

InsureTech company Generates Industry Buzz Through Successful Data Storytelling + Media Campaign

The Customer



Global Reliance Group, LLC (Nasdaq: RELI)'s RELI Exchange is an insurance technology innovator that offers a subscription-based digital brokerage platform to serve the nation's **nearly half-a-million** insurance agents.

Their proprietary platform uses artificial intelligence (AI) and automation to level the playing field between industry giants and independent agents, so that the latter can better compete. With RELI Exchange, independent agents can offer their existing and potential clients a user-friendly, customizable digital environment for comparing and choosing the products and services they need.

The Challenge



RELI Exchange is a start-up with very little media presence. The company wanted to raise awareness about their platform with potential independent agent users, and investors.

While RELI Exchange had a powerful platform with major capabilities designed to position independents to compete with the marketing and digital engines of big-name competitors, it had no significant digital footprint. Without that, securing top-tier media outlets was nearly impossible. RELI Exchange management realized they needed an experienced, strategic public relations partner with a structured approach to media and PR.

The Decision



RELI Exchange chose Quantum Media to design and develop its PR strategy. Quantum has a reputation for securing media, and specialized in small-cap public companies. It also has a reputation for delivering results based on its phased approach; driving multiple media presences with appearances in local business features, Tier 1 media outlets, and investor publications. Quantum also has proprietary products like its Data Story, a unique, compelling way to tell data stories in an interactive visual format.

"As a relatively unknown, niche B2B platform, RELI Exchange needed a huge boost to its digital footprint that leveraged existing media trends to capture the interest of reporters," said Dennis Consorte, Senior Project Lead at Quantum Media. "We had them sponsor a robust and statistically significant survey of 1,000 remote workers that captured relevant and unique data."

The Solution

The strategy was to get RELI Exchange front and center in the business news cycle, on one of the most pressing topics that arose during the COVID-19 pandemic. Quantum designed a **1,000-person survey** that asked respondents about how they felt about going back into the office, what they'd do if forced to go back, what alternatives they were thinking of instead, among other things.

The survey's findings were central to driving forward a national debate about the fast-changing nature of the American workplace – where and how people wanted to work amid the pressures of remote work, and educating children at home, all while trying to keep safe during the pandemic. Its findings suggested that workers would rather face the consequences than go back to working in an office.

After analyzing the data, building the story and soliciting expert quotes, the Quantum team pitched the story to a targeted list of reporters and secured top-tier placements.


The Results

The survey and media efforts earned RELI Exchange multiple placements among major digital publications, collectively gathering millions of unique web visitors per month. They included:

ZDNET [ZDNet](#), which picked up the story initially and put it in front of 11 million website visitors, along with multiple syndication partners in several languages.

 **INVESTORPLACE** [InvestorPlace](#) followed with its nearly 1 million unique visitors per month. In fact, InvestorPlace quoted RELI Exchange in the first paragraph, putting the brand in proximity to large cap, successful "gig economy" stocks covered in the same article, including Intuit, Microsoft and PayPal.

 **yahoo! finance** [Yahoo Finance](#). Because InvestorPlace syndicates its content, the story landed on Yahoo! Finance, the largest business news platform in the United States, with more than 93 million monthly unique visits.

 **InfoQ** It also resulted in a [byline and article](#) by [Grant Barra](#) on InfoQ, a software-as-a-service website with 1.2 million unique visitors per month – a big audience for a niche topic.

Quantum Media's strategy and storytelling techniques placed RELI Exchange in front of millions of readers who were potential customers of its platform. It also strengthened their brand not only through placement on major, credible platforms and in bylined pieces by well-known writers, but also by associating RELI Exchange with major, well-known companies.

"Our time-tested methodology for data stories worked well for RELI Exchange. We put their brand and spokesperson in front of the investor community as a reputable force and thought leader in the InsurTech space," Mr. Consorte said. "It was a critical time in their growth trajectory and they were a joy to partner with."

To discuss how more media exposure will get you in front of the right audiences
and how Quantum helps increase value:
Email ari@quantum-corp.com or Call 1-917-680-8765