

Grid[®] Report for Security Awareness Training | Fall 2021



Security Awareness Training Software

Contenders									Leaders
Niche									High Performers

Market Presence

Satisfaction

G2 Grid[®] Scoring

(Security Awareness Training Software continues on next page)

Security Awareness Training Software (continued)

Security Awareness Training Software Definition

Security awareness training software provides businesses with online courses to train and assess their employees' security readiness. Businesses use these tools to outsource security training to specialized providers with experience and courses specific to a variety of security measures. Many of these tools deliver simulated attacks or fraudulent emails to help employees better identify malicious content before encountering it in real-life scenarios.

While some [online course providers](#) offer security awareness training, the products listed in this category are courses specific to cybersecurity and information security in the workplace.

To qualify for inclusion in the Security Awareness Training category, a product must:

- ▶ Provide educational security courses
- ▶ Offer online classes or a web-based educational content
- ▶ Provide training and assessment tools

Security Awareness Training Grid® Scoring Description

Products shown on the Grid® for Security Awareness Training have received a minimum of 10 reviews/ratings in data gathered by August 17, 2021. Products are ranked by customer satisfaction (based on user reviews) and market presence (based on market share, seller size, and social impact) and placed into four categories on the Grid®:

- ▶ Products in the Leader quadrant are rated highly by G2 users and have substantial Market Presence scores. Leaders include: [KnowBe4 Security Awareness Training](#), [Infosec IQ](#), [MetaCompliance Security Awareness Training](#), and [Proofpoint Security Awareness Training](#)
- ▶ High Performing products have high customer Satisfaction scores and low Market Presence compared to the rest of the category. High Performers include: [Hoxhunt](#)
- ▶ Contender products have relatively low customer Satisfaction scores and high Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. Contenders include: [Webroot Security Awareness Training](#)
- ▶ Niche products have relatively low Satisfaction scores and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. Niche products include: [Curricula](#), [Inspired eLearning Security Awareness Training Solutions](#), [ThreatCop](#), [Avatao](#), [Defendify Cybersecurity Platform](#), and [CyberVista](#)

Grid® Scores for Security Awareness Training Software

The table below shows the Satisfaction and Market Presence scores that determine seller placement on the Grid®. To learn more about each of the products, please see the product profile section.

Leaders

	# of Reviews	Satisfaction	Market Presence	G2 Score
KnowBe4 Security Awareness Training	663	94	99	97
Infosec IQ	328	90	69	79
MetaCompliance Security Awareness Training	142	90	58	74
Proofpoint Security Awareness Training	110	66	80	73

High Performers

Hoxhunt	71	65	41	53
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Contenders

Webroot Security Awareness Training	46	42	59	50
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Niche

Curricula	14	48	20	34
Inspired eLearning – Security Awareness Training Solutions	36	26	31	29
ThreatCop	10	40	15	27
Avatao	33	38	12	25
Defendify Cybersecurity Platform	12	39	5	22
CyberVista	19	13	25	19

* Products are ordered by G2 Score. Satisfaction score is used as a tiebreaker if two products have the same G2 Score.

Grid® Methodology

Grid® Rating Methodology

The Grid® represents the democratic voice of real software users, rather than the subjective opinion of one analyst. G2 rates products from the Security Awareness Training category algorithmically based on data sourced from product reviews shared by G2 users and data aggregated from online sources and social networks.

Technology buyers can use the Grid® to help them quickly select the best products for their businesses and to find peers with similar experiences. For sellers, media, investors, and analysts, the Grid® provides benchmarks for product comparison and market trend analysis.

Grid® Scoring Methodology

G2 rates products and sellers based on reviews gathered from our user community, as well as data aggregated from online sources and social networks. We apply a unique algorithm (v3.0) to this data to calculate the Satisfaction and Market Presence scores in real time. The Grid® Report for Security Awareness Training | Fall 2021 is based on scores calculated using the G2 algorithm v3.0 from reviews collected through August 17, 2021. To view the Security Awareness Training Grid® with the most recent data, please visit the [Security Awareness Training](#) page.

Satisfaction

The Satisfaction rating is affected by the following (in order of importance):

- ▶ Customer satisfaction with end user-focused product attributes based on user reviews
- ▶ Popularity and statistical significance based on the number of reviews received by G2
- ▶ Quality of reviews received (reviews that are more thoroughly completed will be weighted more heavily)
- ▶ Age of reviews (more-recent reviews provide relevant and up-to-date information that is reflective of the current state of a product)
- ▶ Customers' satisfaction with administration-specific product attributes based on user reviews
- ▶ Overall customer satisfaction and Net Promoter Score® (NPS) based on ratings by G2 users

Note: The customer satisfaction score is normalized for each Grid®, meaning the scores are relative.

(Grid® Methodology continues on next page)

**Net Promoter, Net Promoter System, Net Promoter Score, NPS and the NPS-related emoticons are registered trademarks of Bain & Company, Inc., Fred Reichheld and Satmetrix Systems, Inc.

Grid® Methodology (continued)

Market Presence

The Market Presence score is affected by the following (in order of importance):

- ▶ Market presence is a combination of 15 metrics from G2's reviews, publicly available information, and third-party sources
- ▶ Both the software sellers and the individual products are measured on various criteria. The criteria are listed in order of importance. Products metric receive greater weight than seller metrics

Criteria	Measured For		Metrics
	Product	Seller	
Number of Employees	✓	✓	Employee Count (based on social networks and public sources)
Reviews	✓		Review Count (weighted by recency)
Web Presence	✓	✓	
Social Presence	✓	✓	
Growth	✓	✓	Employee Growth, Web Presence Growth
Seller Age		✓	
Employee Satisfaction and Engagement		✓	

- ▶ Each input is normalized by category and segment. This means that scores are relative to other products in the category/segment and may change from segment to segment
- ▶ The scores are then scaled from 0-100

Grid® Categorization Methodology

Making G2 research relevant and easy for people to use as they evaluate and select business software products is one of our most important goals. In support of that goal, organizing products and software companies in a well-defined structure that makes capturing, evaluating, and displaying reviews and other research in an orderly manner is a critical part of the research process.

To manage the process of categorizing the software products and the related reviews in the G2 community, G2 follows a publicly available [categorization methodology](#). All products appearing on the Grid® have passed through G2's categorization methodology and meet G2's category standards.

Many terms that appear regularly across G2 and are used to aid in product categorization warrant a definition to facilitate buyer understanding. These terms may be included within reviews from the G2 community or in executive summaries for products included on the Grid®. A [list of standard definitions](#) is available to G2 users to eliminate confusion and ease the buying process.

(Grid® Methodology continues on next page)



Grid® Methodology (continued)

Rating Changes and Dynamics

The ratings in this report are based on a snapshot of the user reviews and social data collected by G2 up through August 17, 2021. The ratings may change as the products are further developed, the sellers grow, and as additional opinions are shared by users. G2 updates the ratings on its website in real time as additional data is received, and this report will be updated as significant data is received. By improving their products and support and/or by having more satisfied customer voices heard, Contenders may become Leaders and Niche sellers may become High Performers.

