



For Immediate Release

Contact: David Sigel

Phone: (612) 230-7961

Email: David.Sigel@CyberRiskAlliance.com

CyberRisk Alliance Implements Customer Data Platform

New data intelligence technology from partner Hum powers personalized content and marketing experiences for security community

New York, NY, August 31, 2021 – Cybersecurity business intelligence company [CyberRisk Alliance](#) (CRA) announced the implementation of Hum's Customer Data Platform (CDP), designed to provide deep first-party audience data and inform delivery of highly targeted content and experiences.

The new CDP will pull data from every technology platform in CRA's ecosystem, providing a single unified data source that considers both audience demographics and behavior. As its audience engages with CRA's content, the company will have a dynamic snapshot of users' goals and drivers, enabling it to nimbly give its audience more relevant, more personalized recommendations.

CRA also expects implementation of this state-of-the-art marketing technology to benefit its sponsor partners through heightened understanding of an audience's digital behavior. The CDP underpins CRA's ability to deliver strategic omnichannel campaign strategies, advanced account-based marketing (ABM) and demand orchestration services.

The Hum platform is a new type of CDP built specifically for B2B media organizations and associations. CRA Chief Digital Officer, Joe Haddock, commented on the selection of Hum, "We're delighted to select Hum as our partner to deliver our CDP. The drivers of our strategic advantage will be our ability to grow our total audience reach while rapidly innovating our marketing solutions to deliver greater ROI for our clients. When we initially scoped out the features and services we were looking for from a partner, Hum showed a deep understanding of underlying market needs and the ability to translate it to clean design and product sets. We're excited to bring a new range of solutions to market in the months ahead."

Tim Barton, Hum CEO, added, "We are excited to be working with CRA, and by CRA's decision to put Hum at the center of its data-driven strategy to support cybersecurity professionals. We look forward to partnering with CRA as they grow their communities and impact."

About CyberRisk Alliance

CyberRisk Alliance (CRA) is a business intelligence company serving the high growth, rapidly evolving cybersecurity community with a diversified portfolio of services that inform, educate, build community and inspire an efficient marketplace. Our trusted information leverages a unique network of journalists, analysts and influencers, policymakers and practitioners. CRA's brands include SC Media, Security Weekly, InfoSec World, Cybersecurity Collaboration Forum, our research unit CRA Business Intelligence, and the peer-to-peer CISO membership network, Cybersecurity Collaborative. More information is available at CyberRiskAlliance.com.

About Hum

Hum is a new type of Customer Data Platform (CDP) built specifically to help associations, societies, and B2B media organizations shift to digital. [Learn More About Hum](#) or contact [Claire Glisson, Director of Marketing](#).