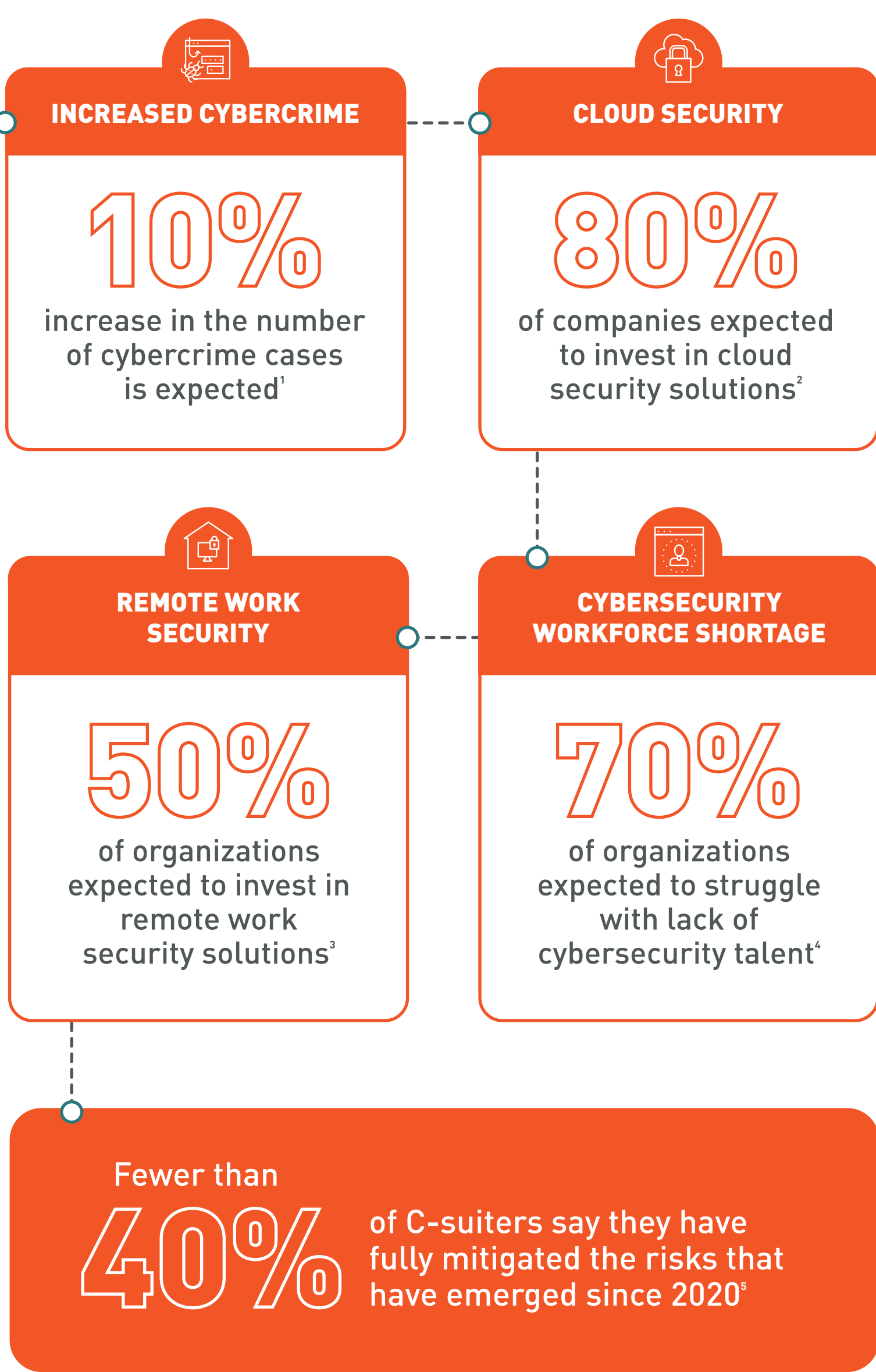


State of Cybersecurity Marketing: 2023

What's changed in cybersecurity?



Emerging/Increasing Threats



What are marketers' top cyber concerns today?



DATA POLICY, DATA SECURITY & PRIVACY/REGULATIONS



BRAND TRUST



BREACHES IMPACT BRAND TRUST AND REPUTATION



IMPACT OF NEW TECHNOLOGIES

91% of marketers are concerned about addressing innovation, AI, technology, the metaverse, and marketing automation¹¹



Following the Money: Marketing Spend & Cyber Investments in 2023

GENERAL MARKETING SPEND

Marketers spend grew

10.4%

in the last year;

Marketers predict that will slow to

5.8%

growth in the next year¹²

Marketing organizations growth is expected to slow from

15.1%

last year to

7.3%

in the next year¹³

CYBER INDUSTRY INVESTMENTS

Global cybersecurity spending will increase by **13.2%** in 2023, and could become a

\$220B+ MARKET¹⁴

Sources:

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