

Truebridge Announces Cybersecurity Content Update

BOSTON, Mass., Jan. 20, 2015 (SEND2PRESS NEWSWIRE) – Truebridge, a content marketing company serving the financial industry, is excited to announce the newest update to its Content Marketing System.

Threats to cybersecurity have become increasingly prevalent over the last few years. In order to help the customers and employees of financial institutions stay safe online, Truebridge has developed a comprehensive cybersecurity addition to the content library used by its clients.

In an interview for American Banker, Michael Bruemmer, VP at Experian's Data Breach Resolution group said that after investigations into 3,000 cyberattacks, they found that eighty percent of breaches begin with human error, as opposed to a failure of security technology. Cybersecurity education has never been more important.

This new cybersecurity content will draw customers into their bank's or credit union's financial library, where they will find helpful information on hundreds of other topics and easily connect with the exact person who can provide the appropriate advice and possible product solutions.

"Cyberattacks are becoming all too common. The recent hacks at Sony, Target and Home Depot are only the tip of the iceberg," says Truebridge CEO Stewart Rose. "Cybersecurity content will allow banks and credit unions to help more of their customers and members with their immediate, specific needs. It's a win-win that keeps customers turning to their financial institution as a resource for answers and the place to go for more of their needs."

About Truebridge, Inc.:

Truebridge, a fifteen-year-old content marketing company that serves financial institutions, is a leading provider of innovative marketing solutions designed to attract, engage and educate a 21st century audience.

More information: <http://www.truebridge.com/>.

*LOGO for media: Send2Press.com/wire/images/15-0120-truebridge-300dpi.jpg .

News issued by: Truebridge, Inc.



Send2Press® Newswire

Original Image: <https://www.send2press.com/wire/images/15-0120-truebridge-500x375.jpg>

#

Original Story ID: 2015-01-0120-004 (9915) :: truebridge-announces-cybersecurity-content-update-2015-01-0120-004

Original Keywords: cybersecurity Truebridge, Inc. Boston Massachusetts BOSTON, Mass.

Alternate Headline: Content Marketing Company Truebridge Announces Cybersecurity Content Update

NEWS ARCHIVE NOTE: this archival news content, issued by the news source via Send2Press Newswire, was originally located in the Send2Press® 2004-2015 2.0 news platform and has been permanently converted/moved (and redirected) into our 3.0 platform. Also note the story "reads" counter (bottom of page) does not include any data prior to Oct. 30, 2016. This press release was originally published/issued: Tue, 20 Jan 2015 17:32:50 +0000

Original Shortcode for Story: <http://i.send2press.com/CaN5x>