

How the Top Fintechs in the World Do Content



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Introduction

You won't see a fintech company without content marketing as a key part of its marketing stack. Especially in the world of B2B, content is crucial to:

- Educate and nurture prospects throughout long sales cycles
- Raise awareness of the brand through Google and Large Language Models (LLMs)
- Target large customers with highly specific Account Based Management (ABM) campaigns

It's only once you start creating content for this vertical that you realize there are challenges that other industries may not face. Topics can be very technical, and it's hard to find people who understand the topic deeply and can write about it accurately.

Likewise, it can be hard to "prove" the value of content. Sales cycles are long and deals can take years to close, making attribution challenging.

Trust matters far more when you're operating in financial services. Choosing an issuer processor or a payment partner isn't the same as signing up for a new social media tool – the stakes are significantly higher.

And yet, there aren't many resources on how to do content marketing as a fintech well.

As a content marketing agency, we've seen a lot of great and not so great content. We thought the best way to really showcase great content would be to interview some of the top fintech companies in the world and showcase how they do it.

The "How Fintechs Do Content" report is for marketers in the fintech and financial industry who are after a) a deep understanding of how the top fintech companies are doing content marketing b) what "great" content looks like and c) some benchmarks that will be helpful when making a case to leadership.

It features 11 fintech or financial companies and covers topics such as:

- How to create a content strategy
- What great content looks like
- Tracking and attributing success
- When to create different content types
- How best to implement AI
- How to get experts and salespeople involved
- And a whole lot more. Enjoy!

A word from Mint Studios' Managing Director, Araminta Robertson

"Any financial company that wants to build trust and acquire customersturn prospects into customers must create content.

That's because content marketing is more than a strategy or a tactic. **It's a business philosophy.** It's a philosophy where you obsess with what your customers are thinking, feeling, worrying about, and use content to answer their questions. It's where you embrace the duty to be a teacher in order to build someone's trust.

And in an industry where trust is the number one aspect of selling, content marketing has to play a large part in that. **The top financial companies deeply understand this.** They know that content is often the first touchpoint a prospect will have with their brand, and that cutting corners with content will only decrease trust.

Now, more than ever in the age of AI slop, if financial brands want to remain competitive, content should be at the forefront of their marketing – but the processes have to be right. This includes involving subject matter experts, investing in strong reporting and hiring talent that spends time understanding the product.

The companies in this report do a great job at this, **and this is what sets them apart as some of the top financial companies in the world."**



Key learnings from all 11 content case studies:

For those who don't have time, we've compiled some of the key learnings and patterns of how great fintech companies do content:

01 Experts are threaded into all content processes

There are many companies where experts want nothing to do with marketing. The experts are too busy and therefore it's impossible to get an interview with them. In these 11 companies, experts are a cornerstone of marketing. The experts understand it's part of their job to do interviews with marketing, to speak at events, to build trust and to help position the company as an expert.

02 Non-marketers also believe in the importance of good content

Many are willing to invest in content even if there are no immediate results. This may sound counter-intuitive for successful companies, but this is mainly because they believe in content itself. The leaders often understand **content is the first touch point a prospect might have with the company**, so it's crucial that it builds, and does not decrease, trust.

03 They understand that a key role of content is to increase the number of touchpoints

Few prospects will read one report and then reach out. They'll watch a video, read a couple of blogs, meet a salesperson at an event, read LinkedIn posts and then reach out. Marketing's job is to enable as many touchpoints as possible to build trust, and leaders at these companies understand that content plays a key role in that.

04 The content targets multiple buyer personas, not just one

A unique aspect of B2B fintech is that you're selling to a committee, rather than one person. Some of the people in that committee don't even work for that company (they may be an external consultant who's been hired to help with picking a vendor). The companies in this report create different content for different personas on that committee.

05 Nearly all companies track commercial success of content

Although all of the companies we interviewed believe in the long-term value of content and **don't expect immediate results**, they still understand the importance of tracking performance and reporting on what's working. Nearly all companies we interviewed track leads from content, and revenue is always a key goal.

