

QuietConversion studies trust signals in cybersecurity go-to-market. This is one of six scored case studies from RSAC 2026.

QUIETCONVERSION  
**Trust Report · RSAC 2026**  
 Early Stage Expo · Booth Evaluation

<b>Company</b>	<b>StrongestLayer</b>	RSAC 2026
<b>Vertical</b>	Cybersecurity / Anti-Phishing / Email Security	
<b>Booth size</b>	Early Stage Expo	
<b>Eval surface</b>	Booth only	
<b>Recognition</b>	<b>QC Early Stage Winner — RSAC 2026</b>	

<b>89 / 100</b>			
<b>Human Signals</b> 39 / 41	<b>Architecture</b> 21 / 27	<b>Trust Exchange</b> 24 / 26	<b>Materials</b> 5 / 6
Pushiness Penalty: 0 · Booth evaluation only · Full methodology available upon request			

## The Story

The early stage expo at RSAC is a different animal from the main floor. Smaller budgets, smaller booths, a lot more to prove. Most companies try to close the gap with volume: more swag, louder presence, more aggressive scans. The small space forces stronger conversations than bigger spaces.

The CPO was at the booth. Not a sales rep. Not a BDR. The person who built the product, standing there, ready to talk about it.

The conversation followed a structure I've studied across hundreds of interactions and rarely seen executed this cleanly in the field:

Here's the status quo. Here's our differentiator. Here's the cost and time savings. Here's the proof.

In that order. All of it unprompted.

I asked about false positives, the question I ask almost everyone, because how a company handles it tells me more than anything else they'll volunteer. Some companies flinch. Some deflect. Most give me a range and move on.

The CPO came back with a case study. A specific client. A specific number. The data was ready before I finished asking the question.

Full disclosure: their pitch structure mirrors my own research framework. I have a documented bias toward companies that lead with proof. But bias toward good methodology is still good methodology. And I have only vetted their booth. There are more signals to evaluate beyond this. You have to do your own work.

I went back on the last day of RSAC specifically to tell them they were my favorite early stage company.

They were backed by Sorenson Capital — \$1.6B AUM, cybersecurity exits to Microsoft and Palo Alto Networks. I found that out after I scored them.

I scored them first.

## Opportunity Areas

### Visual Clarity & Booth Architecture

The booth messaging required effort to parse on approach. The primary tagline could describe a dozen companies on that floor. “Clear Layer” branding assumes familiarity. The human signals here were exceptional. The architecture didn't match them. Fix the visual story to match the depth of the conversation and this score moves significantly.

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#### The Signal

The CPO came to the floor to talk about the product they built.

That's rarer than it should be.

Different logic. Real proof. Delivered before you had to ask.

**Score: 89/100**

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Score based on the QuietConversion High-Trust Booth Diagnostic™ — a proprietary 13-signal framework developed from 60+ live booth observations and 145+ documented survey interactions across BSides SF and RSA Conference 2026, supplemented by qualitative field interviews. Evaluation surface: booth only. Website and drip diagnostic in development. Full methodology available upon request.

Companies scoring below 85 are not published with company identification. This threshold was established prior to publication.

*Strategy matters. But trust moves markets.*

With heart,  
— **Rhea Lynn Mascarinas** Founder & Lead Researcher | QuietConversion

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