

[Cepton, Inc. \(NASDAQ: CPTN\) Case Study](#)

Overview

Cepton is a provider of lidar sensor solutions for the automotive industry - enabling adaptive driving technologies like smart cruise control, automated braking systems, hazard warning, and varying levels of autonomous vehicles. Cepton's tech is in GM's new Ultra Cruise system being introduced this year, the largest lidar deployment in the automotive industry to date.

CFN Media was hired to keep existing stakeholders engaged and informed while attracting new retail investors to buy Cepton's stock. CFN Media's ad campaign for CPTN consisted of producing original content including video ads and editorials to convey the company's value proposition and distributing the content to targeted investors via our networks and advertising platforms like Twitter / X. We also generated leads of interested investors via a landing page.

Themes for the campaign include automotive safety market and technology, autonomous vehicles, smart cities, data needs for artificial intelligence across industries, major global partnerships, Cepton technical advantages, and the background of the executive team.

Sample Content

Sample articles: <https://bit.ly/44e5gUF>; <https://bit.ly/3QFki2Y>

Sample video: <https://bit.ly/449VOIs>

Campaign Details

Start Date: 8/15/22 - 1/31/23.

Article publish dates: 9/21/22; 11/1; 12/29; 1/26/23.

Video Interview - 15 segments.

Copy created for landing page, online ad campaign.

Press releases posted and distributed to our email audience.

Utilize both CFNMediaNews.com and SECFilings.com networks plus ad buys on Twitter.

