

# CREATING THREAT RESEARCH THAT RESONATES

EXTENDING THE REACH OF THREAT INTEL

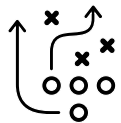


## SITUATION

Lack of tier-one and business press coverage compared to well-known competitors like KnowBe4 and Proofpoint.

Limited awareness of email security offerings. Primarily known as a security awareness training provider.

Research had a limited reach and lacked the unique insights and quantitative analysis needed to reach higher-tier press.



## APPROACH

10Fold leveraged its relationships with key security and technology reporters regularly covering the email security and malware space to build trust in the Cofense brand with timely insights tailored to their specific coverage areas.

10Fold sought to elevate Cofense's research by working closely with the threat team to attach a numerical value to findings and verticalize insights when possible.

10Fold established a rapid response program to extend the shelf life of research by tying key findings to cybersecurity breaking news.

## RESULTS

COFENSE

Cofense's coverage increased **154%** over a six-month period (from 70 hits to 178 hits), with a **100% increase in feature coverage** (41 feature hits to 82 feature hits).

In a one-month period, Cofense received **41 pieces of coverage** relating to its two threat research blogs, including hits in **Wired, Bloomberg and Axios**.

**Business press coverage increased 150% YOY** for a total of **15 business press hits**, including **2 broadcast opportunities** with **FOX 5 DC** and **KRPC Houston**.

Bloomberg

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