BRAND VISIBILITY

## OUTPACING COMPETITORS IN API SECURITY

SITUATION

Cequence wanted to solidify its position as the leading voice in API security and bot management, competing against larger players like Akamai, Traceable, HUMAN Security, and Salt Security.

Cequence set out to build credible trade, business, and broadcast visibility aiming for more than headlines, but lasting influence competitors couldn't ignore.

APPROACH
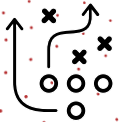
To maximize impact, 10Fold developed a targeted media strategy spanning broadcast, business and trade outlets:

- **Broadcast**: Tapped into timely topics like holiday scams and consumer-focused issues like the 23andMe breach.

- **Business**: Leveraged Cequence CISO, Randolph Barr's expertise on pervasive issues like TOAD threats and FBI impersonations.

- **Trade**: Offered unique, data-backed insights and commentary from SMEs tied to what's happening now, from major breaches to regulatory changes.

RESULTS

CEQUENCE SECURITY

From July 1, 2024 to June 30, 2025, 10Fold secured:

- **7 broadcast segments appeared**

- **5 business press articles**

- **490 trade articles** in security, tech and IT trade publications

- **53% of all coverage** was **feature-length**

- Consistently #1 in SOV with **502 total earned articles.**

Forbes   VentureBeat

NBC BAY AREA   kxan AUSTIN

DARKREADING   CSO

10 FOLD