

RISK & COMPLIANCE

Platform Europe

Banners

Newsletter

Whitepapers

Articles

Job Offers

Courses

R&C TV

Risk & Compliance Italy is part of the R&C Platform Europe group. We have been active since 2017 and we have a broad community of managers, top managers and **professionals** who deal with **Risk Management, Compliance, Internal Audit, Governance and Legal** in the sectors of banking, finance, public administration and enterprises.

The website is a platform for all professionals who are confronted with an increasing and complex financial reality, characterized by the increase in risks and related regulations issued by multiple entities such as government agencies, supervisory and local public authorities.

On our platform you will find news, in-depth articles, video interviews at R&C TV, Whitepapers, Events and soon Jobs and professional Training courses.

At the moment, the Italian platform has over **30,000 unique visitors** per month and more than **500K** Google impressions, and it keeps growing exponentially. The Italian **Newsletter** reaches **over 7,200 highly specialized professionals** and senior management every month.



35 - 50%

Open emails *



15 - 25%

Clicked links

Whitepapers on our Platform are the most easy and efficient way to get in touch with professionals in the GRC sector. Every month dozens of readers download our Whitepapers from which we can provide GDPR compliant contact details.

We provide **tailor-made discounted offers** based on your marketing needs and available budget.

Statistics

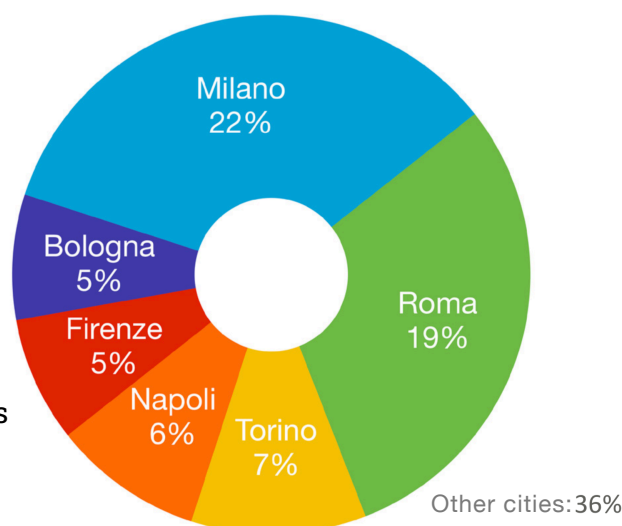
February 2022 (source Google Analytics)

> 30,000 Unique visitors per month

> 52,000 Visited pages per month

> 500,000 Google impressions per month

> 7,200 Subscribers of Italian Newsletter



Banners

Quality is the most important asset at Risk & Compliance, favored over quantity. For this reason a limited number of selected **Banners** and promotional material will be promoted.

Banners on our Platform greatly improve your **Brand Awareness** as they are visible on all pages of the website. They can also be promoted in our **monthly Newsletter**.

Whitepapers

Whitepapers allow you to connect with prospective customers who may be interested in your products or services. The contacts details of those that downloaded the **Whitepaper** - which are GDPR compliant and carefully verified by us - are provided, on request, to you up to the maximum agreed.

By placing your Whitepaper on our Platform you will be able to get in touch, in a simple and efficient way, with **decision makers** who may potentially **invest in your products** and services.

Articles - Press Releases - R&C TV

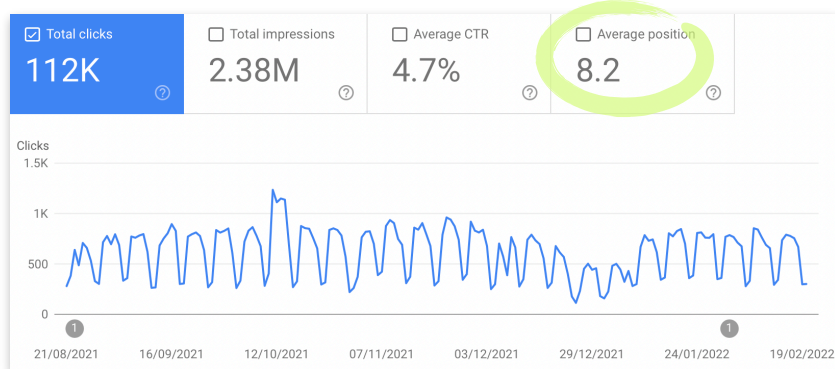
We can also publish **articles and press releases** provided by you, which may contain references, links and illustrations to your specific **products and services**.

