

CASE STUDY

CyberGRX

BUSINESS CHALLENGE

LaunchTech was engaged in 2018 by CyberGRX to replace a firm that was securing tactical media hits, but not having success in growing brand awareness and credibility for CyberGRX's approach to third-party cyber risk management. The challenge presented to LaunchTech was to retain the consistent and rapid cadence of media hits while also building a pipeline of strategic wins that would spread CyberGRX's key messages across the market.

LAUNCHTECH COMMUNICATIONS ENGAGEMENT FOR CYBERGRX

- **Media Relations**
- **Analyst Relations**
- **Corporate Credibility (Awards & Speaking)**
- **Content Development**
- **Analyst Engagement Management**

LaunchTech designed an all-encompassing public relations program for CyberGRX that ensured the company and its spokespeople would be the go-to source for reporters when a third-party breach occurred. Additionally, LaunchTech adopted a business development approach to PR for long term brand recognition as well as to achieve the largest percentage share of voice amongst competitors for the term "Third-Party Cyber Risk Management (TPCRM)." The LaunchTech team supported a rolling thunder of coverage, byline articles, award wins, press releases, analyst reports, published data, and more.

CyberGRX and LaunchTech also worked together to design and execute a robust analyst engagement management program with the goal of garnering analyst influencers who would advocate for CyberGRX's model.



Company Overview

CyberGRX pioneered the world's first and largest global cyber risk exchange to standardize third-party cyber risk management. Established in 2015, the company's goal from inception was to change how third-party risk was managed. The result was an innovative, data-driven way for organizations to defend themselves by using risk intelligence and analytics to reduce risk. The company was acquired by ProcessUnity in the summer of 2023.

BENEFITS EXPERIENCED

Over the course of LaunchTech's three-year engagement with CyberGRX, we secured total ownership of the TPCRM message, consistently beating out competitors in share of voice.

We built a successful bench of spokespeople and were successful in achieving impactful wins in high-value publications, while also building and maintaining relationships with reporters who came back to CyberGRX spokespeople frequently for their take on industry activities.

LaunchTech saw CyberGRX through two capital raises as well as an acquisition by ProcessUnity in the summer of 2023 and has been retained by ProcessUnity to roll out a new PR strategy for the brand.



"LaunchTech is awesome. They have been our PR agency (for CyberGRX) for a little over a year and have been true partners since the start. We receive dedicated and thoughtful support from the senior partners as well as our account team and honest and thoughtful guidance on all our initiatives. I would highly recommend them to anyone looking for a new PR firm."

Liesl Geier



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