OMNIA PARATUS

Content made to order: a fresh take on insurance news and information.

We're well into the era of hyper-targeted content analytics. But how are insurance marketers using the data?

In the digital media era, each click reveals valuable data.

People want their news today like they want their everything – on-demand, easily accessible, and fully personalized. The insurance trade media is innovating and adapting to meet these demands, offering dynamic channels to deliver the news and insights insurance professionals need.

So how should companies leverage data about what generates clicks to elevate their content strategy and deliver impactful insights to key insurance decision makers?

To explore this question, we dug into fresh data from our friends at **Slipcase**, the leading information distribution and analytics platform for the global (re)insurance industry. In conjunction with **Digital Evolution: How (Re)Insurance Brands are Adapting and Thriving Online**, an Insurtech Week event hosted by Slipcase, we analyzed data about the content insurance professionals consume.

Through these hyper-targeted analytics, we have the detailed information at our fingertips needed to inform our communications efforts.

Now comes the fun part — actioning it.

Topics that get traction: What engages insurance professionals?

- Operational topics
- Risk/business line related

1. Risk Management
2. Claims & Losses
3. Financial Results
4. Cyber
5. Rates
6. Property - North America

7 Law

8 Political Risk & War

9 Property - International

10 Insurtech

Source: Slipcase
May, 2024

What are insurance professionals reading in 2024?

The three most-clicked topics indicate that insurance professionals want to know about performance and outcomes – mitigating risk and managing claims, learning from missteps, and ultimately delivering positive results. This takes us back to basics; regardless of business line, industry fundamentals resonate.

If your company is prepared to take a strong point of view on the tough stuff, this can boost views and brand awareness.

Some companies get stuck determining how to address sensitive subjects in a manner that's both appropriate and respectful of confidentiality concerns. Communications professionals must find the right balance, challenging their organizations to reveal insights that showcase sophisticated thinking while managing sensitivities.

What if your priority business areas are not on this list?

Focus on delivering tailored content your target markets may not be receiving. For greater visibility, take a lesson from what's getting views. For example, cyber, the top-clicked business line/risk, is tech-focused. What are the tech angles to your priority areas?

Remember that this data represents a snapshot in time.

From pandemics to politics, external factors can change global priorities at any time. Be prepared to pivot your content as your audience's attention shifts.

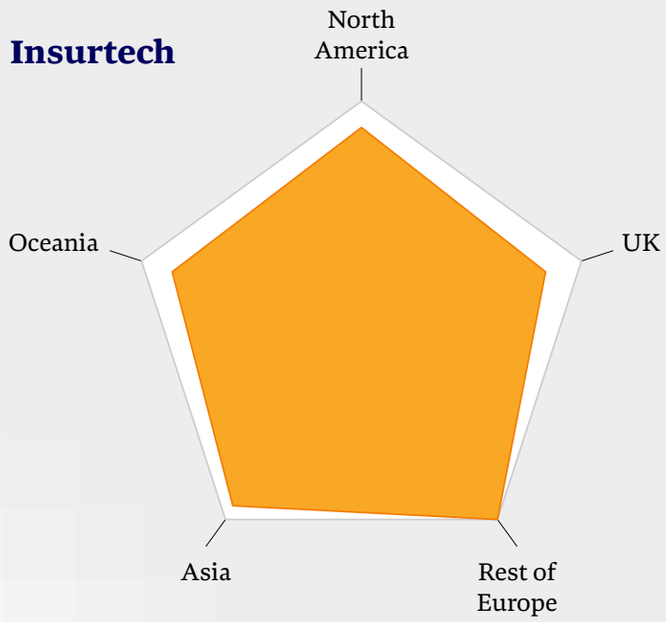
Topics by market focus

Unifying concerns: Insurtech, cyber and ESG resonate across borders.

