## **Recoop Disaster Insurance Selects Rivet Consulting to Accelerate Performance Marketing and Customer Acquisition**

### **Rivet Co. to lead data-driven marketing strategy and scale customer growth for the disaster recovery insurance innovator**

FOR IMMEDIATE RELEASE:

**West Des Moines, Iowa (June 18, 2025)** — [Recoop Disaster Insurance](https://www.recoopinsurance.com/), the nation’s only provider of fast, multi-peril disaster recovery cash, today announced the appointment of **Rivet Consulting**, a division of **Rivet Co.**, as its new marketing partner. Rivet Consulting will spearhead the company’s performance marketing strategy, customer acquisition efforts, and next phase of growth.

Recoop is the first and only multi-peril disaster coverage that quickly pays lump-sum cash (up to $25,000) after a disaster— bridging the gap between traditional homeowners’ insurance and the immediate costs of recovery. With its proven product and growing momentum, Recoop has engaged Rivet Consulting to unlock scale through precision marketing execution and go-to-market innovation.

### **A Strategic Growth Partnership**

Rivet Consulting brings deep expertise in marketing strategy, funnel optimization, paid media, and customer acquisition. Its approach for Recoop will include funnel and conversion optimization, and performance-driven campaign execution. Rivet will lead marketing operations, execute growth campaigns, support strategic partnerships, and embed KPI-focused decision-making into the business.

“Recoop is solving a real problem for everyday American families—and they’re doing it with speed, simplicity, and empathy,” said Greg Bailey, Founder & CEO of Rivet Co. “We’re thrilled to bring our performance marketing expertise to Recoop, helping them reach more U.S. households and build a category-defining brand.”

Recoop’s leadership underscored the importance of the collaboration. “Rivet Consulting brings the strategy, operational rigor, and creative horsepower we need to scale efficiently,” said Recoop Disaster Insurance President, Steve Gaer. “They understand our market, our mission, and how to activate customer growth in a measurable, sustainable way.”

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### **About Recoop Disaster Insurance**

Headquartered in West Des Moines, Iowa, Recoop Disaster Insurance is the first and only multi-peril disaster coverage that quickly pays a lump-sum cash (up to $25,000) after a disaster. Recoop covers the things most Americans don’t realize aren’t covered by their homeowners or renters’ insurance, protecting people’s biggest asset with affordable policies and rapid cash benefits without any loopholes or gotchas. Recoop Disaster Insurance is currently available in Alabama, Alaska, Arizona, Arkansas, California, Colorado, Connecticut, Delaware, Florida, Georgia, Hawaii, Idaho, Illinois, Indiana, Iowa, Kansas, Kentucky, Louisiana, Maine, Maryland, Massachusetts, Michigan, Minnesota, Mississippi, Missouri, Montana, Nebraska, Nevada, New Mexico, North Carolina, North Dakota, Ohio, Oklahoma, Oregon, Pennsylvania, Rhode Island, South Carolina, South Dakota, Tennessee, Texas, Utah, Vermont, Virginia, Washington, Washington D.C., West Virginia, Wisconsin and Wyoming. For more information, visit [recoopinsurance.com](https://www.recoopinsurance.com/).

### **About Rivet Co.**

[**Rivet Co.**](https://rivetco.com) is a multi-disciplinary business comprised of complementary divisions:

**Rivet Consulting:** a consulting firm for early- and growth-stage companies delivering business and marketing consulting, strategic planning, executive coaching, and startup advising.

**Rivet Media:** a modern day media business helping businesses and people build, grow, and succeed. Brands have the opportunity to reach our audiences of ambitious entrepreneurs, startup enthusiasts, marketers, products managers, and business executives through performance-based advertising.

**Bluejean AI:** an AI startup focused on the intersection of technology, education, and business.

With deep experience in business, marketing, media, and technology startups, Rivet Co. partners with high-impact organizations to unlock smart, sustainable growth.

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