

MENA Pipeline Engine

DEMAND GENERATION · LEAD DELIVERY · BUYING-GROUP ACTIVATION

**Take your cybersecurity brand
to the Middle East's buyers.
Get the leads.**

We own the audience driving cyber growth across the Middle East. We put your brand in front of them, run the demand, and hand you qualified leads mapped to real buying groups.

Entering the Middle East is a decision. Being seen by the right buyers is the work.

You can open an office, hire a team and localise the message. What you can't buy off the shelf is a warm, in-market audience — the specific people driving cyber budgets across Saudi, the UAE and the wider Middle East, at the moment they're deciding.

01 No warm list in a new region

Your CRM has no Middle East history. Prospecting starts cold, and cold in a relationship-led market is slow — competitors with presence get there first.

02 Reach without relevance burns budget

Broad display and untargeted social spend money spraying a region. Without knowing who is actually in-market, cost per lead climbs and quality drops.

03 Pipeline is hard to prove early

Leadership wants evidence the Middle East bet is working. Awareness metrics don't answer that — you need sourced pipeline, visible while it builds, not reported a quarter late.

We already own the room.

SalesboxAI runs an addressable, signal-scored audience of the decision-makers driving cybersecurity growth across the Middle East. We promote your brand to that audience and deliver the leads — the way a media platform delivers reach, only here every contact is mapped to an account and a buying group.

28K

reachable decision-makers across
Middle East cyber-growth accounts,
addressable today.

Director

Demand gen, growth,
marketing ops



15,500

CXO

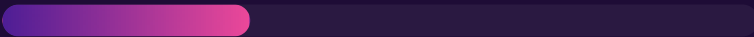
CMO, founders, revenue
leaders



5,500

Manager

Campaign & demand execution



5,000

VP

Marketing & pipeline
ownership



2,000

From your brand to qualified pipeline, in one 90-day motion.

— ALWAYS ON ACROSS THE MOTION · ABM · PROGRAMMATIC ADS —

01

Signal capture

We put your brand in front of the Middle East audience with ABM and programmatic ads, and read the response — building first-party intent and a baseline signal score for every account.

02

Buying-group activation

For accounts showing intent, we map the full buying group and deepen engagement — content syndication, brand-engaged leads, retargeting, and ABM programmatic ads across LinkedIn and email — moving contacts from aware to MQL to HQL.

03

Pipeline conversations

Qualified, brand-engaged leads with the buying group mapped are delivered to open real conversations with in-market accounts — sourced pipeline visible live, not reported after the quarter.

— ABM · PROGRAMMATIC ADS · ALWAYS ON ACROSS THE MOTION —

Your brand



Middle East audience



Buying signal



Buying group



Qualified leads

One audience. Five ways in.

Choose the motion that matches where you are in the region — most brands start with lead generation and expand into full-funnel demand.

AWARENESS & SOV

Own the region's attention

Programmatic display and social to the Middle East cyber audience, establishing presence before your sales team lands.

KPI · reach, share of voice

CONTENT SYNDICATION

Turn assets into leads

Your gated content distributed to the audience and returned as qualified MQLs, at predictable cost.

KPI · MQL volume, CPL

ACCOUNT-BASED

Land named accounts

Buying-group activation across your Middle East target list — the whole committee, not one contact.

KPI · account engagement, pipeline

INTENT DATA

See who's in-market now

A live feed of accounts researching your category, handed back for your own nurture and CRM.

KPI · pipeline efficiency, conversion

FULL-FUNNEL DEMAND

The whole engine, run end to end

Awareness through to booked pipeline as one measured program — every stage visible on a single dashboard as it fills.

KPI · sourced pipeline, marketing ROI

Your pipeline, filling in real time.

No black box. Once your program is live, one dashboard shows the funnel filling, the accounts moving in-market, and every touch behind each lead — the transparency incumbents can't structurally match.



Illustrative example — the account names and figures shown are representative of a live program, not current data.

Reach in. Pipeline out.

A 90-day MENA Pipeline Engine program is built to return evidence, not impressions — measured against the numbers a marketing leader is actually held to.

28K

Addressable Middle East cyber decision-makers, refined to your ICP

Live

In-market accounts identified and scored in real time

MQL→HQL

Qualified lead flow at a predictable cost per lead

Buying groups

Full committees mapped, not single contacts

Sourced

Marketing-sourced pipeline, visible as it builds

100%

Per-lead touch history — full transparency, every stage

TRUSTED BY ENTERPRISE TECHNOLOGY LEADERS — INCLUDING



YOUR NEXT MOVE

Let's take your brand to the Middle East.

In a 30-minute working session we'll walk the addressable audience for your category, show how we'd put your brand in front of it, and map the tactics — ABM, programmatic, content syndication and buying-group activation — that would build your demand and deliver your leads.

Book your MENA pipeline session

30 minutes — your category, the audience, and the plan to activate it.

calendly.com/rohan-salesbox

CONTACT

Rohan Soans · Revenue, SalesboxAI

EMAIL

rohan@salesbox.ai

WEB

salesbox.ai