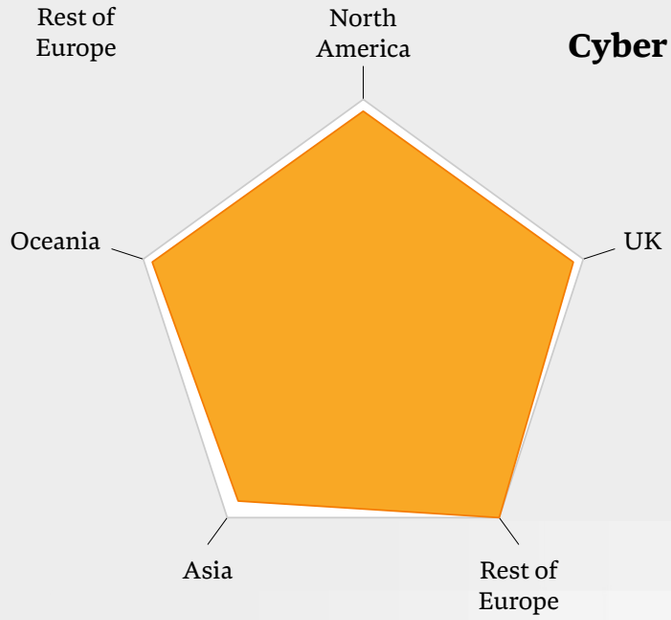
Source: Slipcase
May, 2024

*Charts illustrate differences in reading habits by region. Each topic is weighted so that the graph will touch the corner of the region that interacts with it most.

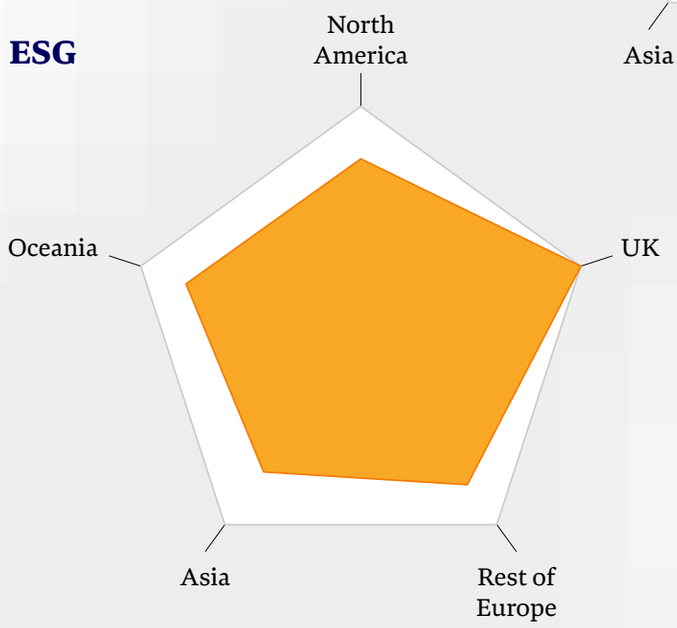
Insurtech



Cyber



ESG



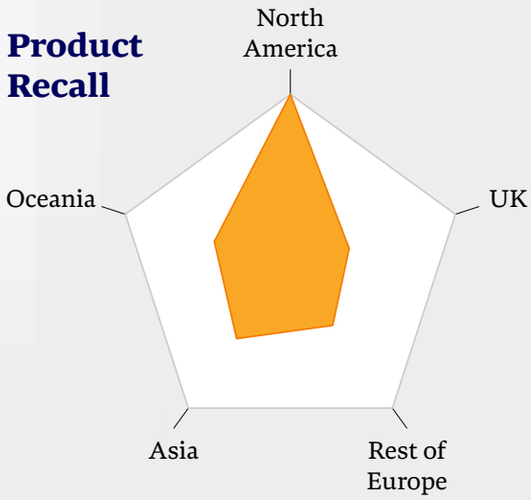
We asked Slipcase to show us the global differences in what insurance people are reading. The results are eye-opening.

It is well understood that cyber is a pervasive global threat, so ubiquitous interest there is not surprising. However, it's more notable that ESG and insurtech are receiving worldwide attention.

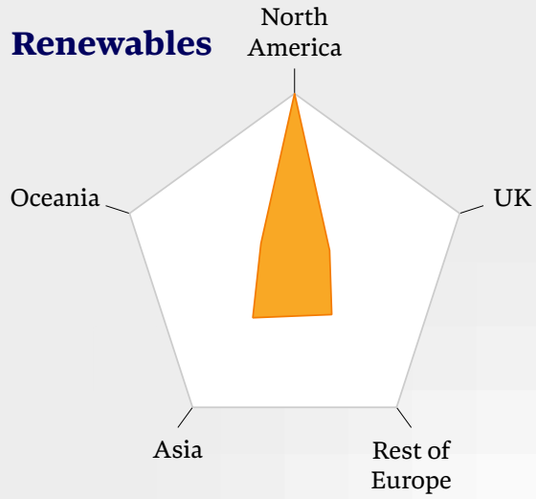
Despite ESG backlash, particularly in the US, demand for social responsibility, the international push for decarbonization, and evolving global regulations are factors that have kept audiences engaged with this topic. Slipcase data shows that ESG is top of mind worldwide, and that there's still an appetite for content about sustainability, inclusivity, and corporate governance.

