

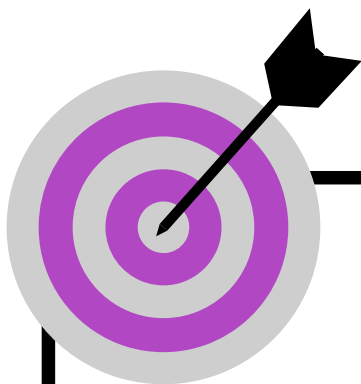
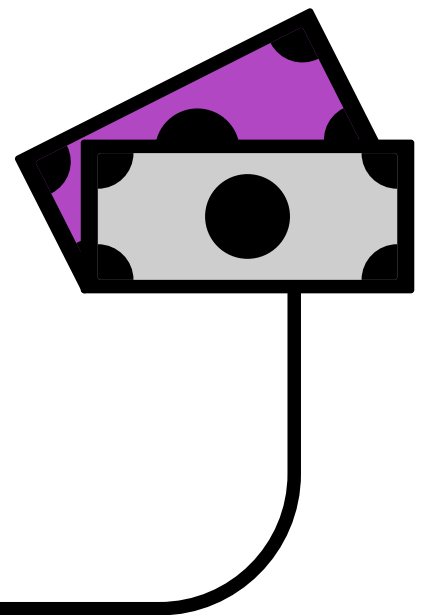
# \$20M Series A Funding Announcement

## Case Study



### The Challenge

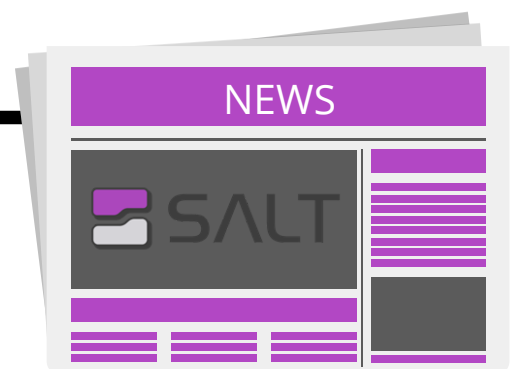
Salt Security wanted extensive press release coverage during a crowded news cycle (the onset of COVID-19 and the 2020 Election lead up).



### LaunchTech's Media Strategy

Execute aggressive outreach to a highly targeted media list prior to the announcement's official release.

In addition to "day of" coverage, target weekly, monthly, and quarterly money moves-oriented publications and email newsletters for extended coverage.



### The Results

**20** unique pieces of coverage

**77%** share of voice in the release month

**9 out of 9** priority publications attained (examples below)

**VentureBeat** **TC** **TechCrunch**  
**DARK**Reading **CRN** **FORTUNE**