

# Publicizing Digital Transformation Research

## Case Study



### The Challenge

Develop a plan for research that has appeal to both prospective CyberGRX clients *and* has interesting themes for the media to write about.



### LaunchTech's Strategy

Provide guidance during the research partner selection process and develop unique survey questions keeping media themes in mind.

Advised on the final report ("Digital Transformation is Increasing Cyber Risk") messaging and pitched it under embargo to a targeted media list.



### The Results

- 10 embargoed report requests
- 9 unique pieces of coverage
- Increased traffic** to cybergrx.com