As insurtech matures, the industry continues to debate whether it's "hype" or "transformational." But clearly, the global insurance market remains interested in insurtech and in keeping pace with emerging technology.

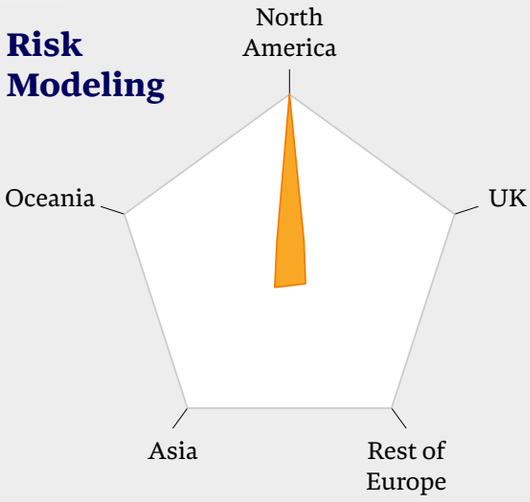
Product Recall



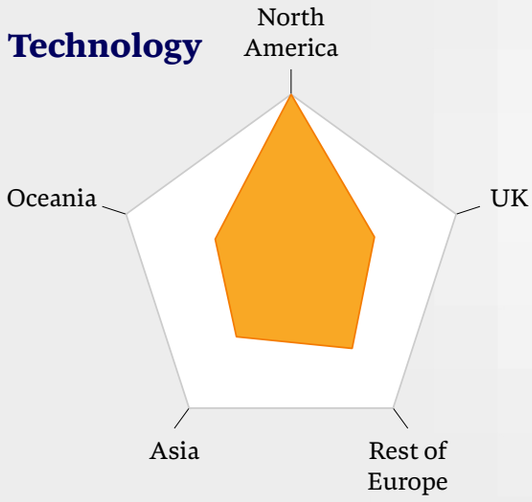
Renewables



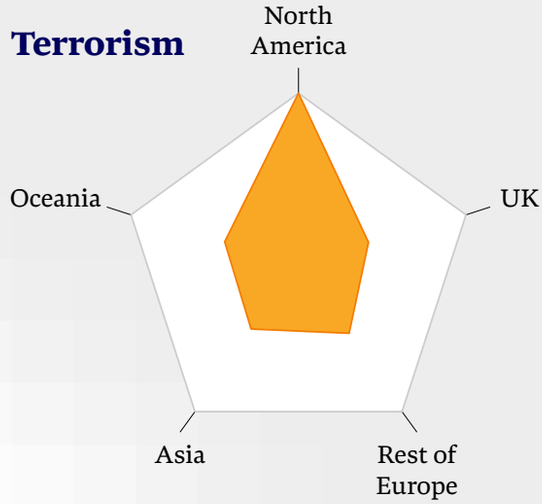
Risk Modeling



Technology



Terrorism



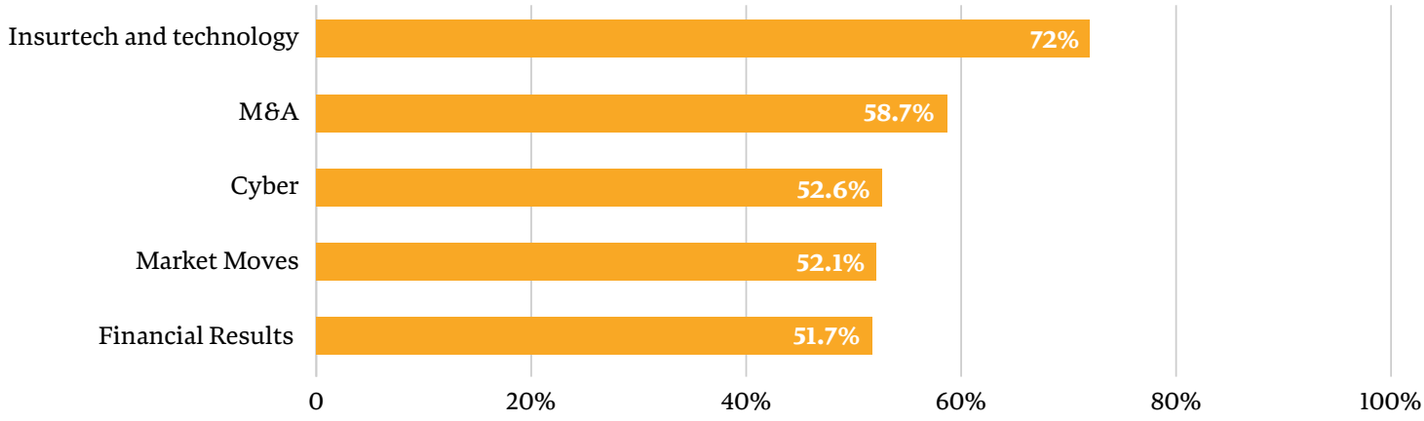
Other insurance interests are more regionally focused.

