

FAYE

Travel Insurtech — Richmond, VA

Report Date: July 2, 2026

ANALYSES BASED ON PUBLIC INFORMATION — NOTHING HERE IS INVESTMENT ADVICE — FOR ENTERTAINMENT PURPOSES ONLY —
NO POSITION / NO COMPENSATION / NO MNPI

THE COMPANY

Faye is a Richmond-based, AI-powered travel protection app founded in 2019, publicly launched in 2022, and reportedly near \$100M in annual sales as of 2025. It was named to TIME's Best Inventions of 2025 list and just opened a larger ~6,100 sq. ft. U.S. HQ in Henrico. The app offers real-time flight alerts, telemedicine, and a stated 48-hour claims target with wallet-based reimbursement.

THREE THINGS WORKING IN FAYE'S FAVOR

A public 48-hour claims target most rivals won't commit to; TIME Best Invention 2025 recognition plus strong Trustpilot ratings; a mobile-first product built for younger, tech-native travelers.

MARKETING PRIORITIES (biggest opportunity area)

- Own “Faye vs. [competitor]” SEO & Google Ads before others define the comparison.
- Bid on high-intent queries (flight delay coverage, real-time travel alerts).
- Automate Trustpilot / app-store review requests right after fast claim resolutions.
- Short-form video demoing the 60-second buy flow and Faye Wallet payout.
- Turn the TIME Best Invention nod into a sustained PR cycle, not one press hit.
- Build a long-tail SEO content hub around real traveler pain points.
- LinkedIn thought-leadership for leadership team to support partner/B2B credibility.
- LinkedIn ABM ads targeting travel-agency & OTA buyers for the Advisor Portal.
- Local Richmond/Henrico visibility (sponsorships, job fairs) to feed hiring pipeline.
- Airport out-of-home tests near partner-airline gates, QR-linked to app installs.
- Formal referral/affiliate program with travel bloggers and points/miles podcasters.

HIRING WATCH

If not yet hired: a Head of Performance Marketing (next 1–2 quarters). Do they have a dedicated SEO/content lead — competitors are already winning comparison searches. If not yet hired: a Partnerships Marketing Manager to support the Advisor Portal and airline/cruise/OTA growth.

FROM THE FOCUS GROUP (unattributed, for entertainment purposes only)

“The best claims process is the one nobody remembers filing.” — “Every dollar spent proving you're fast is a dollar not spent proving you're kind.” — “A 48-hour promise only matters if you say it louder than the next guy says his.”

TOP 3 COMPETITORS

battleface • World Nomads • Allianz Travel Insurance

SAMPLE TWEET (for entertainment purposes only)

Faye's claims speed is a real edge, but SEO + "Faye vs" search ads are wide open. If not yet hired: a Head of Performance Marketing. Watching Faye vs. battleface & World Nomads. no-position / no-compensation / no-MNPI

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