

Driving Fast Coverage for Spin.ai and Google Product Partnership

Voxus Tapped to Help Chrome Extension Risk Assessment Tool Rise Above RSA Noise



Spin.ai is a SaaS security company protecting enterprises against the risk of shadow IT, data leak and loss, ransomware, and non-compliance. SpinOne, the all-in-one SaaS security platform for mission-critical SaaS apps, protects SaaS data for Google Workspace, Microsoft 365, Salesforce, and Slack. SpinOne provides SaaS security posture management, SaaS DLP, and SaaS ransomware protection for more than 1,500 organizations worldwide to reduce downtime and recovery costs, improve compliance, and save time for SecOps teams.

New Product Collaboration and Unique Market Data Help Drive Significant Thought Leadership

Spin.ai, a leading provider of all-in-one SaaS security for SaaS applications was selected by Google to integrate its new Chrome Extension Risk Assessment tool into the Google Workspace admin console. This was a first for Google and for Spin.ai. Voxus secured media coverage for this partnership and product launch while managing an extremely fluid timeline that happened to immediately follow the RSA conference, one of the largest and “noisiest” cybersecurity events in the country.

With a Short, Last-Minute Timeline and High Expectations, Perfect Team Execution was Pivotal for Success

The Google name means high expectations. To ensure success (despite a very short runway), Voxus created a plan that would leverage aspects of a rapid pitch cycle. The team immediately went to work conducting an in-depth analysis of relevant media outlets and journalists that covered Chrome extensions. Understanding the fast-paced nature of the announcement, Voxus personalized pitches for a variety of key journalists utilizing data from a recent Spin.ai research report and emphasized the critical need for the Chrome Extension Risk Assessment tool.

Securing Coverage on a Tight Turnaround

Voxus’ swift and targeted media outreach resulted in widespread coverage for the Spin.ai and Google product partnership. The strategic approach helped the team secure features and mentions with 12 different target outlets including [Computerworld](#), [HelpNetSecurity](#), [Security Boulevard](#), [SiliconANGLE](#), and more. The successful campaign bolstered Spin.ai’s reputation, driving increased website traffic and new demo requests for the product.