



THE LARGEST PLATFORM TO FIND CYBERSECURITY TOOLS

GET IN FRONT OF SECURITY TEAMS

WHO ARE READY TO BUY

WHERE YOUR HIGH-INTENT PIPELINE IS HIDING

- ▶ **5,685** listed products
- ▶ **800+** companies
- ▶ **944** specific security tasks
- ▶ **15,000+** monthly visitors
- ▶ **1,748** registered users
- ▶ **667** products saved by users



NIKOLAZ K.

Founder at CybersecTools & Fractional CISO

“I built CybersecTools because as a CISO, I saw how hard it was for great products to get noticed, and how much money vendors were wasting on ads that didn’t work.

I wanted to create a place where value, not just budget, wins”

THE 2026 **CUSTOMER ACQUISITION COST (CAC)** GAP

On LinkedIn, a \$199 spend gets you ~5 clicks.

On CybersecTools, a \$199 spend gets you: unlimited clicks and a full month of 24/7 visibility to 15,000+ security professionals actively researching products.

Acquisition Channel	Typical Cost (2026)	Your Result
LinkedIn Ads	\$40+ per click	Passive scrolling, low intent
Gartner MQ	\$100K+ per year	18-month update cycles
CISO Dinners	\$5K-\$15K per event	80% "tire-kickers"
CybersecTools	\$199/month	15, 000+ security professionals in the active research phase



YOUR SECURITY SALES APPROACH IS **OUTDATED**

SPONSORED CISO DINNERS

- Spending \$5-15K per event for 20 attendees
- 80% of invites are tire-kickers, not buyers
- Zero post-dinner engagement tracking
- Competitors hosting the same people next week

COLD EMAIL SPAM

- Sending 10,000 emails with 2% open rates
- Generic "thought leadership" nobody reads
- Getting flagged by spam filters
- Entire domains getting blacklisted

CONFERENCE BOOTH BS

- \$50-200K for prime booth placement
- Scanning 500 badges = 5 real conversations
- Sales team burns out doing product demos
- Leads go cold before follow-up starts

GARTNER TREADMILL

- Paying \$100K+ for Gartner Magic Quadrant spot
- Buyers ignore quadrants, read peer reviews
- 18-month cycle before placement updates
- Credibility tied to analyst opinions

BURNING CASH ON ADS

- Bidding \$40-120 per click on "SIEM platform"
- 95% bounce rate from generic landing pages
- Competing against incumbents with 10x budgets
- No idea which clicks turned into pipeline

LINKEDIN SPRAY-&-PRAY

- Sales reps mass-messaging 100 prospects/day
- "Hey, saw your profile..." templates
- 1% response rate, all polite rejections
- InMail credits wasted on cold outreach

WHY CYBERSECTOOLS WORKS BEST

ACTIVE BUYERS

- 15,000+ monthly visitors actively researching tools
- Users in evaluation or procurement phase
- They found you because they need solutions NOW
- No \$10K dinner required to start the conversation

YOUR LISTING, YOUR CONTROL

- Upload product screenshots that showcase real features
- Customize descriptions to highlight your differentiators
- Show features and integrations
- Add CTA buttons to capture qualified leads directly

YOUR PRODUCT WORKS 24/7

- Listed once, discovered continuously
- SEO-optimized for 3100+ security tool searches
- ChatGPT & Perplexity recommend tools from our database
- Morning coffee in Amsterdam = lead from San Francisco

HOW TEAMS BUY TODAY

- 1,700+ registered users building their stacks
- Practitioners bookmark tools they're seriously evaluating
- Get discovered when they're ready to buy, not when you want to sell

REAL-TIME INSIGHTS

- Track views
- See how many visitors clicked
- Measure engagement
- Monitor reviews and bookmarks

