

BUILDING CYBERSECURITY RESEARCH THE MEDIA WANTS



RESULTS

Swimlane issued three reports between May 2024 and January 2025 that received **29 unique articles**.

This includes 6 tier 1 trade articles and **business press coverage in Forbes**.

“Media relations for tech companies, especially in cybersecurity, is ruthless. It’s a mad dash to find the perfect relevance, timing, and frequency that resonates with journalists while meeting the outcome expectations of the client. 10fold understands this well! Their approach with quick, focused research timed to the news cycle has helped us cut through the noise and get meaningful coverage, including in Forbes. As a valued partner, they do more than keep pace with PR trends, they’re focused on putting our brand at the forefront.”

- Tony Thompson, Swimlane CMO



ITPro Today™



techradar

InformationWeek

Forbes

10 FOLD



SITUATION

Competitors were making inroads with the media by consistently publishing threat research.

Swimlane turned to 10Fold to increase its brand visibility by establishing the company as a go-to resource for the latest agentic AI, automation and security operations trends.

APPROACH

10Fold's analysis revealed a saturated research landscape. Presenting large numbers no longer secured media coverage due to the high volume of vendor research. Findings must be surprising to stand out.

10Fold gathered feedback from reporters that indicated annual "State of Security" reports were losing impact. Media cited time constraints and shared concise content at a regular cadence was more effective.

10Fold worked with Swimlane and a third-party research partner to create a series of short, point-in-time reports in easy-to-digest formats that explored how security teams were leveraging automation. 10Fold ensured the research partner could move quickly so that data could be leveraged to break into trending storylines.

As a result, 10Fold and Swimlane created a format that is recognizable and digestible for reporters, building credibility as a source that understands the needs and wants of reporters.

