

# CASE STUDY

Cynerio: 2021/2022- Monthly PR



Emerging Insider  
Communications



## THE COMPANY:

Cynerio is a one-stop-shop Healthcare IoT security platform. With solutions that cater to healthcare's every IT need—from Enterprise IoT to OT and IoMT—they promote cross-organizational alignment and give hospitals the control, foresight, and adaptability they require to stay cyber-secure in a constantly evolving threatscape.

As a startup entrant to the highly competitive cybersecurity market looking to establish a share of voice and credibility, Cynerio needed a wide range of work to position, expose and communicate their unique differentiators. They had utilized PR firms in the past with lower-than-expected results. They came to EI.

## SOLUTION:

Emerging Insider quickly strategized a multifaceted approach to drive owned content in addition to earned media features, articles, influencer attention and thought leadership across a series of new discoveries, assets, and trends we discovered during the due diligence process.

Our team helped to launch the end-to-end components of a novel vulnerability discovery (Jekyllbot:5) bring media attention to their threat research and evangelize a series of reports including a joint Ponemon Institute project that contained a range of new industry data. We initiated month after month of broad-scale media placements while branding their data and insights across analysts, press, and industry organizations.

## RESULTS

- Over 110 differing major publications across Technology, Healthcare and Cybersecurity.
- Publications included: TechCrunch, Politico, The NY Post, Bloomberg, The Telegraph, ZDnet, Dark Reading, Modern Healthcare, Consumer Affairs, Business Insider, NPR, Crains, SC Magazine,
- Secured Interviews, Webinars and speaking engagements at top industry events in addition to 20 research team interviews.
- Increased social media share of voice by over 300% across platforms.

## EXPERTISE PROVIDED

Threat analysis and evangelization

Data branding and attribution

Media strategy, planning and outreach to global tech, business, and cybersecurity reporters and producers.

Interaction across government, academic, and business organizations

Thought leadership Content Creation

Speakership solicitation