Trust

Keeping our ratings unbiased is our top priority. We require the use of a LinkedIn account or verified business email address to validate a G2 user's identity and employer. We also validate users by partnering with sellers and organizations to securely authenticate users through select platforms. We do not allow users to review their current or former employers' products, or those of their employers' competitors. Additionally, all reviews are manually checked by our team after our algorithm filters out reviews that don't meet our submission requirements. All reviews must pass our moderation process before they are published.

Our G2 staff does not add any subjective input to the ratings, which are determined algorithmically based on data aggregated from publicly available online sources and social networks. Sellers cannot influence their ratings by spending time or money with us. Only the opinion of real users and data from public sources factor into the ratings.

Grid® Inclusion Criteria

All products in a G2 category that have at least 10 reviews from real users of the product are included on the Grid®. Inviting other users, such as colleagues and peers, to join G2 and share authentic product reviews will accelerate this process.

If a product is not yet listed on G2 and it fits the market definition above, then users are encouraged to [suggest its addition](#) to our [Security Awareness Training category](#).

Product Profiles

Product profiles and detailed charts are included for products with 10 or more reviews.

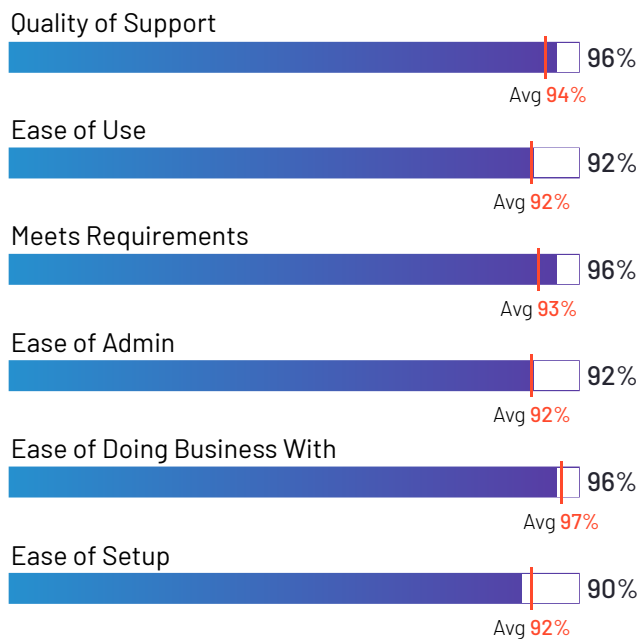
KnowBe4
Human error. Conquered.

4.7 ★★★★★ (672)

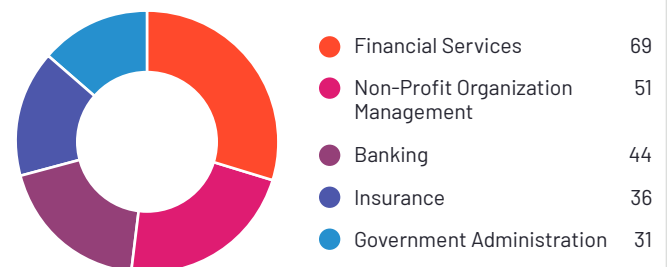


KnowBe4 Security Awareness Training has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. KnowBe4 Security Awareness Training has the largest Market Presence and received the highest Satisfaction score among products in Security Awareness Training. 99% of users rated it 4 or 5 stars, 97% of users believe it is headed in the right direction, and users said they would be likely to recommend KnowBe4 Security Awareness Training at a rate of 95%.

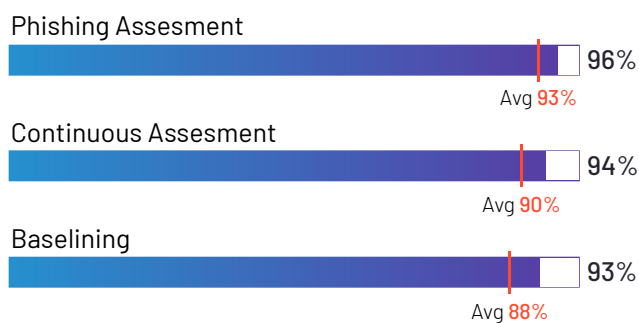
Satisfaction Ratings



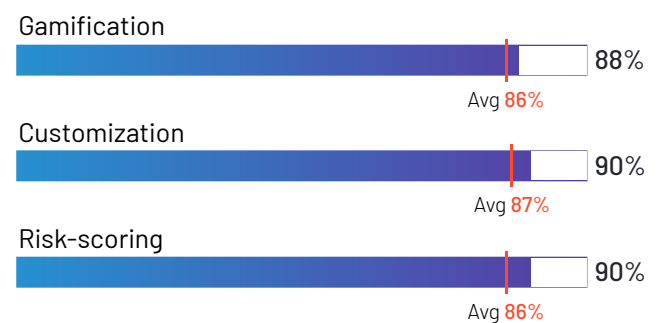
Top Industries Represented



Highest-Rated Features



Lowest-Rated Features



Ownership
KnowBe4, Inc.



HQ Location
Clearwater, FL



Year Founded
2010



Employees (Listed On LinkedIn™)
1213



Company Website
www.knowbe4.com

INFOSEC IQ

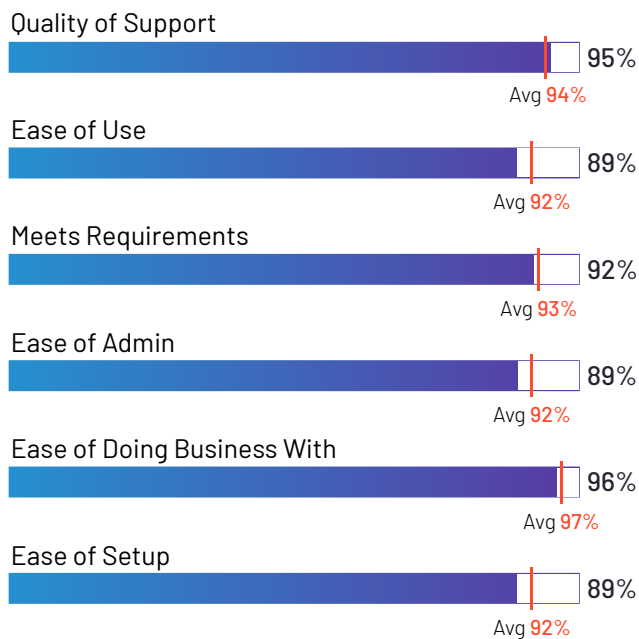
Infosec IQ

4.5 ★★★★★ (349)

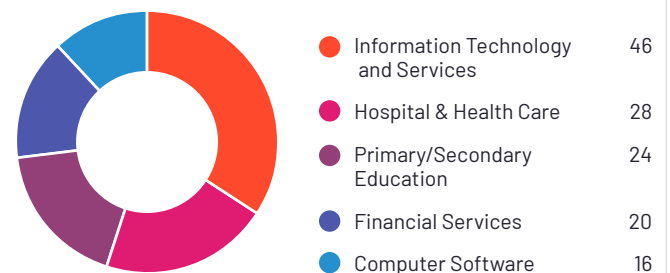


Infosec IQ has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. 98% of users rated it 4 or 5 stars, 91% of users believe it is headed in the right direction, and users said they would be likely to recommend Infosec IQ at a rate of 91%.

