

News Direct's Top-Tier International Targeting Extends Brand Awareness & Market Opportunities for Treliant

Synopsis

Melissa Pazornik, Director, Marketing and Communications for Treliant, LLC (Treliant), a U.S.-based global consulting firm, discusses how News Direct's highly customizable geographic distribution capabilities enabled Treliant to introduce its brand to local overseas markets—and improve opportunities for growing its business.

Background

[Treliant, LLC](#) is a global consulting firm specializing in compliance and regulatory risk management for market leading and smaller companies, primarily in the financial services, fintech, banking, and capital markets industries.

Headquartered in Washington, D.C. with an office in New York, Treliant recently acquired consulting firm Vox Financial Partners. The acquisition gave Treliant footprints in London, Belfast, and Lodz, Poland, with opportunities to better serve and expand its overseas client base.

Treliant uses newswires to distribute press releases discussing firm news and its project work with clients. The company recently hired News Direct after an extended run with a large, well-known newswire.

With News Direct, Treliant can expand its press release distribution to include the highly targeted geographic markets where it recently established a brand presence, an option that isn't available at its previous newswire.

In addition, Pazornik appreciates News Direct's smooth user experience and hands-on client service available throughout the distribution process.

Customizable, Targeted Reach & Rich User Experience

Before using News Direct, Treliant rarely did international press release distribution. The company had overseas clients, but not a global footprint.

"With our previous distribution provider, it wasn't really an option," explains Pazornik. "We'd distribute to major U.S. outlets and hope our overseas stakeholders would pick it up from there."



With News Direct, Treliant could distribute content to the specific geographic markets it was now targeting—those where the company had recently launched its brand. This has helped Treliant improve local brand awareness and build opportunities to grow its European business.

Despite being significantly larger than News Direct, Treliant’s prior distribution partner didn’t offer the same targeting capabilities.

“With News Direct...pushing news to local markets where [people] are reading their news every morning and having [Treliant’s] name there is huge for our brand,” adds Pazornik.

This enhanced reach has resulted in expanded postings, viewings, and other metrics in Treliant’s new target markets—a big win for the company.

Pazornik also shares how enjoyable the News Direct platform is to use.

“It’s the easiest platform I’ve ever used,” she says. “It’s all right there in a single environment. Create your content, select where you want to distribute it, press submit, and you’re done.”

The Data

Treliant Acquires Vox Financial Partners, Strengthening Its Capital Markets Capabilities and Expanding Its Footprint	Mónica MacGregor Joins Treliant as Managing Director, Global Financial Crimes Compliance
Total Countries: 21 Total Languages: 1 Total Number of Global Clippings: 407 Total Traffic: 171.2 Billion Total Potential Visibility: 8.6 Billion	Total Countries: 21 Total Languages: 3 Total Number of Global Clippings: 378 Total Traffic: 86.3 Billion Total Potential Visibility: 4.3 Billion

Exceptional Customer Service

Pazornik also praises News Direct’s customer service.

“News Direct is very client focused,” says Pazornik. “At our previous newswire, someone I didn’t know would call to tell me the release had crossed the wire. But with News Direct, you’re talking to the same people throughout the process.”

Why News Direct

News Direct is a [modern news distribution platform](#) custom-designed by industry veterans to meet the demands of modern media outreach.

[Schedule a demo today!](#)



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