



# Uncovering purchasing trends for cybersecurity solutions for emails in Western Europe

*Leveraging Surveys to Make Informed Decisions*

## CHALLENGE

A client needed to learn about trends for cybersecurity solutions for emails before making a purchasing decision. This included a benefit analysis weighing purchasing email security against using free security provided by email providers. They required insight into provider awareness and usage, as well as competitive positioning.

The client also wanted to determine an evaluation process that would help them decide which email security provider to select.

## THE GLG APPROACH

GLG facilitated an online survey targeting IT decision makers in Western Europe, working at midsize firms across a range of industries. The respondents were also all previously involved in the selection and purchasing of email security solutions for their organisation.

## OUTCOME

With the insight gleaned from the 250 respondents, the client better understood how the market used the different email security providers, key purchasing criteria, providers' performance, IT decision makers' spend, and their likelihood of switching email security providers. The client used the GLG survey portal to access live data and updates, and review aggregate data post-survey.

## FEATURED PRODUCTS



GLG Surveys

[Learn more](#)

**GLG facilitated online survey targeting IT decision makers in Western Europe to provide the client with insights into purchasing trends for cybersecurity email solutions.**

## Why GLG?

GLG delivered the insight needed to evaluate the purchasing trends for email cybersecurity solutions.

Data was provided to the client in two weeks.

## Project scope

The online survey included 250 CTOs and other key IT decision makers in Western Europe with the questionnaire carefully designed to access the key learning objectives.

As The World's Insight Network, GLG connects clients to the subject-matter experts who can provide real-world insights to make informed decisions. Our team of professionals work with you to create a tailored approach that identifies, assesses, and answers your questions on your timeline. We bring the power of insight to every great professional decision.

The information provided in this marketing material is for informational purposes only. The information is not offered as advice on a particular matter and should not be relied on as such. GLG® and the GLG logos are trademarks of Gerson Lehrman Group, Inc. ©2022 Gerson Lehrman Group, Inc. All rights reserved.