



Cubility

Cubility | Positioning a Brand for Acquisition

CHALLENGE

[Cubility](#), a high-growth upstream technology company looking to be acquired within its space, developed a truly revolutionary leap forward in efficiency for upstream companies through its technology. Cubility needed to maximize its brand exposure, and at the same time find a way to justify its spending at the SPE Annual Technical Conference and Exhibition (ATCE), one of the industry's major conferences.

OBJECTIVE

Cubility teamed with Pierpont to help strategize the optimal conference sales enablement program, through pre-event media planning, to arrange in-booth interviews with key influencer publications.

SOLUTION

With reporters lined up, Pierpont managed the on-site media interviews, including preparing messaging, briefing materials, media training, and collateral for reporters.

RESULTS

Overall, the one-day media blitz resulted in 18 follow-on articles placed over the coming months – setting the company up for a successful exit event. Less than 8 months after the event, thanks to a sustained program of amplification and follow-up articles, Cubility was sold to Triton Funds.

BY THE NUMBERS

18

Follow-on Articles

