

# Cyberint



## Corporate Reports Drive PR Success

Cyberint Leverages Internal Research to Generate News

# Challenge

# Cyberint

Generate general business press coverage demonstrating Cyberint's **competitive advantage in threat intelligence**

# Solution

Aggressively leverage  
breaking news with  
unique internal research



# Results

A man in a dark suit, white shirt, and dark tie is running across a thick red ribbon that stretches across the frame. He is looking upwards and to the right with a determined expression. The background is a dramatic sky with large, white, fluffy clouds and a bright sun or light source breaking through on the right side. A green arrow points from the left towards the text.

Coverage in almost 50 major publications reaching a potential audience of 200 million

# News Clippings



Personal Finance Economy Markets Lifestyle Real Estate Tech TV Podcasts More :

TECHNOLOGY · Published August 1, 2019

## Capital One data breach tip of



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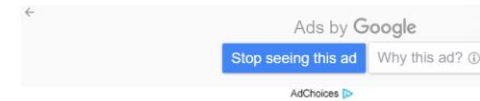
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**Capital One breach also hit other major companies, say researchers**



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## The massive Capital One data breach may have

**Chen Dembo**  
**Digital Marketing & Growth Manager at Cyberint**

“ K2 pitches fresh ideas, ensures we leverage breaking news, and promotes our exclusive research, all highlighting our competitive advantages. ”



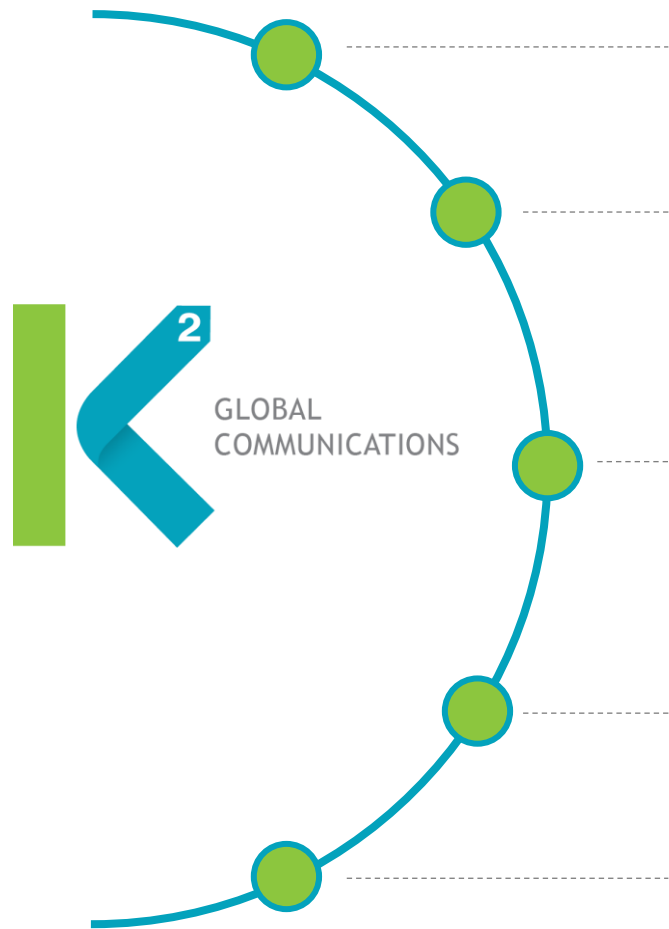
# About Cyberint



## Cyberint

Cyberint is a global Digital Risk Protection provider focusing on helping its clients proactively protect their businesses against cyber threats. As a partner to direct-to-consumer businesses worldwide, Cyberint provides organizations with a unique combination of a market-proven Digital Risk Protection Platform and expert cyber analysts. This enables establishment of an effective Cyber Threat Intelligence program while reducing organizations' TCO. We serve more than 100 brands worldwide across industries as diverse as financial services, retail, gaming, entertainment, and media. <https://cyberint.com/>

# K2 Global Communication



Global PR, inbound & content marketing, social media, and marcom for Israeli and international companies

Bottom-line focus

Experience introducing new technologies in specialized markets

Local availability with global reach

Clients in cybersecurity, AI, IoT, cloud, agtech, big data, software, storage & more



**Larry Kenigsberg**  
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# Thank You!

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