

CLIENT CASE STUDY

Coro

Cybersecurity Made Simple for Lean IT Teams

THE CHALLENGE

When Ignite X first partnered with Coro (then CoroNet), the company had ~10 employees and was preparing to launch at TechCrunch Disrupt Startup Battlefield. The cybersecurity startup needed to break through a crowded, noisy market dominated by enterprise players and establish credibility as a new approach to SMB security. After an initial ~2.5-year engagement, the co-founder reached out again in early 2025 as *Coro entered a pivotal growth phase*, requiring strategic communications for product launches, executive transitions, and international expansion.

THE APPROACH

Ignite X executed a multi-pronged communications strategy spanning product news, executive thought leadership, and corporate milestones:

- **Product Launch PR:** Drove the Coro platform launches (AI-powered cybersecurity for lean IT teams) with targeted media outreach to cybersecurity, channel, business and international press
- **CEO Appointment:** Managed the announcement of Joe Sykora as new CEO, positioning the leadership transition as a channel-driven growth story
- **EMEA Expansion:** Secured coverage around Coro's European market entry and new EMEA leadership
- **Thought Leadership:** Placed executive bylines and commentary across cybersecurity and MSP/channel publications, positioning Coro leadership as industry voices

THE RESULTS | 2025 Coverage Highlights

160

Pieces of Coverage

2.51M

Estimated Views

146M

Online Readership

94

Max Domain Authority

SELECT COVERAGE

Yahoo Finance • CRN • Axios Codebook • ChannelVision • Help Net Security • GovInfoSecurity • N2K CyberWire • MSP Success • MicroScope • Security Magazine • SiliconAngle • ComputerWeekly • CIO Influence • ARN

CEO Appointment

24 pieces | 241K views

47.9M audience reach

Coro 3.6 Launch

13 pieces | 286K views

48.1M audience reach

Full Year 2025

1.16K engagements

1.15K social shares

"Carmen helped launch Coro at TechCrunch Disrupt and was instrumental in establishing us in the market. Years later, we came back to her, choosing Ignite over larger agencies, because we'd seen firsthand what she can do when the stakes are high. Carmen and her team worked as a true extension of ours, and her ability to navigate complex situations and deliver results under pressure is something you won't find at most agencies."

— Dror Liwer, Co-Founder, Coro

IGNITE X | Case Study

About Coro: Coro is the leading cybersecurity platform for small and midsize businesses, valued at \$750M+. Originally launched at TechCrunch Disrupt Startup Battlefield in 2015, Coro's modular, AI-powered platform protects against malware, ransomware, phishing, and botnets across devices, users, and cloud applications. Ranked on the Deloitte Technology Fast 500 for two consecutive years.