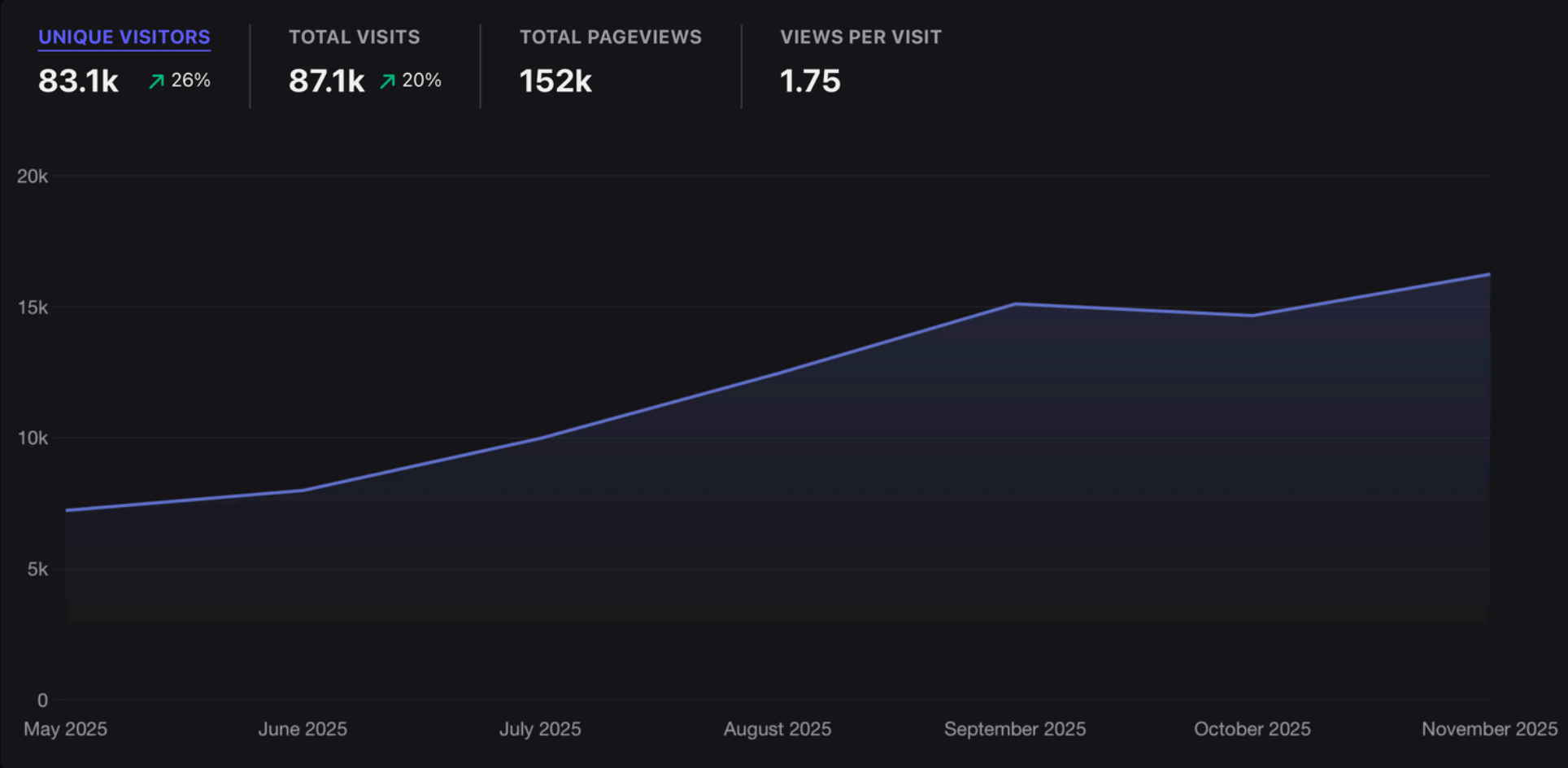
COMMUNITY-LED CREDIBILITY

- Your tool gets judged by security professionals, not booth traffic
- Authentic reviews build trust
- Direct lead capture when interest peaks
- Quality backlinks boost your domain authority

6 MONTHS OF VERIFIED PLATFORM METRICS

(Powered by Plausible Analytics)

GROWTH AT GLANCE



- **Intent-Driven Discovery.** 31.2k visitors come directly from Google, meaning they are searching for solutions, not just browsing a social feed.
- **Purchasing Power.** Over 14.6k visitors are from the US , with significant traffic from the UK, France, and Germany; markets with the highest security budgets.
- **AI Recommendation Engine.** Products are being recommended by ChatGPT and Perplexity, which pull from our database. **This is "automated" ROI you can't buy with traditional ads.**

TOP SOURCES

Source	Visitors ↓
Google	31.2k
Direct / None	22.8k
Bing	12.7k
DuckDuckGo	7k
Yandex	3k
Brave	1.2k
Yahoo!	1.2k
LinkedIn	951
Facebook	852
chatgpt.com	747
Reddit	337
Twitter	283
GitHub	196
copilot.microsoft.com	161
Perplexity	149

TOP BUYER MARKETS

Country	Visitors ↓
United States	14.6k
United Kingdom	2.2k
France	2k
Germany	1.7k
Canada	1.6k
Australia	1.4k
Netherlands	1.3k
Italy	1.1k
Sweden	538
Israel	495
United Arab Emirates	474