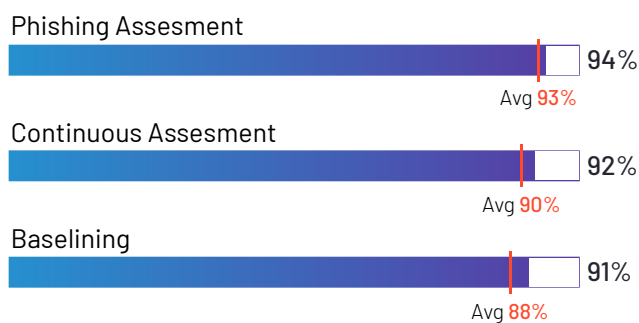
Satisfaction Ratings



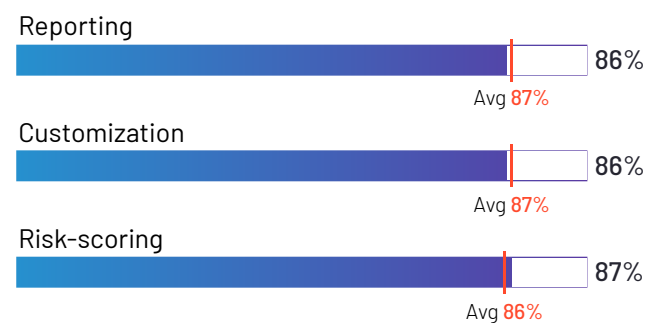
Top Industries Represented



Highest-Rated Features



Lowest-Rated Features



Ownership
Infosec



HQ Location
Madison, WI



Year Founded
2004



Employees (Listed On LinkedIn™)
225



Company Website
www.InfoSecInstitute.com



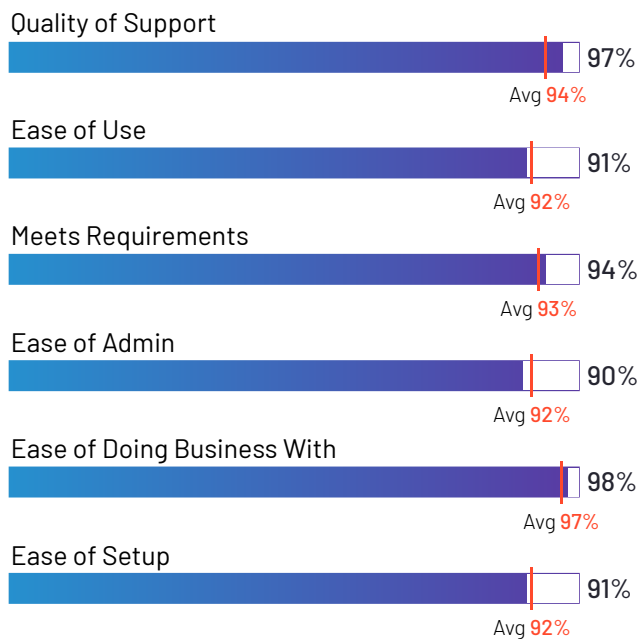
MetaCompliance Security Awareness Training

4.8 ★★★★★ (147)

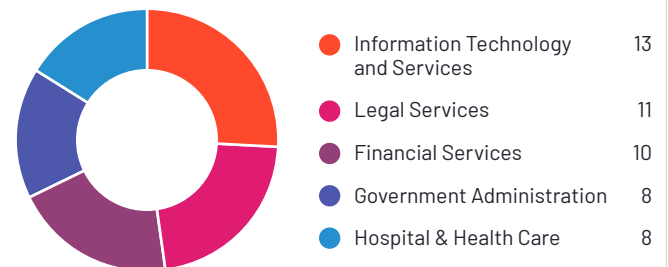


MetaCompliance Security Awareness Training has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. 100% of users rated it 4 or 5 stars, 97% of users believe it is headed in the right direction, and users said they would be likely to recommend MetaCompliance Security Awareness Training at a rate of 95%.

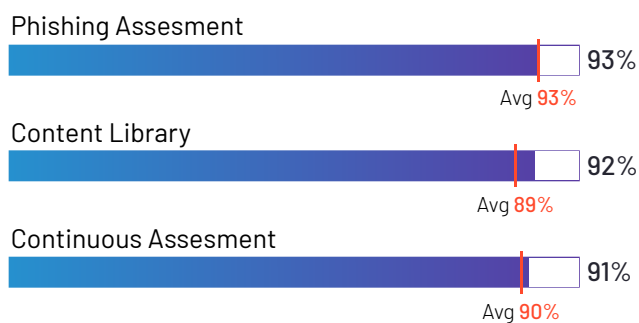
Satisfaction Ratings



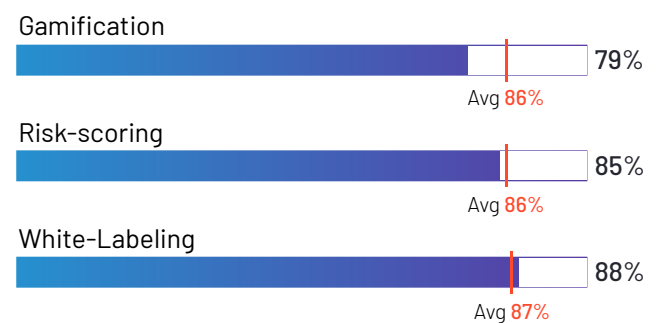
Top Industries Represented



Highest-Rated Features



Lowest-Rated Features



Ownership
MetaCompliance



Year Founded
2005



Employees (Listed On LinkedIn™)
123



Company Website
metacompliance.com



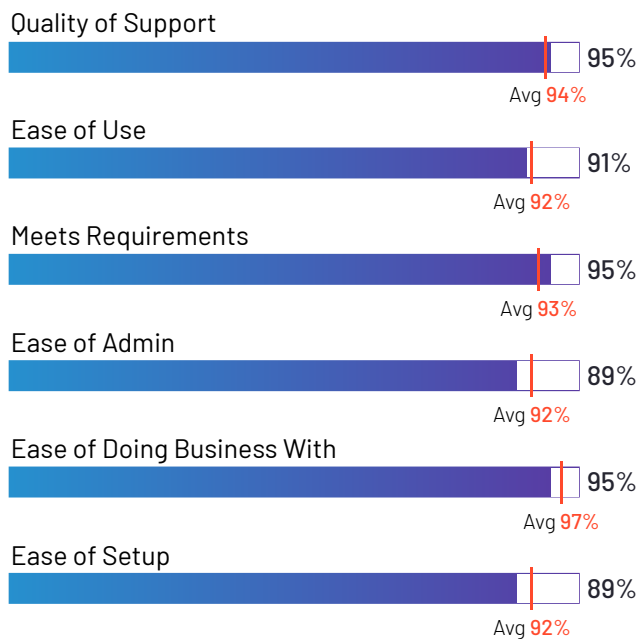
Proofpoint Security Awareness Training

4.6 ★★★★★ (113)

