



VISUAL CAPITALIST



SPARKING CONVERSATION THROUGH DATA with Inigo



THE GOAL

Equip brokers and stakeholders with timely, data-rich content that drives smarter decision-making.

THE SOLUTION

We launched an always-on content partnership—combining sharp data, sophisticated visuals, and strategic distribution to make Inigo’s message impossible to miss.

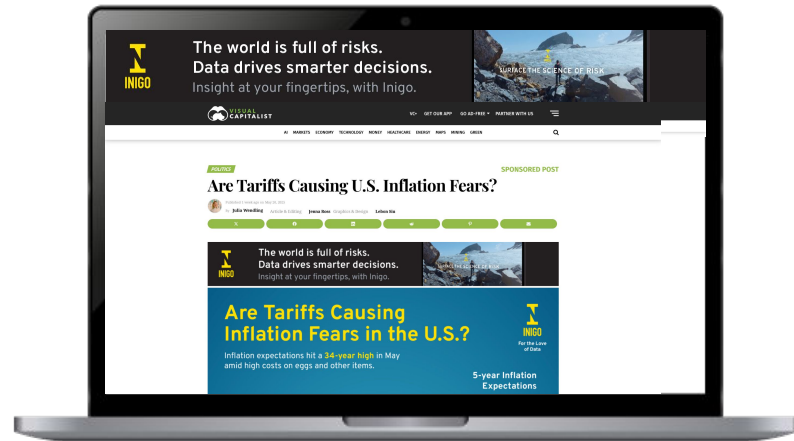
[Read more](#)

DATA STORYTELLING: SIGNAL, NOT NOISE

We launched a bold, multi-channel campaign to make Inigo's brand impossible to ignore.

Multi-Channel Campaign Checklist:

- 36 short-form graphics
- Monthly thematic content
- Inigo-branded banner on Visual Capitalist homepage
- Sponsorship of VC+ Global Forecast Series 2025 and VC+ Prediction Consensus
- Always-on display and in-article web ads
- Printed handouts of the visuals



WINS & RESULTS

The partnership exceeded benchmarks across every channel.

⚡ 18.8M+ IMPRESSIONS
across GFS Sponsorship, web, and social

⚡ 3.5X EMAILS CTR
Above benchmark

⚡ 9X SOCIAL ENGAGEMENT
21.66% delivered vs. 3.34% expected

See what a Visual Capitalist campaign can do for your brand.

LET'S TALK