

# How a Global Cybersecurity Leader Used Real-Time Intent Scoring to Increase Conversion Without Sacrificing Margin

A global cybersecurity company protecting hundreds of millions of users deployed Syntasa's real-time intent scoring to personalise experiences at the moment of decision – driving measurable conversion uplift while protecting margin where it matters most.

Behavioural Signals

Intent Classification

Dynamic Personalisation

Conversion Optimisation

## BACKGROUND

A global cybersecurity leader, protecting hundreds of millions of users across consumer and enterprise markets, had some of the highest-traffic consumer pages in the industry. Despite strong demand, they faced a conversion problem. Visitors arrived with vastly different levels of purchase intent, yet every user saw the exact same experience.

The challenge was not attracting visitors. It was converting them efficiently, without resorting to blanket discounts that erode margin across the board.

## THE CHALLENGE: ONE EXPERIENCE FOR EVERY INTENT LEVEL

The company's consumer solutions pages drew significant traffic, but the path from visit to purchase was inconsistent. High-intent users who were ready to buy were being shown the same experience as hesitant browsers who needed a nudge – and users unlikely to convert at all.

Applying broad discounts to drive conversion meant giving margin away to users who didn't need the incentive.

What they needed was a way to act on intent in the moment – not after the fact.

## THE SOLUTION: SYNTASA'S REAL-TIME INTENT SCORING

The company partnered with Syntasa to enable real-time intent scoring – capturing in-session behavioral signals with no batch processing or delay. Syntasa's real-time tag collected the data, which was scored by the OTF model to classify visitors into intent-based segments. This allowed the client to deliver personalized experiences in real time, tailored to each intent category.

- **Likely to buy** – high-intent users on track to convert
- **On-the-fence** – users who need a nudge to make a decision
- **Unlikely to buy** – users requiring stronger incentives to engage

The scoring is generated from real-time signals and made immediately available for activation, enabling personalisation at the moment of decision rather than in retrospect.

### REAL-TIME, IN-SESSION SIGNALS

No batch processing. No delay. Each visitor is classified the instant they land – and the page adapts immediately, without rebuilding any journeys.

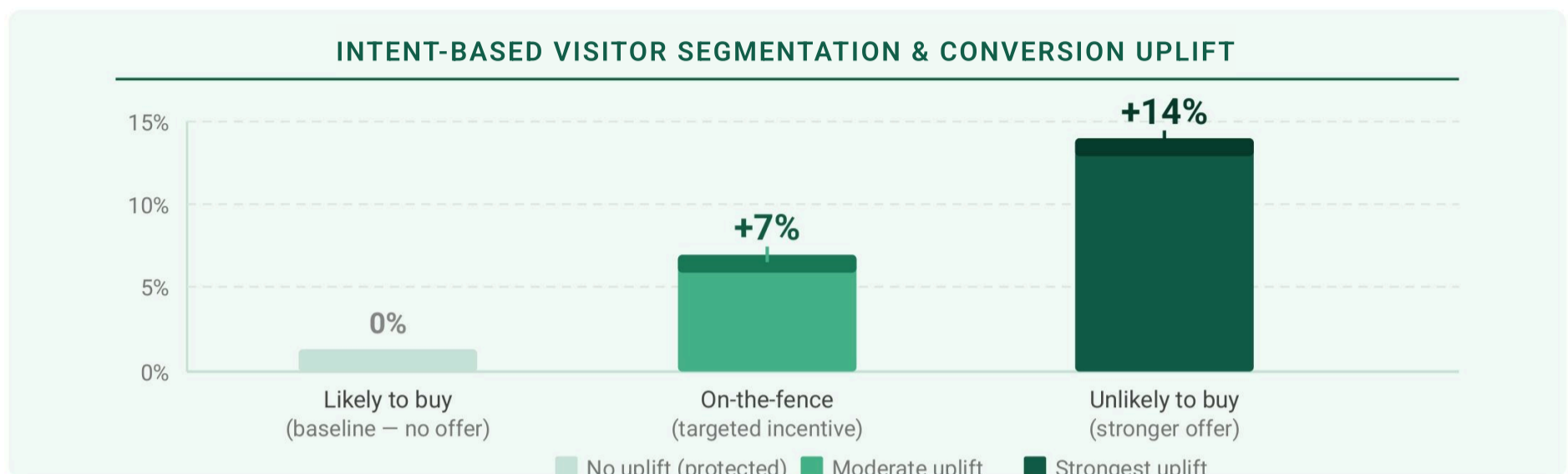
### ZERO WASTED DISCOUNT

High-intent buyers see no offer at all. Incentives are reserved exclusively for visitors who need them to convert.

## THE RESULTS




**Smart discounting, stronger results:** Incentives were deployed with surgical precision – reaching only the visitors who needed them, keeping average order value firmly in check while driving volume where it counted.

**Conversion gains, margin intact:** Higher conversion across both segments delivered a net positive revenue outcome – proof that you don't need to choose between growth and margin when intent data drives every decision.



## WHY IT MATTERS

This experiment validated Syntasa's real-time intent scoring as a commercially meaningful capability – not just a technical one. For the company, it unlocked a new operating model for conversion optimisation:

-   
**Act on intent at the moment of decision**  
not after a session ends
-   
**Protect margin**  
by reserving discounts only for users who need them
-   
**Launch and iterate**  
experiments faster with no need to rebuild page journeys

The team confirmed the experiment as a success and committed to a programme of follow-up tests ahead of a full Business-as-Usual rollout.

## TAKEAWAY

Real-time intent scoring helped the company convert more users without sacrificing margin, turning behavioural signals into commercial outcomes at the speed of a visit.

For more information about Syntasa's solutions for digital commerce and conversion optimisation, visit [syntasa.com](https://syntasa.com)