

# Global FinTech company achieves extraordinary revenue growth with Solitics.

## A global FinTech company with multiple brands in multiple regulations, and millions

About the company

of traders throughout the world. The company defined automation (i.e. transforming to fully automated customer engagement) as a prime enabler for further growth.

#### Partnering with Solitics, the company has realised its vision of real-time, automated, hyperpersonalised, omni-channel customer engagement, achieving:

Success in a nutshell

45% increase in first time deposits (FTDs) increase in sales

reduction in marketing time spent on setup tasks 51% increase in customer

### The ability to communicate multi-channel personalized messages, based on real time

and lower churn:

Revenue uplift

events, directly translated into value for the traders, increasing retention and LTV.



## brands that operate using Solitics create new

Flexibility and

Time-to-Market:

segments based on any data attributed and are able to swiftly connect new channels. The company is scaling and expanding its operation seamlessly and with ease. Analyze to optimise



#### reporting that spans across all channels. Accurate attribution data enables to analyze

and optimize every marketing effort.



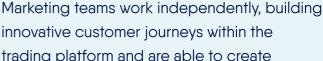
### Access and use of data used to be a major challenge (CRM, trading platform, sales

Data, at your

service:

activity and LTV

records... all distributed and not in sync). They now use all their data to swiftly create new segments and engaging customer journeys. Marketing independence:



#### innovative customer journeys within the trading platform and are able to create

insightful dashboards without depending on IT or R&D.



## Provide their Trading

personalised customer

communications on

The company had 3 main goals:

The mission

Increase engagement by Brands an out-of-the box delivering customised, live, solution to create highly Market updates in real-

different channels.

their data in one place.

Unfortunately, the company's CRM marketing system was holding them back. The system was rigid and required a cumbersome update process for each data change, making it incredibly difficult for the marketing team to use. On top of that, the CRM couldn't connect to external information feeds to receive price and event updates. The trading platform, where all users' activity happened,

time, with the info that

directly affects traders'

activity and drives action.

To achieve their goals, the company first needed to get access to all

Seamlessly expand and

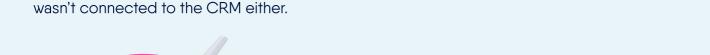
scale the operation, while

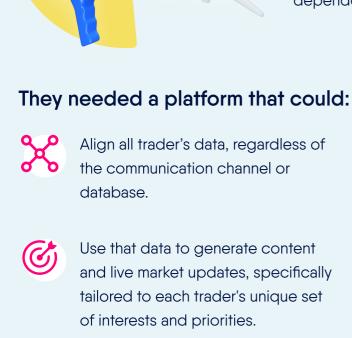
making it easy to comply

regulation requirements of

with all applicable

the new brands.





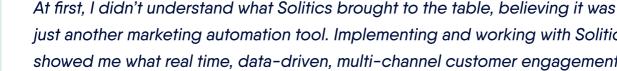
wanted: Manifesting their vision, empowered by a scalable marketing platform to make it happen. Their goals were personalisation, real-time, multi-channel marketing, vast value to the end trader. Free of IT department dependencies? Even better.

brands, swiftly.

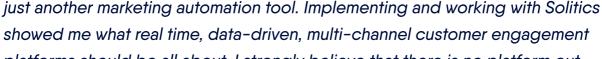
No flexibility. No speed. No personalisation, or value.

The FinTech company was ready to take action to end the

infrastructure restraints and achieve what they really



platforms should be all about. I strongly believe that there is no platform out there that can deliver even remotely comparable results Global Head of Marketing Automation



showed me what real time, data-driven, multi-channel customer engagement

Enable the marketing team to launch

Address the regulatory complexities

and compliance requirements of

multiple regulatory authorities.

new campaigns and later, new

Results

#### Swift Increased Revenue learning engagement growth curve

Solitics completed the integration of all of the company's data sources in less than 30 days (!), including connecting all their marketing channels, existing and new. In addition to being able to create segments and journeys, the team had access to real-time reporting of all campaigns and all

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

From there, it only got better. With Solitics, the global FinTech company is now fully automating:

 New brands and campaigns with a minimal Automated navigation through lifecycletime-to-market based journeys, from RND to FTDs and

channels, combined into a single view for clear analysis and optimisation.

- Sending live price-change updates on any type of asset, to traders with open positions on those assets
- Hyper-personalised content, news, and analysis from third-party providers, such as Trading Central, Autochartist, TipRanks and others, based on traders' activity and
- compliance load, based on regulations

of the bottom line, ease of operations and insights for

beyond.

- from all applicable authorities. Attribution allocations and detailed
  - reporting for further optimisation.

Using triggers that simplify the



interests.

"I strongly believe that there is no platform out there that can deliver even remotely comparable results s in terms

Global Head of Marketing Automation

continuous improvement."