email Subject Line A2	SE Labs report: Cylance AI combats unknown threats
Email Subject Line B1	SE Labs: Cylance AI delivers a predictive advantage
Email Subject Line B2	Cylance AI delivers a predictive advantage: SE Labs
Pre-header (preview text) (~ 80 characters)	
Hero Title	Technology That's Years Ahead of Cyber Threats
Hero Subtitle	Cylance's AI-based solutions combat current and future threats
Body Copy	<p>SE Labs recently conducted tests to determine how far into the future Cylance protection reached (a <i>predictive advantage</i>). It's findings?</p> <p>"...[I]t was able to recognize and protect against threats that would not appear in real life for up to two years and nine months into the future."</p> <p>To learn more about how Cylance can help future proof your company against cyber threats, we invite you to download the SE Report, "Predictive Malware Response Test," a comprehensive look at the effectiveness of Cylance's AI-based approach to endpoint security.</p>
Landing Page Copy (~ one paragraph)	https://pages.cylance.com/en-us-2018-05-WBN-Predictive-Advantage.html

SMB emails and landing pages (unformatted) for Cylance

Consideration Decision Maker Email #4	
Email Kapost Link	https://cylance.kapost.com/posts/nurture-smb-consideration-email-number-4-decision-maker-get-demo
CTA	Get a demo
CTA Button	Get Demo
Email Subject Line A1	See for yourself: AI-based cybersecurity predictive advantage
Email Subject Line A2	How AI provides better endpoint protection: Demo today
Email Subject Line B1	Experience the AI-based security difference: Demo today
Email Subject Line B2	Demo AI-based security solution. See the AI difference.
Pre-header (preview text) (~ 80 characters)	Cylance AI offers enhanced threat prevention capabilities.
Hero Title	Ready to Take a Test Drive?
Hero Subtitle	Experience the effectiveness of AI-based security in our brief, hands-on demo
Body Copy	<p>There's a lot of buzz today about the power of artificial intelligence when it comes to protecting endpoints. All of which sparks a number of questions: What works? What doesn't? Why? And why not?</p> <p>You've got questions. We've got answers.</p> <p>Let us show you first-hand what AI-based threat prevention can do for your company.</p> <p>Contact us today to schedule a brief demo.</p>
Landing Page Copy (~ one paragraph)	https://www.cylance.com/en-us/company/contact-us/request-a-demo.html

SMB emails and landing pages (unformatted) for Cylance

Consideration Evaluator Emails

Consideration Evaluator Email #1	
CTA	Replace Your AV webpage
CTA Button	Visit Webpage
Email Subject Line A1	Traditional AV is no match for today's cyber attacks
Email Subject Line A2	AV Doesn't Cut It: Webpage explains
Email Subject Line B1	Forget AV detection. Get AI protection.
Email Subject Line B2	Signature-based AV falls short: Cylance explains
Pre-header (preview text) (~ 80 characters)	Cylance AI-based solutions protect endpoints against cyber threats
Hero Title	Endpoint Protection. No Signatures Required
Hero Subtitle	
Body Copy	<p>When it comes to combatting today's advanced cyber threats, you know you need to enhance your endpoint security, but at what cost?</p> <p>Cylance offers AI-based protection that integrates seamlessly with your existing infrastructure and other solutions. The result? Powerful protection that doesn't require a complete network overhaul.</p> <p>Learn more on our webpage, "Replace Or Co-Exist, We Can Help."</p>
Landing Page Copy (~ one paragraph)	https://www.cylance.com/en-us/solutions/use-case/antivirus-replacement.html

SMB emails and landing pages (unformatted) for Cylance

Consideration Evaluator Email #2	
CTA	Product Walkthrough
CTA Button	Access Self-Guided Tour
Email Subject Line A1	See for yourself: Take a self-guided tour of Cylance products
Email Subject Line A2	Take a self-guided tour of Cylance solutions.
Email Subject Line B1	Experience the AI-based security difference: Self-guided demo.
Email Subject Line B2	Demo AI-based security solution. Discover the AI difference.
Pre-header (preview text) (~ 80 characters)	Self-guided tour provides a no-pressure look at the effectiveness of Cylance solutions
Hero Title	Go Ahead, Kick the Tires. No Salesperson Required.
Hero Subtitle	Self-guided tour allows you to experience Cylance's AI-based security without a salesperson chaperone.
Body Copy	<p>Ready to take the next step in assessing endpoint security solutions? But leery about pushy salespeople whose bottom-lines don't necessarily align with your own?</p> <p>We invite you to take a self-guided tour of Cylance security solutions. Explore their features and functionality at your own pace, on your own time and without the oversight of a sales associate.</p> <p>Contact us today to schedule a brief demo.</p>
Landing Page Copy (~ one paragraph)	https://www.cylance.com/en-us/resources/knowledge-center/guided-tour.html

