



Nationwide

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Nationwide, Insurify partnership gives auto insurance customers the power of choice

Auto insurance shopping is always easier when you know the costs and coverages from a variety of companies at the same time. Visitors to [nationwide.com](https://www.nationwide.com) will have that option thanks to a new collaboration between Nationwide and Insurify.

The two companies announced a digital partnership that will provide Nationwide customers with a choice-shopping experience complete with car insurance quotes from multiple insurers through Nationwide's Digital Brokerage Solution. The partnership stems from Nationwide's venture capital investments in Insurify – investing initially in 2017 and following on in 2020.

“Nationwide is committed to putting the power of choice in the hands of our customers,” said [Angie Klett](#), Nationwide's senior vice president of Corporate Development. “This new collaboration with Insurify is a great example of how Nationwide is leveraging our relationships with insurtech partners to make our breadth of products and solutions available to our customers and partners.”

Through the platform built by Insurify, customers will have access to a tailored car insurance purchase experience, allowing them to compare car insurance quotes, coverage, and policies from Nationwide and other insurance companies at the same place. Customers can then buy the policy of their choice either online or over the phone. Over time, Nationwide's Digital Brokerage solution will be available to customers and partners in all states.

“Nationwide has been a great partner for Insurify over the years and we are excited to enable their vision to better serve customers on [Nationwide.com](https://www.nationwide.com) or through their strategic partnerships with other major brands,” Snejina Zacharia, Insurify CEO and founder said. “Our strategic partnership is a testament of the growing trend that consumers want choice and transparency.”

Customers can access Nationwide's Digital Brokerage Solution by visiting www.nationwide.com.

<https://news.nationwide.com/en-us/insurify-partnership-gives-auto-customers-choices/>