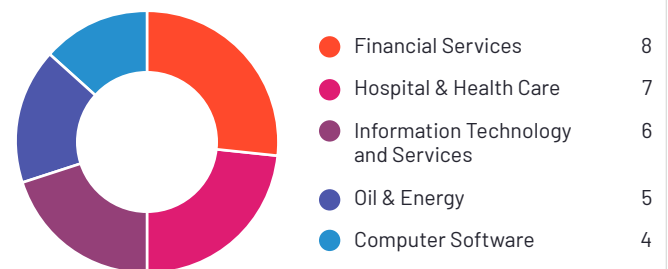


Proofpoint Security Awareness Training has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. 95% of users rated it 4 or 5 stars, 94% of users believe it is headed in the right direction, and users said they would be likely to recommend Proofpoint Security Awareness Training at a rate of 91%.

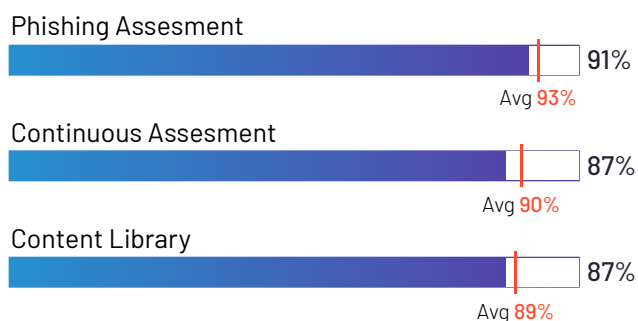
Satisfaction Ratings



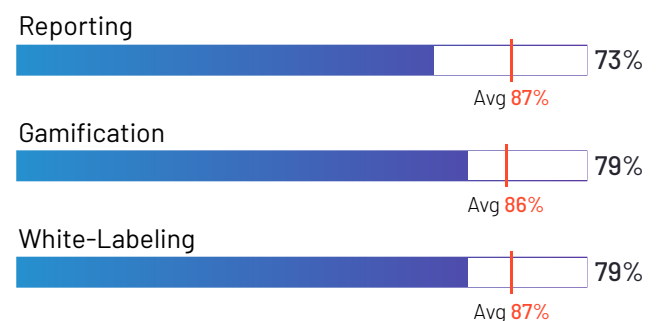
Top Industries Represented



Highest-Rated Features



Lowest-Rated Features



Ownership
Proofpoint



HQ Location
Sunnyvale, CA



Year Founded
2002



Employees (Listed On LinkedIn™)
3736



Company Website
www.proofpoint.com



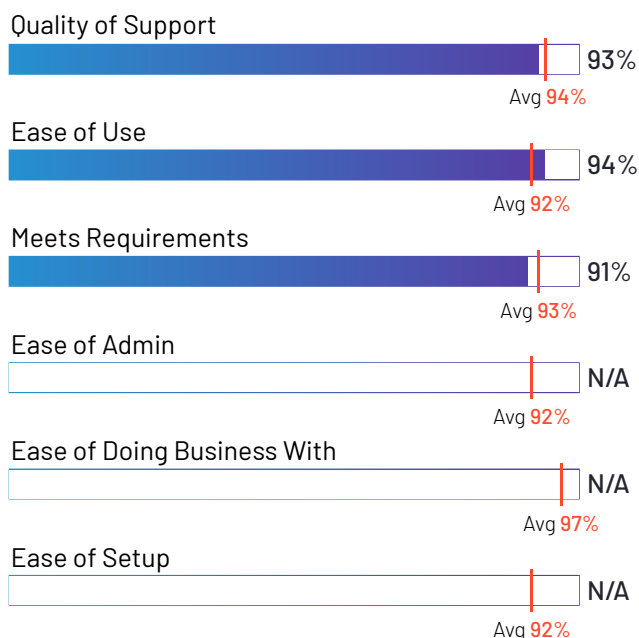
Hoxhunt

4.7 ★★★★★ (76)



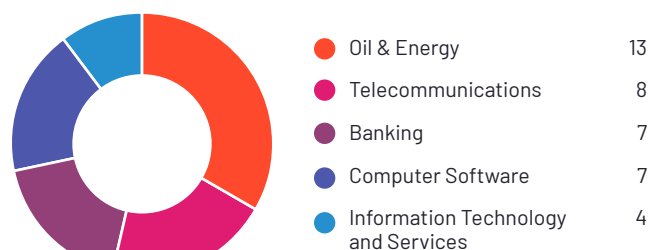
Hoxhunt has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 99% of users rated it 4 or 5 stars, 77% of users believe it is headed in the right direction, and users said they would be likely to recommend Hoxhunt at a rate of 93%.

Satisfaction Ratings

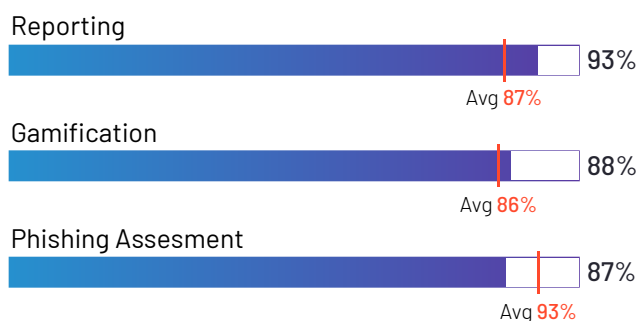


*N/A is displayed when fewer than five responses were received for the question.

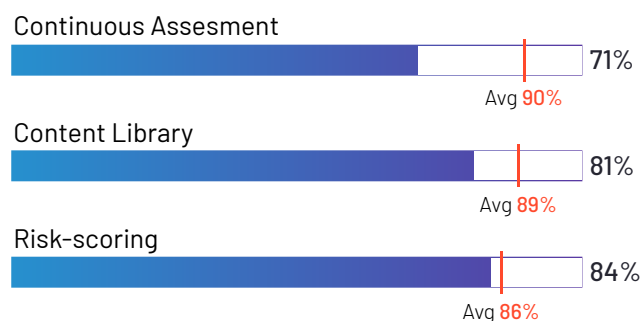
Top Industries Represented



Highest-Rated Features



Lowest-Rated Features



Ownership
Hoxhunt



HQ Location
Helsinki, Southern Finland



Year Founded
2016



Employees (Listed On LinkedIn™)
89



Company Website
www.hoxhunt.com

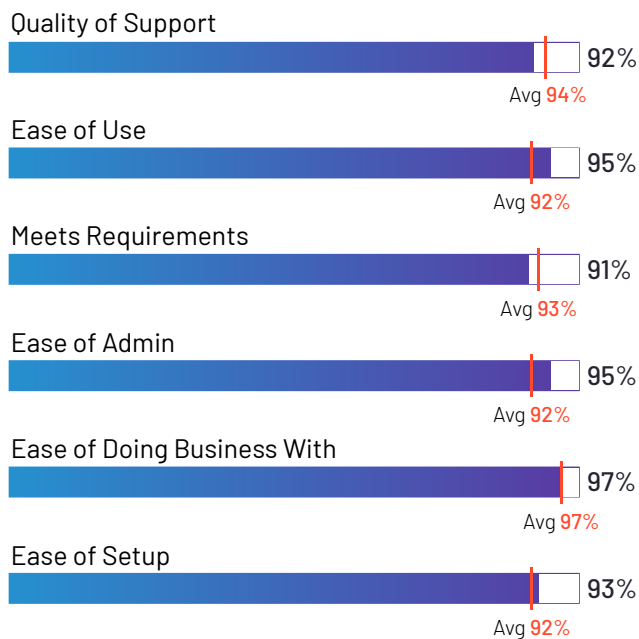


Webroot® Security Awareness Training

4.4 ★★★★★ (70)

