

YAY

Looks like a decent report...

BOO

Asks for a lot of information – common for many companies in the B2B space. Doesn't make it right or a way to build trust.

Has opt-in checkbox checked by default.

HONORABLE MENTION

Allowed me to uncheck and proceed

► CISOs' Tactics To Win Every Budget Battle

Every CISO knows that the right cybersecurity strategy protects their company from cyber risk. And a strong, resilient program plays a big role in company revenue. So how do you get the budget you need to maintain [security posture](#), especially for larger enterprises?

Stop talking about risk, breaches, litigation, and reputational damage to justify your budget. Start talking about cybersecurity as a catalyst to grow revenue and customer retention.

This complimentary report from Forrester looks at how **3 external stakeholders** impact security spending, and **the right strategy** to overcome budget pressure. Download the report to learn:

- 3 externalities that force security spending: customers, cyber insurers, and regulators
- The right data to overcome budget pressure
- Calculations to prove cybersecurity costs to the board



View Your Reports and Research

First Name * Bobbie

Last Name * [Redacted]

Company Email * [Redacted]

Phone * [Redacted]

Company Name * [Redacted]

Job Role * Other

Job Level * C - Level

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► Thank you for your interest!

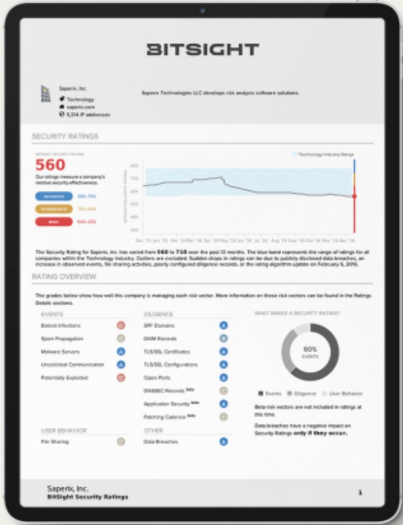
Download Now →

yay
Thanked me.

► Request your personalized security rating report

Request your free Security Rating Snapshot for your company to find the gaps in your security program and how you compare to others in your industry.

See Your Rating →

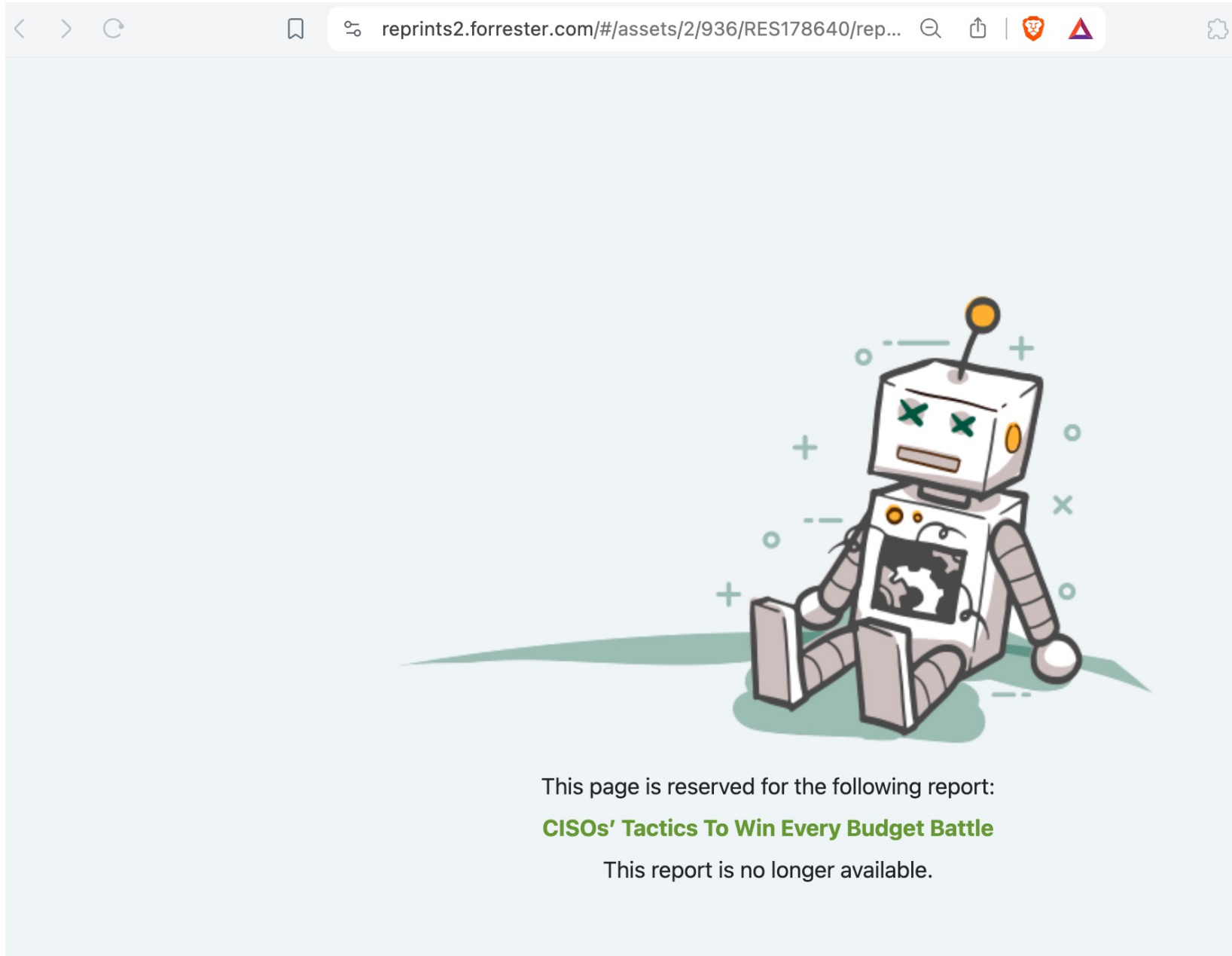


HONORABLE MENTION

Presented another CTA – but tasteful and optional.

Boo

DEAD LINK



YAY

Thanking me again.

BOO

Found instantly in my email inbox.

I didn't want to opt in – that's why I unchecked the box.

All about them and their wants.

They blew it.

BITSIGHT

Thank You for Contacting Bitsight

Dear Bobbie,

We appreciate your interest in Bitsight. In order to receive future emails, you are required to opt-in to email communications. If you wish to receive further emails from Bitsight, please confirm below.

[Opt-in to Email Communications](#)

Sincerely,

The Bitsight Team

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