* Visitor countries based on purchase power

SUCCESS STORIES

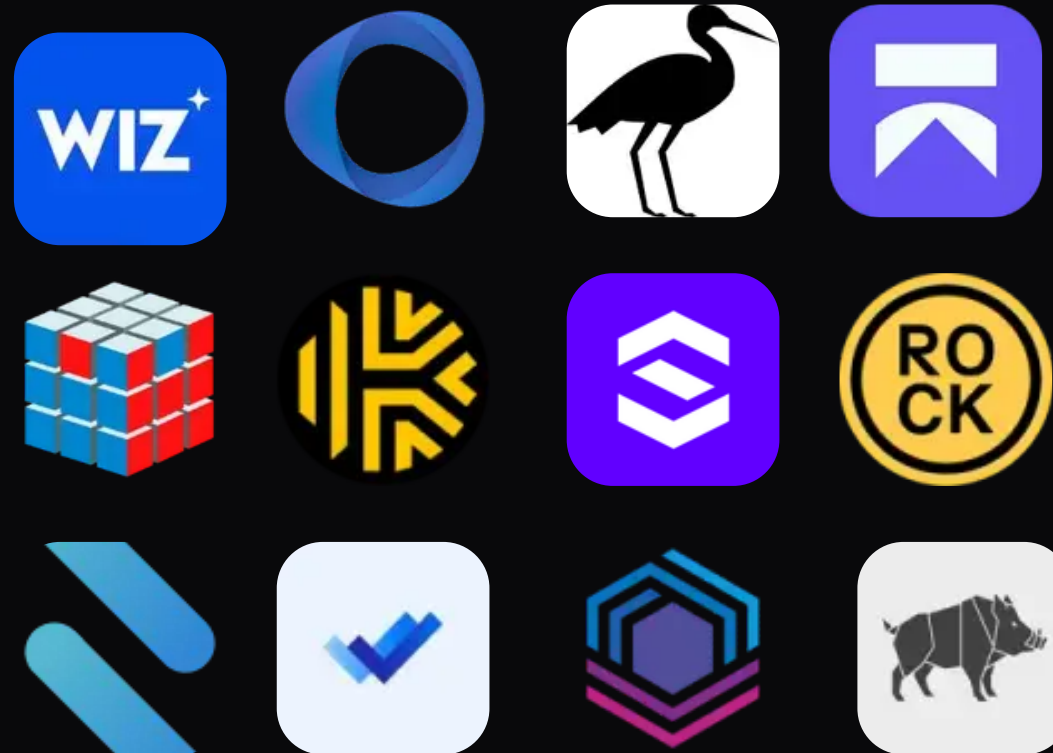
“We certainly have noticed good traffic coming from CybersecTools, and the quality is good given that users are already well vested in looking to acquire new security products.”



TERRY LEWIS

CEO of RoboShadow

**806 CYBERSECURITY
COMPANIES ARE LISTED
YOU COULD BE NEXT**



“CybersecTools.com has been invaluable for BlackStork, extending our exposure and connecting us with the right audience. It is a fundamental resource for cybersecurity professionals.”



SERGEY POLZUNOV

Founder at BlackStork

PRICING LIST

GET VERIFIED

Generate leads and build credibility

- Top Category Position
- Custom CTA Button
- LinkedIn Post Mention
- Monthly Homepage Boost
- Analytics Dashboard
- Verified Badge
- 1-Day Fast-Track Approval
- Show Integrations
- Add Product Screenshots
- Detailed Product Information
- List Product Features
- Upload Custom Logo
- Front Page Listings
- Listed in the Directory
- Premium Email Support

\$199/MONTH

FEATURED

Top Position + Email Marketing

- Direct-to-Website Included
- Dedicated email to all members
- Shown as Alternative on Competitor Pages:
- Top Position on Homepage
- Featured in Sidebar on Every Page
- Top Spot in Weekly Digest Emails
- Priority Position in Search Results
- LinkedIn Post Mention

\$299/MONTH

DIRECT-TO-WEBSITE

Direct Traffic

- +25% higher click-through rate
- Clicks go directly to your website
- Green highlight border on your listing
- Better for conversion
- Still have detailed page for discovery

\$99/MONTH

In 2026, a single qualified cybersecurity lead costs between
\$200 and \$500.

At \$199/month, if CybersecTools generates just one
qualified lead every 30 days, your marketing spend is
already 50% more efficient than LinkedIn or Google Ads.



CHOOSE YOUR WINNING STRATEGY

THE MARKET LEADER

 GET VERIFIED +  FEATURED

- **The Goal.** Aggressive growth, competitor hijacking, and total site-wide dominance.
- **The Strategy.** Own the Home Page Hero section and appear as the Primary Alternative on competitor listings.
- **The ROI.** Combined power of site-wide sidebars and Direct Email to 1,747+ members for a single flat fee.
- **Best For.** Scaling companies looking to capture market share directly from established incumbents.

