

CASE STUDY

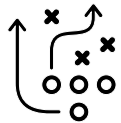
GARNERING BUSINESS PRESS COVERAGE



CHALLENGES

Limited company assets within a business press landscape focused on high-profile news from household names, billion-dollar valuations, and nine-figure funding rounds.

Trade security reporters only covering the news of the day and/or the latest industry fire and lack time for 1:1 briefings with executives



APPROACH

Initiated a business press program with no major assets by building a strategy around Jonathan Reiber's background as the former Chief Strategy Officer for Cyber Policy in the Office of the U.S. Secretary of Defense. Positioned Jonathan to explain complex cybersecurity scenarios and challenges at a level wider business press audiences can understand.

Built robust awards program in broader security space, as well as key industries such as government, to build brand recognition and credibility.

Leveraged Jonathan's background to form relationships with key security and technology trade reporters regularly covering federal regulation, national security and breaking news of breaches.

RESULTS

1st in SOV with a **7% lead** on the nearest competitor XM Cyber (acquired by Schwarz Group)

Secured 12 pieces of business press coverage in 12 months, including 6 feature stories

Secured 8 award wins in a year highlighting the company's newly launched platform

CNN Forbes TIME
WSJ FORTUNE POLITICO