06 Tracking is not just for showing the contribution of content, it's also to get a deeper understanding of their target audience

Having the right tracking in place is important for reporting, but it's also to enable marketers to get a deeper understanding of their target audience. For example, Pleo found that deals where the buyer read more than 3 content pieces closed a lot more quickly than those that didn't. This allowed them to focus on increasing touchpoints with these types of content pieces.

07 Most companies create content across the whole funnel

The marketing team understands the importance of Top of the Funnel (TOFU) content to generate demand, like Adyen's extensive knowledge hub. But they'll also create content focused on the Middle or Bottom of the Funnel. For example, both Pleo and ComplyAdvantage explain that BOFU content is a key focus for them in the upcoming year.

08 The marketing team goes out of their way to be close to the customer

Whether that's listening to hundreds of sales calls and customer support calls (Adyen), or having a Gong Call Story Time every week (Unit), the marketing team is constantly in touch with the customer. They understand they need to have a strong understanding of the product and target audience in order to create great content. In fact, they are often the second best expert on the topic, after the actual experts.

09 Content is very often front and center of the marketing strategy

B2B fintech is a world where products are complex and a high degree of trust is required, as we explored in the introduction. Education is therefore a key aspect of B2B fintech marketing, and that can only be done at scale via content. This is especially true in industries like regtech / compliance where it's part of the compliance manager's job to consume content in order to stay on top of new regulations. For example, this is the case for Trulioo, where content's role is to amplify Trulioo's person as the "trusted expert".

10 They have a strong relationship with compliance / legal

Content teams know how important it is that their content is compliant and work closely with those teams. They build the processes and expectations so workflows are smooth, and most importantly that they trust each other.

11 They focus on quality over quantity

There are many ways to cut corners in content marketing, the most obvious one being using AI to mass generate content. The companies in this report understand that in the long term, this only decreases trust. This is why they often don't focus on publishing large volumes of content, and instead prioritize its quality. Companies like ComplyAdvantage focus on doing more with less, and in 2024 actually saw registrations and deal value increase from these efforts.

12 The content teams are incredibly efficient

In all the interviews we did, most companies had relatively small teams of usually between 2 - 3 people, and yet are able to produce incredibly high quality content.

13 Many teams focus on creating evergreen content

It's natural to think that a lot of companies would focus their content efforts on recent news, regulatory updates or other hot topics. Instead, many of them prioritize evergreen content. 11:FS, for example, found that those are the topics that get the most views on Youtube. Pleo also does this because they found it really helps reduce the number of requests from other departments. By being proactive and preparing evergreen content pieces in advance, the companies are able to reduce requests from other teams and create content that has a long lasting impact.

14 They aren't afraid to create technical content

These companies understand that in order to stand out, they need to create content for the level of knowledge of their target audience. ComplyAdvantage, for example, understood that they need to move away from writing generic statements like "screening for PEP is very important for a compliance program" and instead write in-depth articles on how elections could impact PEP data or what the FATF report means for compliance managers.

15 They know how to tell a story to build a business case for content

Sometimes it's hard to explain the value of content, but these companies understand that you have to tell a story to explain the role of content to leadership. ComplyAdvantage uses DreamData to show how a customer can bounce around the homepage, a product page, download a white paper, may disappear for a few months, and then book a demo. Galileo uses Bizible (Marketo Measure) to do something similar.

16 They're keeping an eye on LLMs as a new distribution channel

These companies are aware that buyer habits are changing, and a lot of people now do research on LLMs. Some are working on this, such as Galileo that built a dedicated dashboard that tracks traffic from platforms like ChatGPT, Gemini, and Perplexity.

17 Content and the sales team go hand in hand

In these organizations, the marketing and sales team work very closely together. Content is often built for the sales team to use. For example, Galileo also built a dedicated sales library within Confluence, organizing content by product line, use case, and customer segment. In some cases the content is bylined by the salespeople themselves.