SMB emails and landing pages (unformatted) for Cylance

Consideration Evaluator Email #3	
CTA	Predictive Advantage Infographic
CTA Button	Access Infographic
Email Subject Line A1	Traditional AV is no match for unknown malware
Email Subject Line A2	When it comes to protecting endpoints, it's about time: infographic
Email Subject Line B1	Prevention, not detection, is the key to endpoint protection
Email Subject Line B2	Cylance AI delivers a predictive advantage: Infographic
Pre-header (preview text) (~ 80 characters)	
Hero Title	Don't Meet the Cyber Threat. Beat the Cyber Threat.
Hero Subtitle	Cylance's AI-based solutions remain months ahead of emerging cyber threats
Body Copy	<p>When it comes to fighting cyber attacks, traditional AV solutions are woefully ineffective at preventing the unknown — new and evolving threats — from compromising systems.</p> <p>Cylance solutions adopt an AI-based approach, technology that stays ahead of new threats for up to 33 months, according to SE Labs. That's a real predictive advantage.</p> <p>Learn more in our infographic, "Predictive Advantage: It's About Time." It's a critical resource as you seek to fortify your security posture.</p>

SMB emails and landing pages (unformatted) for Cylance

Consideration Evaluator Email #4	
CTA	Get a demo
CTA Button	Schedule a Demo
Email Subject Line A1	See for yourself: AI-based cybersecurity predictive advantage
Email Subject Line A2	How Cylance AI provides better endpoint protection: Demo today
Email Subject Line B1	Experience the AI-based security difference: Demo today
Email Subject Line B2	Demo the Cylance AI-based endpoint security solution.
Pre-header (preview text) (~ 80 characters)	Cylance AI offers enhanced threat prevention capabilities.
Hero Title	Time for a Test Drive
Hero Subtitle	Experience the effectiveness of AI-based security in our brief, hands-on demo
Body Copy	<p>There's a lot of buzz today about the power of artificial intelligence when it comes to protecting endpoints. All of which sparks a number of questions: What works? What doesn't? Why? And why not?</p> <p>You've got questions. We've got answers.</p> <p>Let us show you first-hand what AI-based threat prevention can do for your company.</p> <p>Contact us today to schedule a brief demo of our solutions.</p>
Landing Page Copy (~ one paragraph)	https://www.cylance.com/en-us/company/contact-us/request-a-demo.html

SMB emails and landing pages (unformatted) for Cylance

Maintenance Emails

Maintenance Email #1	
CTA	Threat Vector Blog Webpage
CTA Button	Visit webpage
Email Subject Line A1	ThreatVector blog details emerging threats
Email Subject Line A2	News you can use: Cylance blog
Email Subject Line B1	Read about tomorrow's cyber threats: Cylance blog
Email Subject Line B2	Is that a threat? Cylance blog explains
Pre-header (preview text) (~ 80 characters)	
Hero Title	Is That a Threat?
Hero Subtitle	ThreatVector blog breaks down new and emerging cyber threats
Body Copy	<p>No matter your vigilance when it comes to endpoint protection, security requires the ongoing adoption of best practices.</p> <p>Stay ahead of new and emerging threats by reading our ThreatVector blog. With content developed by our cyber experts, it's required reading for anyone looking to fortify their company's security posture.</p>
Landing Page Copy (~ one paragraph)	https://threatvector.cylance.com/en_us/home.html

SMB emails and landing pages (unformatted) for Cylance

Maintenance Email #2	
CTA	AI and ML for Security webpage
CTA Button	Visit Webpage
Email Subject Line A1	AI and ML: What you should know
Email Subject Line A2	How can AI help your security posture: Cylance webpage
Email Subject Line B1	Still trying to figure out how to leverage AI?
Email Subject Line B2	Act smarter with AI and ML: Cylance webpage explains
Pre-header (preview text) (~ 80 characters)	The next gen of endpoint security begins with AI
Hero Title	How Smart is Your AI Protocol?
Hero Subtitle	Learn best practices when it comes to adopting AI and ML
Body Copy	<p>When it comes to artificial intelligence (AI) and machine learning (ML), it's not a matter of whether they're <i>right</i> for your company, but what the right approach is to leverage their capabilities, especially when it comes to keeping your information and assets secure.</p> <p>To get you started on your path to a more fortified security posture incorporating AI, visit our web page, which also provides access to our comprehensive e- book, "Introduction to Artificial Intelligence for Security Professionals."</p>
Landing Page Copy (~ one paragraph)	https://www.cylance.com/en-us/resources/knowledge-center/ai-and-ml-for-security.html

SMB emails and landing pages (unformatted) for Cylance

Maintenance Email #3	
CTA	Replace Your AV webpage
CTA Button	Visit Webpage
Email Subject Line A1	Traditional AV can't combat today's cyber threats
Email Subject Line A2	AI delivers smarter cybersecurity: webpage explains
Email Subject Line B1	Still using traditional AV? What is this, 2008?
Email Subject Line B2	AI vs AV: Discover the difference (webpage explains)
Pre-header (preview text) (~ 80 characters)	Cylance AI-based solutions protect endpoints against cyber threats
Hero Title	Smarter. Faster. Stronger. AI Delivers Better Endpoint Protection.
Hero Subtitle	No signatures required
Body Copy	<p>When it comes to combatting today's advanced cyber threats, you know you need to enhance your endpoint security, with AI leading the charge. But it's not a one-size-fits-all solution.</p> <p>Discover the top considerations when upgrading your network security on our webpage, "Replacing Your AV? What to Consider." It's critical information as you seek to fortify your company's security posture.</p>
Landing Page Copy (~ one paragraph)	https://www.cylance.com/en-us/solutions/use-case/antivirus-replacement.html

