

Solitics

Global FinTech achieves extraordinary revenue growth

November 2021 | Case Study



ABOUT THE COMPANY

A global FinTech provider with multiple brands, is subject to multiple regulations, serving B2B customers and millions of traders throughout the world.

SUCCESS IN A NUTSHELL

Working with Solitics, the FinTech provider has realized its vision of real-time, automated, hyper-personalized, omni-channel customer engagement, achieving:

40%

increase in sales

40%

increase in first time deposits (FTDs)

50%

increase in customer engagement and LTV

60%

reduction in marketing time spent on setup tasks



Revenue uplift and lower churn

The FinTech company now generates real value for their traders, resulting in greater customer retention and increased LTV.



Data, at your service

Data used to be hard for the FinTech provider. They now use all their data to swiftly create new segments and engaging customer journeys.



Flexibility and Time-to-Market

The FinTech provider can now easily connect new communication channels and quickly launch new brands.



Marketing independence

Marketing teams now work independently, building innovative customer engagements and useful dashboards, without depending on IT and R&D.



Analyze to optimize

Increased business transparency: Real-time reporting that spans across all channels. Accurate attribution data enables to analyze and optimize every marketing effort.

THE MISSION

Create a new standard of customer engagement

The FinTech provider had 3 main goals:

01

Give their B2B customers an out-of-the-box solution to create highly-personalized customer communications for improved engagement on different channels

02

Improve value to their B2C customers by sending hyper-personalized, live updates - delivering the information the trader needs to know, exactly when they need to know it

03

Launch new brands at a fast pace while making it easy to comply with all applicable regulatory requirements

To achieve these goals, the provider first needed to get their data under control.

Unfortunately, the company's CRM marketing system was holding them back.

Rigid and difficult to use, the system required a cumbersome update process for each data change, making it incredibly difficult for the marketing team to use.

That system also couldn't connect to external information feeds to receive price and event updates.

This prevented the FinTech provider from delivering the speed, value, and level of personalization that they wanted.

The FinTech provider was ready to break free from their infrastructure restraints and achieve what they really wanted: A platform that gives their marketing team the tools they need to achieve their goals without being dependent on their IT department.

They needed a platform that could:



Align all trader data, regardless of the communication channel or database



Use that data to push out content and live market updates, specifically tailored to each trader's unique set of interests and priorities



Easily address the regulatory complexities and compliance requirements of multiple regulatory authorities



Enable the marketing team to launch new brands swiftly



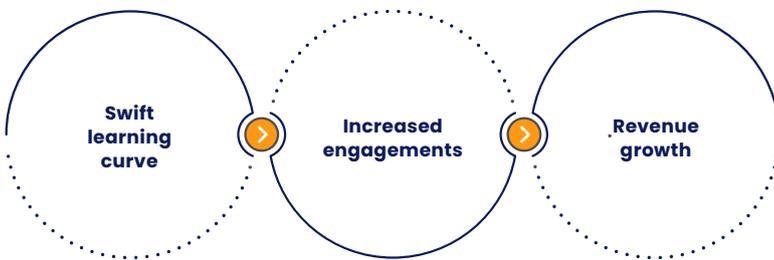
At first, I didn't understand what Solitics brought to the table, believing it was just another marketing automation tool. Implementing and **working with Solitics showed me what real time, data-driven, multi-channel customer engagement platforms should be all about.**

Head of FinTech CRM Marketing

The marketing team ran their first campaign on the Solitics platform within a month!

RESULTS

Solitics quickly integrated all the FinTech provider's data sources and connected all their marketing channels.



Because Solitics captures real-time data, the marketing team has real-time reporting of all campaigns and all channels, combined into a single view for clear analysis and optimization.

With Solitics, they're now automatically pushing out:

New brands and campaigns with an immediate time-to-market

Automated navigation of traders through personalized lifecycles, from RND to FTDs and beyond with contextual interaction and ongoing nurturing

Live price-change updates on any type of asset or tracked commodity, to traders with open positions on those assets

Triggers that simplify the compliance load for a specific transaction, based on regulations from all applicable authorities

Hyper-personalized content, news, and analysis from third-party providers, based on traders' activities and preferences

I strongly believe that there is no platform out there that can deliver even remotely comparable results in terms of the bottom line, ease of operations and insights for continuous improvement.

Head of FinTech CRM Marketing

Ready to experience hyper-growth?