18 Content is repurposed for a variety of formats, not just written content

Since these marketers understand that it's about touchpoints, it's important to use different formats to reach their audience. Adyen starts with a blog post, Pleo and Nuvei all start with a report and Enfuce starts with video. They may all start in different ways, but atomizing is a key part of their strategy.

Click to access the various content case studies (each also has the embedded recording)

11 FS

adyen

unit

P4EO

**COMPLY
ADVANTAGE**

nuvei

Trulioo.

galileo

erface

volt

11:FS' Industry Leading Podcast



If you live in the UK and work in fintech, then you're likely familiar with the company 11:FS.

They're a consultancy, advisory and research company, and are best known for their industry leading podcast [Fintech Insider](#), AfterDark events and Youtube series.

Content has been a big part of 11:FS since the very beginning, and their commitment, as we'll see, has paid off. Today, their podcast has had over 22M downloads and the company has over 150 employees with clients from 32 countries.

In this content case study, we sat down with [Laura Watkins](#), Director of Media and Marketing at 11:FS, to learn more about 11:FS' content journey, the story behind their well-known podcast and the role of content in growing and establishing their brand.



[Watch Interview](#)

The story behind the fintech consultancy 11:FS

11:FS describes itself as a company that “builds next-generation propositions for challengers in the financial services industry: existing firms looking to innovate, start-ups looking to scale, and everyone in between.” If you go to their About page, 11:FS splits what they do in various departments:

- Advisory services
- Consumer and market research
- Industry benchmarking

11:FS was founded by David Brear, Jason Bates and Simon Taylor in 2016 [“at a Starbucks table”](#). At the time, they felt that large parts of the financial services industry were broken and that digital financial services were only 1% finished. Today, 11:FS works on helping financial institutions and fintechs build the next 99% with their various services.

The 11:FS Fintech Insider podcast was launched the same year the company was founded in 2016. Back then, the podcast was an opportunity for the founders to talk about their opinions on fintech, share their knowledge and discuss trends in the market. Financial services was still a dry and closed off industry, and they felt a podcast would help start conversations and get people talking.

David has always been a huge advocate for content, and right from the beginning they wanted their content to be provocative, and bold. The podcast allowed them to challenge the status quo and get their message out there, without spending a lot on ads. Laura joined 11:FS 6 years ago, and now her remit includes running the podcast team and coordinating all of 11:FS' content, including social media, live events, documentaries, explainer videos and interviews.

Considering all the effort that they've put into this type of content, what are the benefits? As Laura says, media shows and marketing tells. Their media content shows that the 11:FS team knows what they're talking about and helps position them as thought leaders, which makes media "a great soft selling tool".

Some of their content statistics:

22M+

They have over 22M downloads of Fintech Insider, across 825 episodes, reaching 185 countries globally.

24+

They've produced 24 After Dark events, with about 200 people per event.

400,000+

They've written over 400,000 words of show notes, which is around 800 pages. That's a novel in itself!

What have been the biggest benefits of being content-first?

01. There's very little actual "selling"

One of the biggest benefits of creating so much content consumed by such a niche audience is that the 11:FS team doesn't do a lot of typical "selling". As Laura puts it, "people already know who we are before we walk in the room".

When people have been consuming your content for years, they already know what you do, how you think about things and whether they want to work with you. Which means that when they do reach out to work with 11:FS, they are often already highly qualified and sales cycles are incredibly short.

The strong branding that comes from producing expert content means prospects already trust 11:FS and self-select before they reach out. This is not just for business development, but it's also true for hiring. Candidates already know what the company culture is like, which means they only reach out if they think they're a good fit.

This is similar to what Caleb, founder of Tilled, said in [our case study on Tilled's content](#): when you create the right type of content for the right type of people, you get far more inbound business and a much higher close rate. Content allows you to open doors.

