

Raising Media Awareness Around a Funding Event

ShiftLeft Closes Series B Funding; Voxus Secures 40 Pieces of Unique Coverage



In February 2019, Voxus helped emerging security start-up, **ShiftLeft**, make a huge media splash by generating 40 unique articles about its Series B funding.

ShiftLeft is a continuous application security platform, purpose-built for the modern software development life cycle. It combines next-generation static code analysis with application instrumentation in an automated workflow. This combination of runtime-informed code analysis and code-informed runtime protection delivers the most accurate, automated, and comprehensive application security solution.

Funding the Future of Automated Application Security

The security industry continues to be a hot market as vendors race to bring new solutions to market that can protect and secure businesses. ShiftLeft is revolutionizing the application security market by offering a new automated code analysis platform that protects the modern-day software development lifecycle. To raise awareness and highlight investor faith, ShiftLeft turned to Voxus to help tell its funding story to press.

Targeting a Broad Media Landscape

When ShiftLeft first engaged with Voxus, the goal was to raise some basic awareness around a \$20M Series B funding round. Given how interesting the technology was, Voxus recognized a broader opportunity to generate a significant amount of unique coverage across a variety of press verticals beyond just funding outlets; including, local, analysts, DevOps, software developers, security, and general technology.

Surpassing Expectations for the Client

Voxus originally promised ShiftLeft 15 pieces of unique coverage. However, by positioning the company as playing a critical role in the future of secure application development – combined with some great commentary from lead investors – Voxus secured 40 pieces of unique coverage (not including the hundreds of additional press release postings from the wire). We secured coverage in VentureBeat, SD Times, ReadWrite, SDxCentral, SecurityWeek, DevOpsDigest, FinSME, VentureCanvas, Database Trends and Applications, TechBabbler, TechStartups, HackBusters, Dark Reading, InvestSize, CyberWire, IT Security News, Axios, Silicon Valley Business Journal, VatorNews, and many more.