THE CONVERSION BOOSTER

 GET VERIFIED +  DIRECT-TO-WEBSITE

- **The Goal.** Remove friction and drive buyers straight to your high-converting landing pages.
- **The Strategy.** Utilize the Green Highlight Border and +25% higher CTR to bypass the directory page entirely.
- **The ROI.** Lower your Cost Per Acquisition (CPA) by shortening the buyer's journey from discovery to demo.
- **Best For.** Vendors with optimized funnels who want to maximize the volume of traffic to their own site.

THE FOUNDATION

 GET VERIFIED

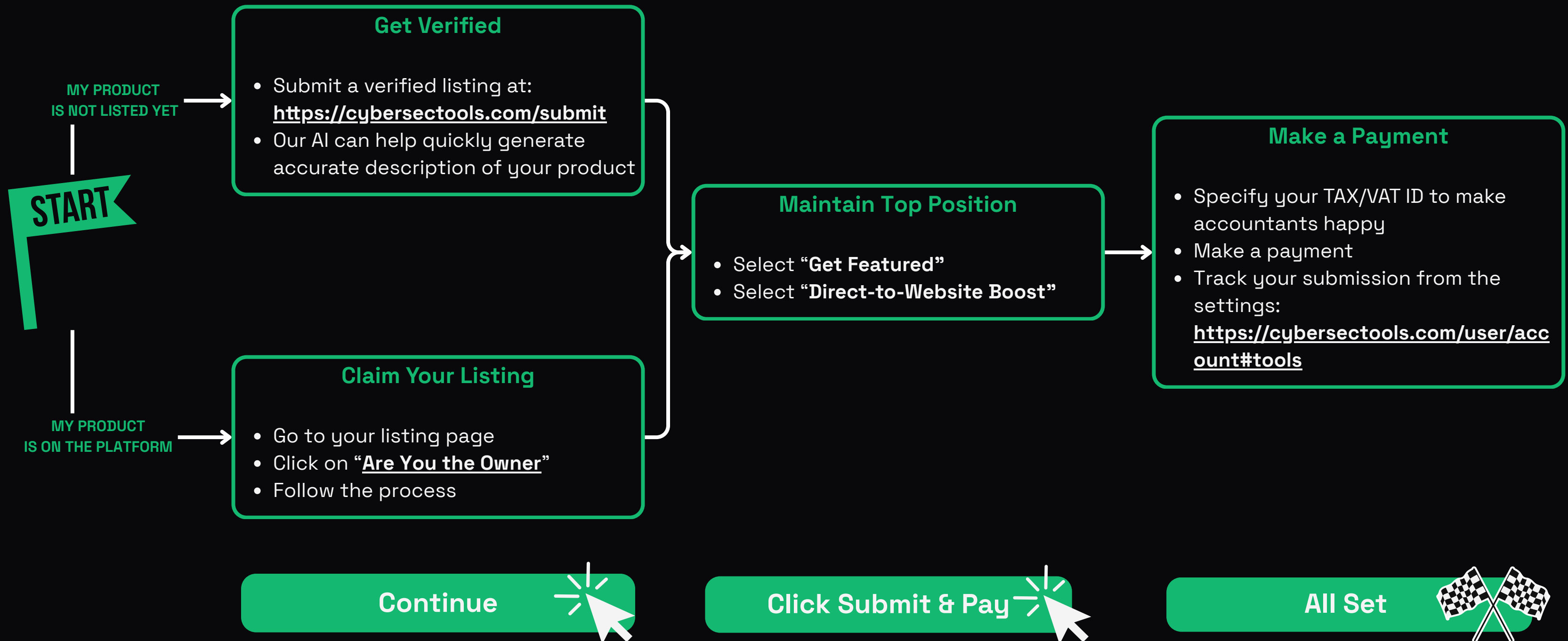
- **The Goal.** Build immediate credibility and start capturing baseline high-intent traffic.
- **The Strategy.** Use your Verified Badge and Top Category Position to stand out among 5,700+ products.
- **The ROI.** Replace the \$200+ LinkedIn Lead with a flat monthly fee of \$199/month.
- **Best For.** Companies wanting to be "findable" when buyers are specifically searching their category

START WINNING IN UNDER 1 MINUTE

STEP 1

STEP 2

STEP 3





THE LARGEST PLATFORM TO FIND CYBERSECURITY TOOLS

Stop Chasing CISOs. Start Capturing Intent.

Product not listed?

cybersectools.com/submit

Already Listed

[Visit the Listing Page](#)

Questions?

Reach us at hello@cybersectools.com