Webroot Security Awareness Training has been named a Contender product based on having a relatively low customer Satisfaction score and large Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 89% of users rated it 4 or 5 stars, 91% of users believe it is headed in the right direction, and users said they would be likely to recommend Webroot Security Awareness Training at a rate of 89%.

Satisfaction Ratings



Top Industries Represented



Ownership
Webroot



HQ Location
Broomfield, CO



Employees (Listed On LinkedIn™)
435



Company Website
www.webroot.com

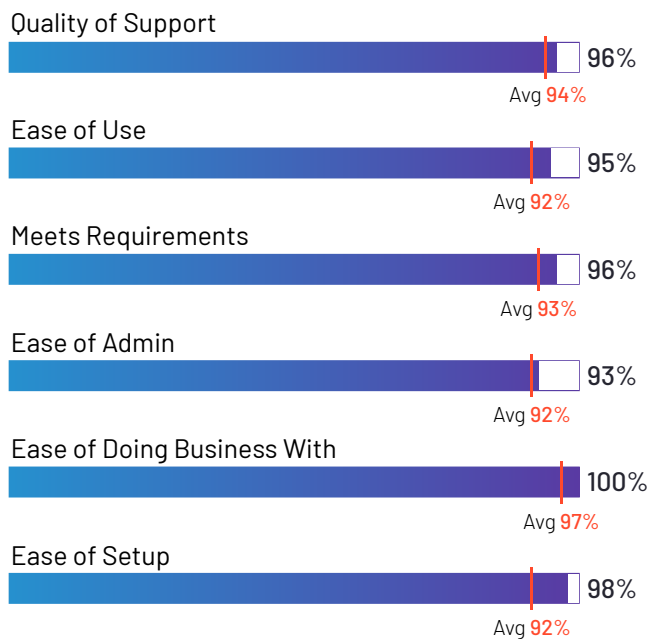


Curricula

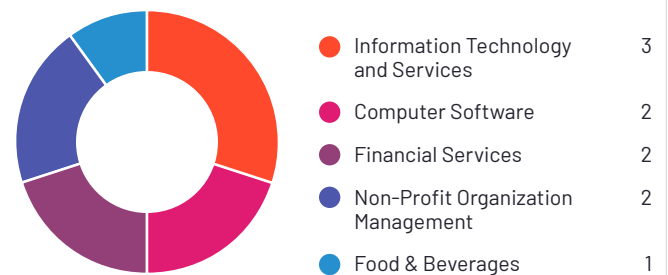
5.0 ★★★★★ (15)

Curricula has been named a Niche product based on having a relatively low Satisfaction score and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 100% of users rated it 4 or 5 stars, 100% of users believe it is headed in the right direction, and users said they would be likely to recommend Curricula at a rate of 99%.

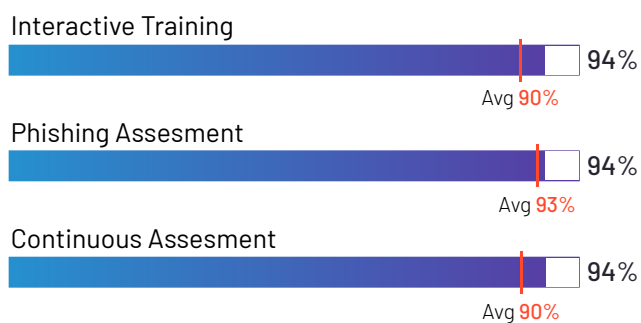
Satisfaction Ratings



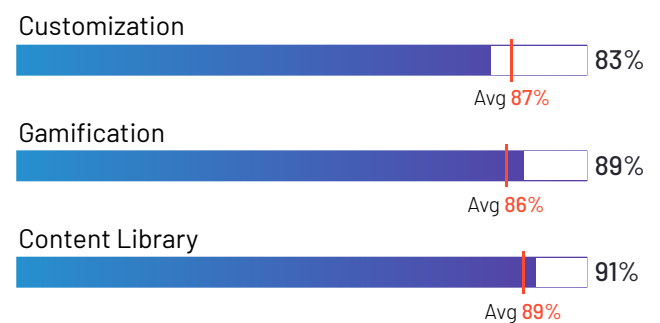
Top Industries Represented



Highest-Rated Features



Lowest-Rated Features



Ownership
Curricula



HQ Location
Atlanta, GA



Year Founded
2015



Employees (Listed On LinkedIn™)
23



Company Website
www.Curricula.com

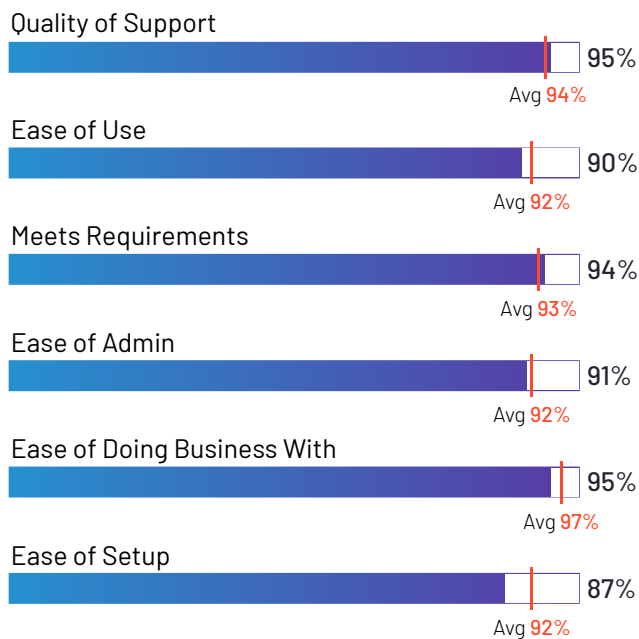
Inspired eLearning Security Awareness Training Solutions



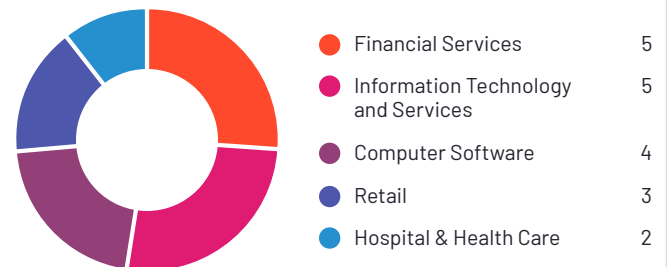
4.3 ★★★★★ (43)

Inspired eLearning Security Awareness Training Solutions has been named a Niche product based on having a relatively low Satisfaction score and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 92% of users rated it 4 or 5 stars, 94% of users believe it is headed in the right direction, and users said they would be likely to recommend Inspired eLearning – Security Awareness Training Solutions at a rate of 87%. Inspired eLearning – Security Awareness Training Solutions is also in the Corporate Learning Management Systems and Ethics and Compliance Learning categories.