02. It's a lot easier to create content when you've got a lot of content

As Laura says "content breeds content". The 11:FS team creates so much content that they can draw on it forever. They can go back to 2018, see what opinions were shared then and consider bringing them back into the fold for future content.

When you're constantly creating content, it's easier to repurpose and find ideas for other types of content formats, including audio, written and video formats. It's also a lot easier to create high quality content, since you have better visibility over what works and what doesn't.

How does 11:FS have their content strategy and operations set up?

If you're reading this and follow 11:FS, one of your key questions is likely: how? How is the team able to run multiple podcasts at once, create an entire video series all while covering relevant and current topics in every single episode?

A big part of it, Laura says, is continuously having the ear on the ground of which topics to cover. Financial services is such a broad industry, that 11:FS can't be an expert on everything. So how do they decide what topics to cover? She talks about the Venn diagram they use to decide on what topics to cover when planning their content:

Running the podcast: the tighter the brief, the better

The Fintech Insider podcast has now been running for 8 years and is a key pillar of their marketing and content strategy. When they first started the podcast, the team was still experimenting and figuring things out as they were going. In fact, Laura says, they still had to explain to guests what a podcast was.

Fast forward to today, and they have a lot more processes in place that allows them to produce high quality efficiently. For example, they know that the tighter the brief to the editors is, the better. Editors are not the subject experts, and ideally shouldn't be the ones deciding where to add and remove clips. Now, the team spends quite a bit of time deciding the angle of the episode or piece of content beforehand, making it a lot easier to edit afterwards.



Events and video content: evergreen content tends to do very well

The other type of content or marketing channel that has worked very well for them is events. Although big conferences are great, there are usually so many people that you often end up just networking rather than going to any of the talks. 11:FS' events are a good mix of both: they're big enough that you meet very interesting people, but small enough that you can see a live podcast on stage and learn something new.

Another type of content that the 11:FS team has invested a lot in is video content. They've been investing specifically in evergreen and explainer videos, some of them which have been their best performing pieces of content. What's interesting, Laura explains, is that they may not get many views one week after publishing. But after a year, that video might have thousands of views. They've found that searchable content that addresses one specific topic does really well. They also keep a good eye on the topics that work and some that don't, and they've learnt to leverage what they know works when needed.



[Watch Video >](#)

Written content: own specific phrases

What about written content? Instead of trying to rank for specific phrases, what they have found works is coining and owning a specific phrase. This means that prospects and clients start to speak their language, and of course when they do research online, 11:FS comes up. Some examples of phrases include:



"CHANGING THE FABRIC OF FINANCIAL SERVICES"



"BANKING BATTLEFIELD"



"DIGITAL BANKING IS 1% FINISHED"



"JOBS TO BE DONE (SPECIFICALLY FOR FINANCIAL SERVICES)"



"DIGITAL RICHES"

As someone who does writing for a living, Araminta was also curious about how they produce the content. Is everyone on the 11:FS team a fintech expert? Laura explains that they usually combine ghost writing and expert insight. Usually, the expert works with the marketer to create a piece of content. The expert will create the content itself, and the marketer will edit it to keep it in line with their tone of voice: unfiltered, provocative, and to make sure it champions 11:FS' values.

This is the approach we also take at Mint Studios: involving your experts in your content allows you to create genuine thought leadership content that helps you stand out. You can read more about how to implement that here:

[Why You Should Create Content Based on Interviews With Experts](#)

Hiring the right people: attitude over knowledge of financial services

Almost everyone on the 11:FS marketing team has been hired out of industry. But that doesn't matter because what they look for is a person with transferable skills, a creative mind and perhaps some experience working in an industry that is technical.

The most important thing is that they're someone who knows how to take a difficult topic and break it apart. Ideally, they're someone who has an open mind and willingness to learn, who is inquisitive and a fast learner.

Content distribution: social media and cross-promotion on their various channels

The 11:FS team knows better than anyone else that creating content is just half the battle: you also need to make sure it gets in front of the right people. So far, their biggest distribution channel is social media. The founders like David Brear and Jason Bates have a big following, and work as a great megaphone for content. Their organic reach is good enough that they don't need to invest in paid marketing.