SMB emails and landing pages (unformatted) for Cylance

Maintenance Email #4	
CTA	Upcoming Webinars
CTA Button	Webinar Schedule
Email Subject Line A1	Save the date: Cylance webinars
Email Subject Line A2	Must see TV: Cylance webinars
Email Subject Line B1	Mark your calendar: Cylance webinars
Email Subject Line B2	Cybersecurity viewing guide: Cylance webinars
Pre-header (preview text) (~ 80 characters)	Cylance webinars present advanced topics on today's most critical cybersecurity issues
Hero Title	Expert Cybersecurity Advice. Live and On Demand.
Hero Subtitle	
Body Copy	<p>Staying current on new and evolving cybersecurity issues is critical for maintaining your company's security posture.</p> <p>We invite you to attend our upcoming and on-demand webinars, where our security experts present deep-dives into today's most important threat protection topics.</p> <p>Learn at your own pace, on your own time (in most instances), where and how you like. Our webinars stream to all digital devices.</p> <p>It's must-see, cybersecurity TV.</p>
Landing Page Copy (~ one paragraph)	https://www.cylance.com/en-us/resources/events/webinars.html

SMB emails and landing pages (unformatted) for Cylance

Maintenance Email #5	
CTA	AI-Driven EDR webpage
CTA Button	Visit EDR Webpage
Email Subject Line A1	When it comes to EDR protection, AI is just smart
Email Subject Line A2	Why AI should fuel your EDR: Cylance explains
Email Subject Line B1	Think all EDR is created equal? Think again.
Email Subject Line B2	AI is the smarter choice for EDR: Webpage explains
Pre-header (preview text) (~ 80 characters)	When it comes to EDR protection, artificial intelligence provides a smarter foundation
Hero Title	Tale of the Tape: Traditional vs. AI-based EDR
Hero Subtitle	
Body Copy	<p>Endpoint detection and response (EDR) is a pursuit, not a solution. And with myriad options self-identifying as EDR, the characterization is misleading, to say the least.</p> <p>We separate the fact from fiction on our webpage, “What AI-Driven EDR Can Do for You.” In addition to pointing out vulnerabilities in many of today’s EDR products, we explain why artificial intelligence (AI) is the smarter way to fuel your EDR protection efforts.</p> <p>Take the first step to achieving robust EDR protection.</p>
Landing Page Copy (~ one paragraph)	https://www.cylance.com/en-us/solutions/use-case/ai-driven-edr.html

SECURITY SUMMIT 2020

Landing page examples

In-depth security topics.
Industry-leading speakers.
Informative sessions.

All in one place.

Security Summit 2020

Experience the Security Summit 2020 from wherever you are, whenever you want. Hear how organizations ensure business continuity, employee productivity and employee safety during COVID-19. See the latest AI/ML and Zero Trust/Zero Touch innovations that secure and manage endpoints. Learn how enterprises improve operational effectiveness with the latest managed services offerings. And watch keynotes from BlackBerry Executive Chairman & CEO John Chen, President Tom Eacobacci and CTO Charles Eagan.

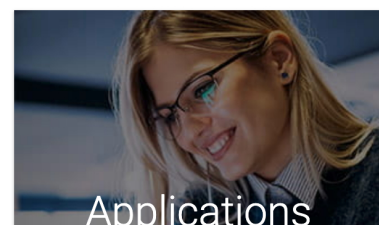
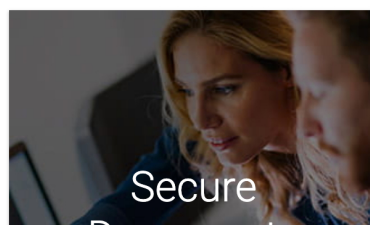
Sessions come from locations around the world, but you won't need to leave your seat. Everything is available on-demand.

ACCESS NOW

Get In Touch

Market Leading Platform for Enabling IoT

BlackBerry provides organizations with software to secure the IoT devices they use, the products they make, the data they share and their communications.



Get a Demo

See the next generation in endpoint security solutions – and take that first step towards getting your organization to a state of prevention. A BlackBerry expert will provide a demonstration of our solutions, and answer any questions you may have. Please complete the form below to request your demo.



By clicking Submit, I agree to the use of my personal data according to the [BlackBerry Privacy Notice](#). BlackBerry will not sell, trade, lease, or rent your personal data to outside parties. I understand the personal data I provide may be transferred outside of my country of residence to fulfill my request.

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