We also asked to see a sampling of topics that are disproportionately of interest to North American insurance professionals when compared to the rest of the world.

Clearly, not every topic is going to have the same universal interest, and even those that do won't necessarily be processed in the same way.

Global business, regulatory, and political differences all come into play when it comes to engaging readers. As communications professionals, it's important to consider how topics will resonate in each market and to understand that in this digital world, even targeted content can be consumed globally.

Top 5 most-followed topic pages among C-Suite audience



Source: Slipcase
May, 2024

As business-to-business communications experts, we're always focused on how to reach the top decision makers – the C-Suite. So, what's on their minds?

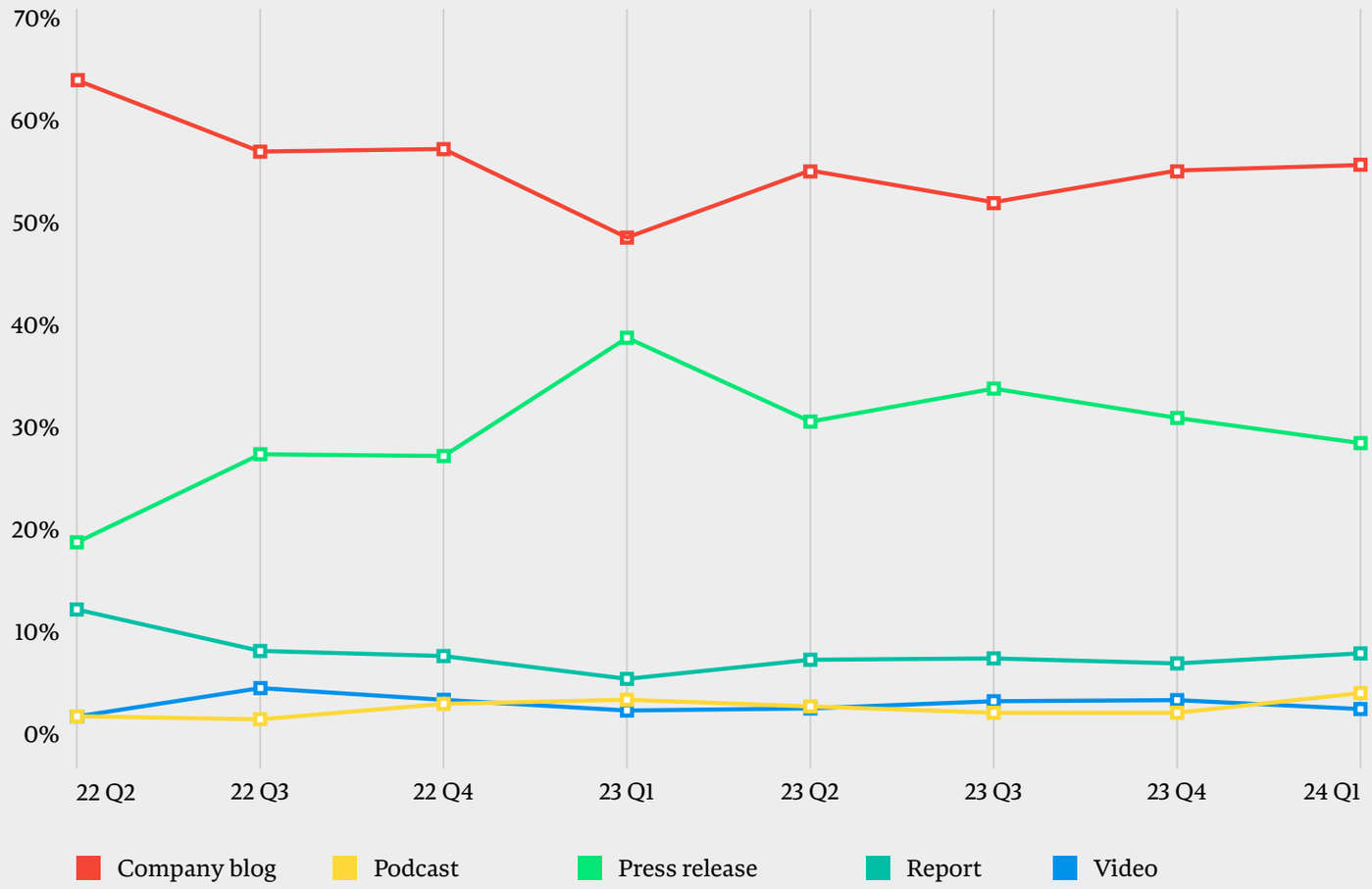
Considering that the C-Suite makes up a relatively small demographic in the insurance industry, why should we be paying attention to what they're following? The simple reason is that they're industry influencers. They drive company strategy and their direction has reverberating impacts on the industry and the greater business world.

