

## Emails and Landing Pages for Cylance Campaign (unformatted content)

### Landing Page

[headline and subhed]

**Better Security. Fewer Resources.**

*Finally, a smarter way for SMBs to protect their system*

[body]

When it comes to endpoint security, with so many options, **finding** a solution is the easy part. It's **deploying** and **maintaining** and **updating** your investment that are the most challenging. Especially for small and medium-sized businesses (SMBs), which lack the resources of larger enterprises, yet face the same destructive threats (costing them, on average, \$100,000 and 25 hours in downtime per attack, according to a CNN report).

Traditional AV solutions fall short of providing the necessary protection while draining internal resources. Requiring lengthy manual updates of signatures and deep scans each day disrupts performance while stretching thin an already overburdened IT staff, costing you time, money, patience, and let's face it—customer loyalty.

There's a better way. A simplified yet truly effective and efficient endpoint security system whose defining attributes are what it **doesn't** require:

**No signatures** to manage. **No updating**. No daily deep scans to bog down system performance.

No kidding.

Incorporating artificial intelligence-based machine learning, Cylance offers true endpoint protection that prevents both known and unknown malware. And it's all done without signatures, without an Internet connection, and without the need for time-intensive updates nor deep scans. The result? Better protection that doesn't drain resources or productivity. And for SMBs especially, how great is that?

Think beyond anti-virus signatures. Think AI-based protection that fosters efficiency and productivity.

Think Cylance.

To learn more, download a free copy of "Better Security. Fewer Resources."

### SIDEBAR

#### Download White Paper

Better Security. Fewer Resources

Discover how to protect endpoints without additional resources and without impacting PC performance.

#### More Information

- Learn how Cylance protects SMBs
- We wrote the book on AI-based security: Download "Next Generational Anti-Malware Testing for Dummies," a comprehensive book that helps you take the guesswork out of evaluating different anti-malware products.

## Emails and Landing Pages for Cylance Campaign (unformatted content)

### Email #1

**PAIN POINT:** AV ineffectiveness

#### [Subject]

Prevention, Not Detection, is Critical for Protecting Your System

#### [Headline]

**Prevention, Not Detection, is Critical for Protecting Your System**

*Learn how artificial intelligence can protect your organization without straining resources*

[DOWNLOAD BUTTON]

#### [body]

Malware threats against small- and medium-sized businesses (SMBs) are on the rise, and it's little wonder why: They easily evade traditional antivirus solutions. Relying solely on detection, **AV solutions used by SMBs simply aren't designed to handle the complex threats facing systems today.**

To be truly effective, a cybersecurity solution must do far more than detect *known* threats. It must be able to thwart new and evolving ones. Yet it must be practical enough to accommodate the limited budgets at most SMBs.

Cylance can help.

Integrating the industry's most advanced artificial intelligence (AI) capabilities, Cylance delivers proactive prediction and prevention, successfully preventing 99% of malware and ransomware threats. And its AI-based approach demands far fewer resources to implement and maintain, a bottom-line benefit that SMBs can appreciate.

**Think Beyond detection. Think prevention.**

**Think Cylance.**

To discover how to deploy better security with fewer resources, download our whitepaper, "**TITLE**."

[DOWNLOAD BUTTON]

## Emails and Landing Pages for Cylance Campaign (unformatted content)

### Email #2

**PAIN POINT:** Cost Effectiveness

#### [Subject]

At What cost? Making Sense of Your Antivirus Investment

#### [Headline]

**Making Sense of Your Antivirus Investment**

***One dollar of detection does not equal one dollar of prevention.***

[Get the ROI Analysis BUTTON]

#### [body]

When it comes to malware protection and evaluating your options, it's critical to distinguish apples from oranges.

There are **detection** products—for instance, those bundled with your operating system that prevent the attack of **known malware**.

And there are **prevention** products—cutting-edge solutions that incorporate artificial intelligence to **prevent both known and unknown malware**.

Their distinguishing capabilities—detection vs. prevention—deliver fundamental differences in endpoint protection. As a result, their all-in costs differ, too. **One dollar of detection does not equal one dollar of prevention.** Need proof?

Ask any WannaaCry or Petyalike victim. With cyberattacks costing small- and medium-sized businesses (SMBs) more than \$2.2 million per attack last year, the need for **and value of** true endpoint protection has never been higher.

Are you getting the most out of your malware protection investment? Cylance's free ROI Analysis will provide an apples vs. Apples determination.

**Think Beyond Detection Costs. Think Prevention Costs.**

**The True Cost of Protection.**

To learn more about the key elements that SMBs can control in fighting malware, download our free infographic, "Why Do Cybercriminals Focus on Small Business?"

Commented [Jerry S.1]: Link to infographic.

## Emails and Landing Pages for Cylance Campaign (unformatted content)

### Email #3

PAIN POINT: Cost

#### [Subject]

Enhance security while lowering costs? You bet.

#### [Headline]

**You're Paying HOW MUCH to Protect Your System?**

**Learn how to protect your organization without draining resources or productivity**

[\[Download White Paper BUTTON\]](#)

#### [body]

Cyberattacks against small- and medium-sized businesses (SMBs) are taking their toll, costing them on average just over \$2.2 million per successful breach.

It's not a matter of vigilance. SMBs have perfected the doing-more-with-less work routine, scrambling to download signatures and perform daily deep scans to keep their legacy AV solution current. But the problem isn't with routine, it's with performance.

Traditional signature-based AV solutions are ineffective at preventing unknown malware, while their requirement on manual updates strains IT staff, leaving them little time to attend to proactive threat management.

There's a better way. A cost effective way to enhance protection without straining internal resources. With Cylance.

Artificial intelligence (AI)-based Cylance delivers endpoint protection that works behind the scenes *without signatures* and without the need to continuously download updates to remain protected. The result?

A job that previously required two or three full-time employees now requires the attention of just one, a productivity boost that looks good on any bottom-line. **That's cost-effective protection.** Can you afford anything less?

**Think Beyond Costly Signatures and Scans. Think AI for Cost Effective Protection.**

**Think Cylance.**

To discover how to deploy better security with fewer resources, download our whitepaper, "[TITLE](#)."

[\[Download White Paper BUTTON\]](#)

\*2017 State of Cybersecurity in Small- and Medium-Sized Businesses, Ponemon Institute.