

## 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

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