Satisfaction Ratings



Top Industries Represented



Ownership
Inspired
eLearning, LLC



HQ Location
San Antonio, TX



Year Founded
2003



**Employees (Listed On
LinkedIn™)**
73



Company Website
www.inspiredelearning.com



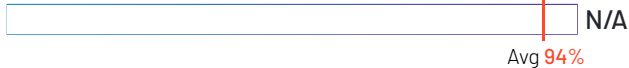
ThreatCop

4.8 ★★★★★ (11)

ThreatCop has been named a Niche product based on having a relatively low Satisfaction score and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 100% of users rated it 4 or 5 stars, 100% of users believe it is headed in the right direction, and users said they would be likely to recommend ThreatCop at a rate of 96%.

Satisfaction Ratings

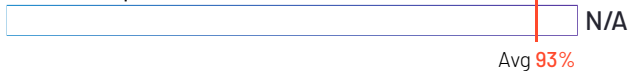
Quality of Support



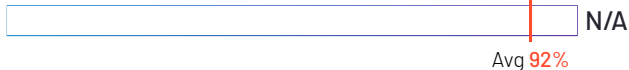
Ease of Use



Meets Requirements



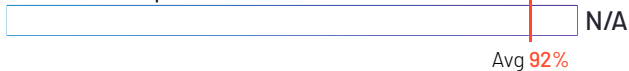
Ease of Admin



Ease of Doing Business With



Ease of Setup



*N/A is displayed when fewer than five responses were received for the question.

Top Industries Represented



Ownership

Kratikal Tech
Private Limited



HQ Location

Noida, Uttar
Pradesh



Year Founded

2012



Employees (Listed On LinkedIn™)

82



Company Website

www.kratikal.com

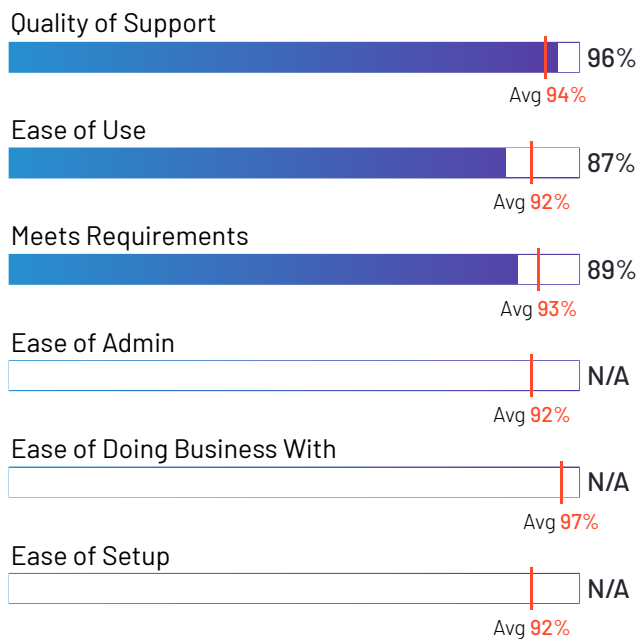
avatao

Avatao

4.7 ★★★★★ (51)

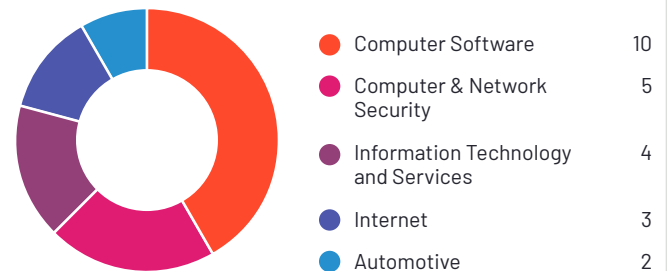
Avatao has been named a Niche product based on having a relatively low Satisfaction score and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 100% of users rated it 4 or 5 stars, 88% of users believe it is headed in the right direction, and users said they would be likely to recommend Avatao at a rate of 95%. Avatao is also in the Secure Code Training category.

Satisfaction Ratings

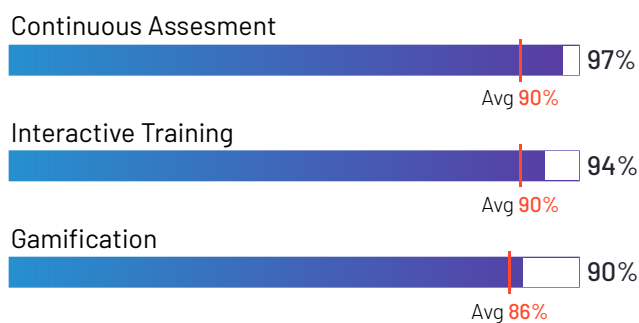


*N/A is displayed when fewer than five responses were received for the question.

