

Netting Big Coverage for Cybersecurity Funding News

Strategic planning leads to almost 40 pieces of coverage for SpecterOps \$75M Series B



SpecterOps is a leader in Identity risk reduction. With deep knowledge of adversary tradecraft, they enable global organizations to detect and remove critical attack paths before sophisticated attackers can take advantage of them. SpecterOps offers the Attack Path Management tool BloodHound Enterprise, consulting and training services, and many widely-used open-source security toolsets.

Announcing a Cybersecurity Series B Funding Round

SpecterOps is a cybersecurity consulting and training firm focused on identity security. The company [launched a successful product](#) in 2021, which led to a [Series A](#) funding round in 2023, and a Series B round in early 2025. SpecterOps tasked Voxus with getting as much coverage as possible for their Series B, after seeing spikes in website traffic and demo requests driven by previous media coverage.

The VC funding market was quite active in Q1'25. This set a high bar for securing coverage in business press. To achieve SpecterOps' goal of getting as much coverage as possible, Voxus focused on a broad outreach strategy.

Casting a Wide Net for Maximum Coverage

Given the current high bar for exclusives on funding announcements, Voxus took a different approach. The team identified three target audiences – VC newsletters, security trades, and local business press – to help SpecterOps achieve their goal of maximum coverage.

Voxus knew that all three audiences would be interested in the news for different reasons. That meant that all of them would cover separately – an article in Dark Reading wouldn't prevent the Puget Sound Business Journal from writing. This helped meet SpecterOps' goal of maximum coverage.

Success with Breadth

These three audiences were chosen carefully. SpecterOps had offices in DC and Seattle, so two sets of local press were available. VC money often means hiring and new office space, so Voxus knew both groups would be interested. SpecterOps also had good brand recognition among security trade press. And Voxus knew how to work with several daily and weekly VC newsletters that reached wide audiences.

The Coverage Stacks Up

The announcement netted 38 pieces of total coverage including VC, security trades, and local press. One interview with the security editor at ISMG led to nine articles spread out over the ISMG family of pubs. Notable hits include [SiliconANGLE](#), [CRN](#), [SecurityWeek](#), the [Puget Sound](#) and [DC Business Journals](#) (the two cities where SpecterOps has offices), [MarketWatch](#), [AlleyWatch](#), [Pulse 2.0](#), the WSJ [VC Pro newsletter](#), Fortune [Term Sheet](#) and [Axios Pro Rata](#).

SpecterOps was pleased with both the quantity and quality of coverage, and its spread over different verticals. The company's VP of Product specifically called out how happy they are working with Voxus.