Slipcase data reveals that this group is primarily interested in their own areas of professional focus – growth strategy and financial results. At the same time, they're keeping a close eye on technology to stay on top of the latest developments.

This presents an opportunity to lead and teach. If your organization can fill the gaps and provide the C-Suite with critical insights to inform board-level decision-making, you'll solidify your place as industry thought leaders.

Content formats: tried and true or try something new?

Global clicks on content by company marketing organizations (not publications/third party sources)



Variety is essential when it comes to content types.

Press releases are great for disseminating company news, but they don't highlight thought leadership perspective. Reports are an excellent way to leverage data and showcase in-depth analysis and insights. They are also useful for repurposing into shorter formats. Company blogs are great for commentary and opinion and video is ideal for personal engagement. A range of content is a winning strategy - especially when material can be repurposed for multiple channels.

Once you know what to say, and how to say it, it's time to decide where to say it. People rely on more channels than ever to access information – and all of it ends up on social media. Trade media, podcasts, video interviews, and webinars are excellent ways to disseminate content and infuse personality, opinion, and commentary into your story.

This brings us back to the original question: Given all this data, how can you action it?

There are many ways to break out of the pack. Here are some of our favorites.

Bridge the gaps.

What you want to talk about won't always line up with what audiences are focused on, and that's okay. Figure out where your company's expertise overlaps with underserved or in-demand topics. Leverage these openings to the conversation, balancing business objectives with share-of-voice opportunities.

Challenge your thought leaders.

Train and leverage your subject matter experts – but more importantly, challenge them. Executives can initially struggle to find the spark of an idea, often telling us "this isn't rocket science." Leverage targeted data to illustrate industry interest in their expertise.

Think outside your calendar.

Don't just calendar events and company initiatives; think outside your sphere. What's happening in the world? Fiscal and market cycles can be good predictors of when certain topics may be of more interest, and the current news agenda is a great source for content themes that will resonate.

Be extra smart about cutting through the clutter.

If you're one of many voices on a topic, consider what you can offer that others can't. Share a new angle or offer relevant data. Look for opportunities to call attention to a topic that's not getting the attention it deserves.

Remember that communications is a people business.

Podcasts and videos are engaging because they showcase the individual behind the insights. Social media adds further personality. While AI can help organizations with their content in many ways, nothing will ever replace people. Don't be a faceless news bot churning out impersonal content. Connect.

Leave no opportunity un-leveraged.

If the latest data shows us anything, it's that a great communications strategy can never be singularly focused. Leverage the many channels at your disposal, and once you've generated great content, don't waste it – repurpose materials in different formats and share everything on social media to make the most of your assets!

OP is a global communications consultancy, operating as Omnia Paratus in the US and Omnia Partners in the UK and Singapore. Our clients work at the intersection of risk, finance, and technology, and they come to us for help raising visibility, positioning executives as thought leaders, and maintaining credibility in a crisis. As trusted advisors, we collaborate with clients on goal-driven strategies that support business objectives. We know the key stakeholders, the media they read, the technology they use, and the issues they care about most – and we leverage these insights to help brands cut through. Contact us at **info@omniaparatus.com** to learn more.

Slipcase delivers 'Contextual Intelligence' to the world's (re)insurance industry professionals and businesses; real-time, relevant information, curated from the best sources across the industry and the wider web. Insurance intel is delivered to Slipcase users through its ecosystem, including a desktop platform, mobile apps, newsletters & API feeds. Slipcase is a highly effective way for organizations to reach the global commercial & specialty (re)insurance sector, with over 50,000 subscribers to their weekly emails and 214,000+ platform users (exclusive of API feed audience). Organizations using Slipcase receive regular reporting containing bespoke, industry-first insights around both the performance of their content and the readership habits of the general (re)insurance market, as per the specific organization's needs. Contact **info@slipcase.com** for more.