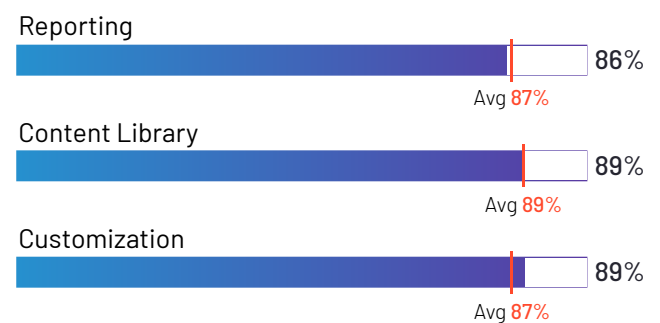
Top Industries Represented



Highest-Rated Features



Lowest-Rated Features



Ownership
Avatao



HQ Location
Budapest, Hungary



Year Founded
2014



Employees (Listed On LinkedIn™)
18



Company Website
avatao.com

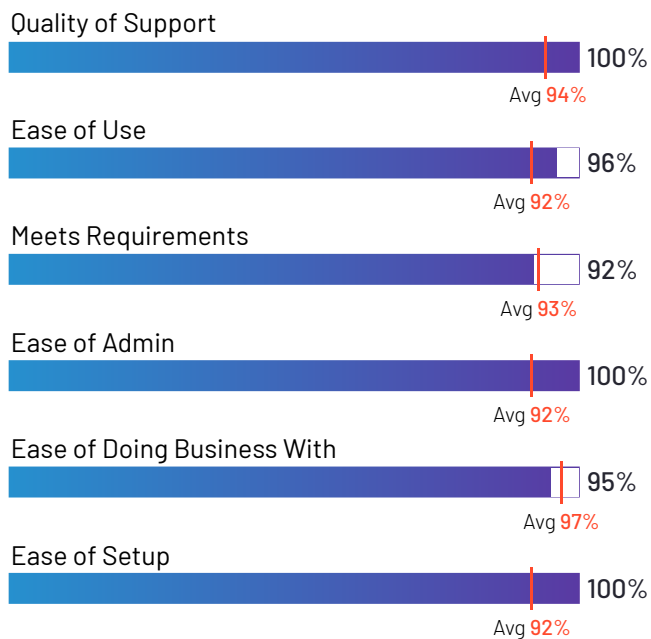


Defendify Cybersecurity Platform

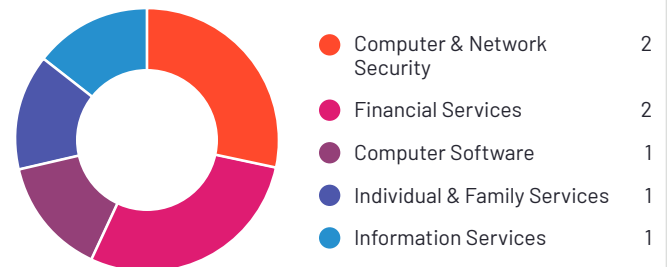
4.6 ★★★★★ (24)

Defendify Cybersecurity Platform has been named a Niche product based on having a relatively low Satisfaction score and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 100% of users rated it 4 or 5 stars, 100% of users believe it is headed in the right direction, and users said they would be likely to recommend Defendify Cybersecurity Platform at a rate of 95%. Defendify Cybersecurity Platform is also in the Breach and Attack Simulation (BAS), Dark Web Monitoring, Threat Intelligence, Incident Response, Vulnerability Scanner, Website Security, Penetration Testing, and Managed Detection and Response (MDR) categories.

Satisfaction Ratings



Top Industries Represented



Ownership
Defendify



HQ Location
Portland, Maine



Year Founded
2017



Employees (Listed On LinkedIn™)
19



Company Website
www.defendify.io

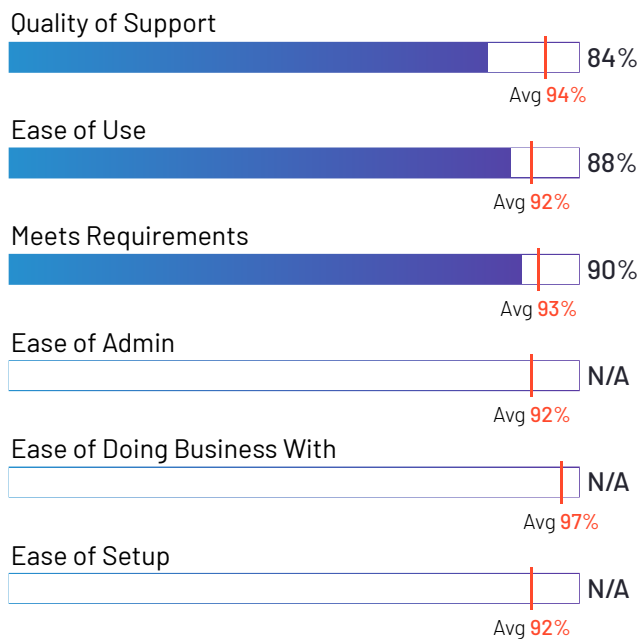
CyberVista®

CyberVista

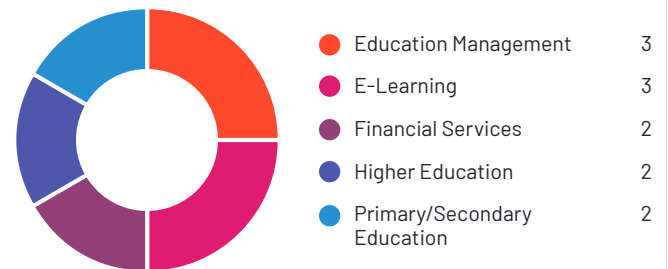
3.8 ★★★★★ (20)

CyberVista has been named a Niche product based on having a relatively low Satisfaction score and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 84% of users rated it 4 or 5 stars, 71% of users believe it is headed in the right direction, and users said they would be likely to recommend CyberVista at a rate of 75%. CyberVista is also in the Online Course Providers, Technical Skills Development, and eLearning Content categories.

Satisfaction Ratings



Top Industries Represented



*N/A is displayed when fewer than five responses were received for the question.



Ownership
CyberVista



HQ Location
Arlington, VA



Year Founded
2016



Employees (Listed On LinkedIn™)
56



Company Website
www.cybervista.net

Satisfaction Ratings for Security Awareness Training

G2 reviewers rated software sellers' ability to satisfy their needs as shown in the table below.

	Satisfaction		Satisfaction by Category						Net Promoter Score (NPS)
	Likelihood to Recommend	Product Going in Right Direction?	Meets Requirements	Ease of Admin	Ease of Doing Business With	Quality of Support	Ease of Setup	Ease of Use	Net Promoter Score (NPS) (Range from -100 to +100)
KnowBe4 Security Awareness Training	95%	97%	96%	92%	96%	96%	90%	92%	86
Infosec IQ	91%	91%	92%	89%	96%	95%	89%	89%	71
MetaCompliance Security Awareness Training	95%	97%	94%	90%	98%	97%	91%	91%	89
Proofpoint Security Awareness Training	91%	94%	95%	89%	95%	95%	89%	91%	71
Hoxhunt	93%	77%	91%	N/A	N/A	93%	N/A	94%	84
Webroot Security Awareness Training	89%	91%	91%	95%	97%	92%	93%	95%	65
Curricula	99%	100%	96%	93%	100%	96%	98%	95%	100
Inspired eLearning – Security Awareness Training Solutions	87%	94%	94%	91%	95%	95%	87%	90%	55
ThreatCop	96%	N/A	N/A	N/A	N/A	N/A	N/A	N/A	80
Avatao	95%	88%	89%	N/A	N/A	96%	N/A	87%	87
Defendify Cybersecurity Platform	95%	100%	92%	100%	95%	100%	100%	96%	83
CyberVista	75%	71%	90%	N/A	N/A	84%	N/A	88%	5
Average	92%	91%	93%	92%	97%	94%	92%	92%	73

*N/A is displayed when fewer than five responses were received for the question.

**Net Promoter Score ranges from -100 to +100

Feature Comparison for Security Awareness Training

G2 users have evaluated the following products by feature. Feature ratings are representative of reviewers' overall satisfaction with each feature and do not necessarily take into account the breadth of individual product features. The results are shown below.