Conducting **video Interviews and reports** are also an ideal and innovative tool to further aid in promoting your products and services, which is done through **R&C TV**. We take care of the shooting, final editing and promotion the video through our channels. The video will remain at your full disposal.

Newsletters - DEM

At Risk & Compliance Platform we can promote your Banner, Logo, Article, Announcement, Job Offer, Training Course and Whitepaper, both in our **Newsletter** and with a dedicated **DEM**.

Our Newsletters are read by over **7,200 professionals** and the number of subscribers is constantly increasing. We have a strong presence in all the major cities like Milan, Rome, Florence, Naples, Bologna, and Turin. We are also present in the rest of Italy.

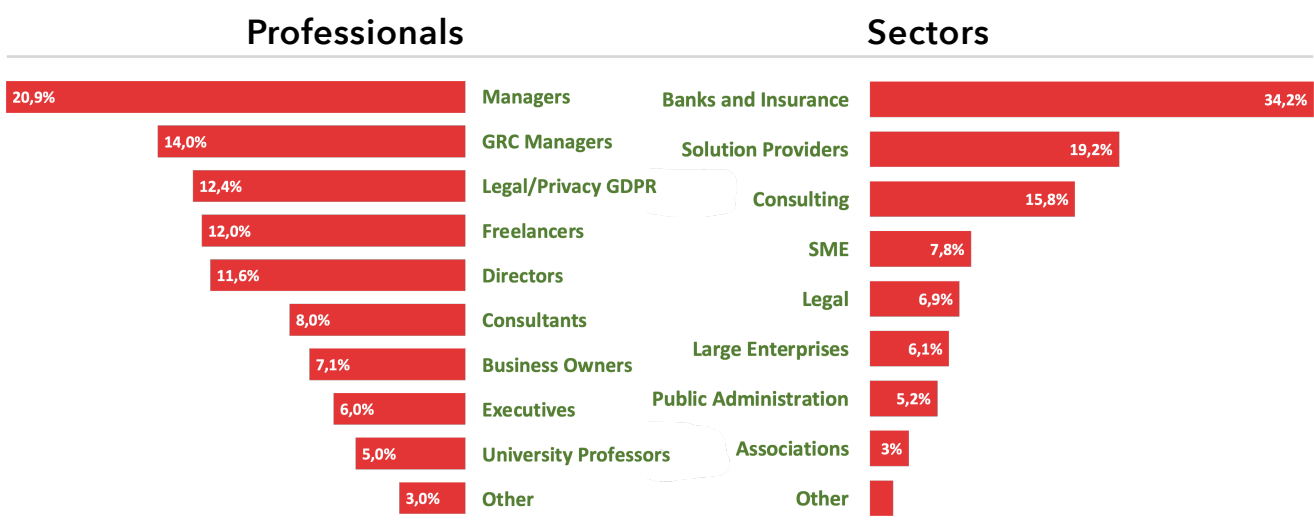


Risk & Compliance has a **high SEO reputation**.

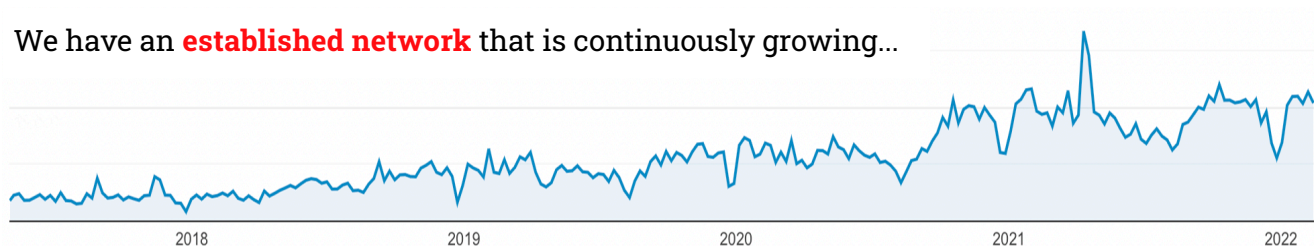
Targeted searches on GRC keywords place us on the first page of most **Google Searches**.

Our SEO results have remained positive despite the Covid-19 crisis.

Our Platform also has a unique GRC network of managers, professionals and top managers, which are **difficult to reach through other, more generalist networks** and websites.



We have an **established network** that is continuously growing...



Our professional readers are also loyal to us: we have about 20% of direct accesses. In addition to Google Search, we are also easily reachable using several Social Media **communication channels**.

Our **Evergreen Article**, remains at the top of Google searches for years. This is a unique feature of the Italian website of the Risk & Compliance Platform Europe.