Assessment

	Continuous Assessment	Phishing Assessment
KnowBe4 Security Awareness Training	94%	96%
Infosec IQ	92%	94%
MetaCompliance Security Awareness Training	91%	93%
Proofpoint Security Awareness Training	87%	91%
Hoxhunt	71%	87%
Webroot Security Awareness Training	N/A	N/A
Curricula	94%	94%
Inspired eLearning – Security Awareness Training Solutions	N/A	N/A
ThreatCop	N/A	N/A
Avatao	97%	
Defendify Cybersecurity Platform	N/A	N/A
CyberVista	N/A	
Average	90%	93%

(Feature Comparison for Security Awareness Training continues on next page)

Feature Comparison for Security Awareness Training (continued)

G2 users have evaluated the following products by feature. Feature ratings are representative of reviewers' overall satisfaction with each feature and do not necessarily take into account the breadth of individual product features. The results are shown below.

Training

	Content Library	Interactive Training	Gamification
KnowBe4 Security Awareness Training	91%	92%	88%
Infosec IQ	90%	89%	87%
MetaCompliance Security Awareness Training	92%	90%	79%
Proofpoint Security Awareness Training	87%	84%	79%
Hoxhunt	81%	87%	88%
Webroot Security Awareness Training	N/A	N/A	
Curricula	91%	94%	89%
Inspired eLearning – Security Awareness Training Solutions	N/A	N/A	N/A
ThreatCop	N/A	N/A	N/A
Avatao	89%	94%	90%
Defendify Cybersecurity Platform	N/A	N/A	
CyberVista	N/A	N/A	
Average	89%	90%	86%

(Feature Comparison for Security Awareness Training continues on next page)

Feature Comparison for Security Awareness Training (continued)

G2 users have evaluated the following products by feature. Feature ratings are representative of reviewers' overall satisfaction with each feature and do not necessarily take into account the breadth of individual product features. The results are shown below.

Administration

	Customization	Reporting
KnowBe4 Security Awareness Training	90%	93%
Infosec IQ	86%	86%
MetaCompliance Security Awareness Training	89%	89%
Proofpoint Security Awareness Training	85%	73%
Hoxhunt	N/A	93%
Webroot Security Awareness Training	N/A	N/A
Curricula	83%	91%
Inspired eLearning – Security Awareness Training Solutions	N/A	N/A
ThreatCop	N/A	N/A
Avatao	89%	86%
Defendify Cybersecurity Platform	N/A	N/A
CyberVista	N/A	N/A
Average	87%	87%

Additional Data for Security Awareness Training

The table below includes a breakdown of the customer segments for each product, as represented by G2 reviewers.

Customers by Size

	Small Business (50 or fewer emp.)	Mid-Market (51-1000 emp.)	Enterprise (>1000 emp.)
KnowBe4 Security Awareness Training	21%	72%	6%
Infosec IQ	20%	61%	18%
MetaCompliance Security Awareness Training	4%	70%	25%
Proofpoint Security Awareness Training	12%	44%	45%
Hoxhunt	3%	28%	69%
Webroot Security Awareness Training	72%	22%	7%
Curricula	36%	57%	7%
Inspired eLearning – Security Awareness Training Solutions	8%	72%	19%
ThreatCop	20%	80%	0%
Avatao	48%	33%	18%
Defendify Cybersecurity Platform	67%	33%	0%
CyberVista	53%	16%	32%
Average	30%	49%	21%

(Additional Data for Security Awareness Training continues on next page)

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Additional Data for Security Awareness Training (continued)

The table below highlights implementation and deployment data as indicated in real user reviews on G2.

Implementation

	Deployment		Implementation Time	Implementation Method			Number of Users Purchased	Contract Term
	Cloud	On-Premises	Avg. Months to Go Live	In-House Team	Seller Services Team	Third-Party Consultant	Median Number of Users Bought	Avg. Contract Term (Months)
KnowBe4 Security Awareness Training	77%	23%	0.7	89%	8%	1%	175	22
Infosec IQ	77%	23%	1.2	83%	12%	0%	175	14
MetaCompliance Security Awareness Training	82%	18%	1.8	88%	8%	0%	375	21
Proofpoint Security Awareness Training	79%	21%	2.3	78%	21%	0%	375	17
Hoxhunt	N/A	N/A	N/A	8%	8%	0%	N/A	N/A
Webroot Security Awareness Training	68%	32%	1.7	95%	0%	5%	3	3
Curricula	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Inspired eLearning – Security Awareness Training Solutions	46%	54%	2.0	79%	21%	0%	375	21
ThreatCop	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Avatao	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Defendify Cybersecurity Platform	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
CyberVista	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A

(Additional Data for Security Awareness Training continues on next page)

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Additional Data for Security Awareness Training (continued)

The table below highlights the average user adoption of each product as indicated in real user reviews on G2.

User Adoption and Return on Investment (ROI)

	User Adoption	Payback Period
	Average User Adoption	Estimated ROI (payback period in months)
KnowBe4 Security Awareness Training	89%	10
Infosec IQ	78%	15
MetaCompliance Security Awareness Training	75%	17
Proofpoint Security Awareness Training	85%	17
Hoxhunt	N/A	N/A
Webroot Security Awareness Training	47%	9
Curricula	N/A	N/A
Inspired eLearning – Security Awareness Training Solutions	91%	19
ThreatCop	N/A	N/A
Avatao	N/A	N/A
Defendify Cybersecurity Platform	N/A	N/A
CyberVista	N/A	N/A
Average	77%	15

(Additional Data for Security Awareness Training continues on next page)

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Additional Data for Security Awareness Training (continued)

The table below highlights third-party market presence data used to inform the G2's Market Presence Score that highlights each product's impact and influence in the category.

Market Presence

	Seller Name	Year Founded	Revenue (\$MM)	Employees on LinkedIn (Seller)	LinkedIn Followers	Twitter Followers (Seller)	Glassdoor Rating	Alexa Web Traffic Rank
KnowBe4 Security Awareness Training	KnowBe4, Inc.	2010	N/A	1,213	76,645	11,772	5.0	10,276
Infosec IQ	Infosec	2004	N/A	225	15,201	22,511	4.2	22,708
MetaCompliance Security Awareness Training	Meta-Compliance	2005	N/A	123	3,473	3,099	3.6	167,698
Proofpoint Security Awareness Training	Proofpoint	2002	N/A	3,736	72,628	27,495	4.0	25,139
Hoxhunt	Hoxhunt	2016	N/A	89	2,189	294	4.4	325,135
Webroot Security Awareness Training	Webroot		N/A	435	22,560	68,101	4.2	33,241
Curricula	Curricula	2015	N/A	23	1,561	1,451	N/A	721,285
Inspired eLearning – Security Awareness Training Solutions	Inspired eLearning, LLC	2003	N/A	73	5,296	1,747	4.5	459,943
ThreatCop	Kratikal Tech Private Limited	2012	N/A	82	3,282	290	3.5	306,903
Avatao	Avatao	2014	N/A	18	510	0	N/A	1,123,529
Defendify Cybersecurity Platform	Defendify	2017	N/A	19	961	278	5.0	464,225
CyberVista	CyberVista	2016	N/A	56	1,411	5,854	5.0	387,092

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