They also distribute a lot of content via the podcast, as well as their healthy email newsletter subscriber base. For example, if they do a report they will then run adverts on the podcast.

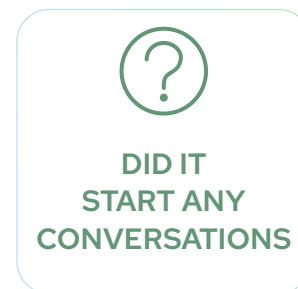
How do you measure the success of your content?

Like most content teams, they measure the success of content via marketing and business metrics. Content success metrics:



However what they've found is the best way to measure success and understand the impact of their content is analyzing who comes to their After Dark events. These events work as a great microcosm to extrapolate who's listening to the podcast, since coming in-person is a clear signal that they're a superfan. The team also uses research reports and surveys to get an understanding of who's engaging with their content.

Business objectives:



What can we learn from 11:FS content?

A lot of companies look up to 11:FS' podcast when it comes to setting up their own. What tips does Laura have to share with you?

There's no denying the Fintech Insider podcast had a first mover advantage and launched at a great time when there wasn't much content about fintech. Today, there are many fintech podcasts and newsletters all vying for the same people's attention. If you're targeting people who work in fintech, Laura says "find your voice and story, and find it quickly".

Make sure you have a unique angle, and you know what you want to say and the story you want to tell. Also, make sure you drop your content regularly, e.g. every Tuesday.

She also says it's important to remember that the people listening to you are human, and more than numbers on a spreadsheet. You have to create content that is worth their time. It can't be the same cookie cutter content of what you did last week. Podcasting is an incredible marketing channel because it's so intimate.

Usually, you're listening to a podcast while on a run, working or doing chores and you're usually alone rather than with company. That intimate experience means that over time the listener builds a relationship with you and comes to trust you.

Proudest piece of content? The 11:FS documentary

In 2019, the 11:FS team created a documentary titled [11 Years: The Rise of UK Fintech](#).

The documentary recaps the 2008 financial crisis and whether it helped lead to fintech today. Laura was the main producer from an 11:FS standpoint, and helped with putting together the questions and getting the speakers to appear. The documentary features fintech legends like Anne Boden and Tom Blomfield and is a great introduction to the evolution of fintech over the years in the UK.

11:FS content: Media is a great soft selling tool

Although the Fintech Insider podcast did have first mover advantage, the team still had to commit to doing multiple episodes per week for years before they saw an immediate advantage.

The unwavering commitment to high quality content in written, audio and video format has put 11:FS as a thought leader in the fintech space and one of the key pillars of the fintech industry in the UK. They're a great case study of how a services-based company can use content to become one of the leaders in the industry, as well as acquire clients and attract great talent.

Thanks to Laura for sharing your wisdom and to the 11:FS team for continuing to put out great fintech content over the years!

Adyen's Content that Sells to Enterprise



Adyen is one of the original and best-known fintech companies, and is also currently the [largest fintech company in Europe](#) by market cap.

Content plays a big part of their marketing and sales, and in this article, we'll be diving into what their content production process is like, how they think about content overall and what their content strategy looks like.

For those who don't know, Adyen is a financial technology platform that helps enterprise businesses accept payments on a single platform. They have a host of financial products including POS terminals, virtual cards and online payments (and that's just a small part). Their platform allows merchants to have full control of the value chain that is payments.

In this content case study, we sat down with [Katarina Nordin](#), SVP of Marketing and Revenue at Adyen to learn more about how Adyen thinks about content for demand generation, how they measure success and how their content production process looks like.



[Watch Interview](#)

The story behind Adyen

Adyen was founded in 2006 by Pieter van der Does and Arnout Schuijff. Pieter van der Does had already started a payments company in the 2000s called BitBit, which he sold to RBS.

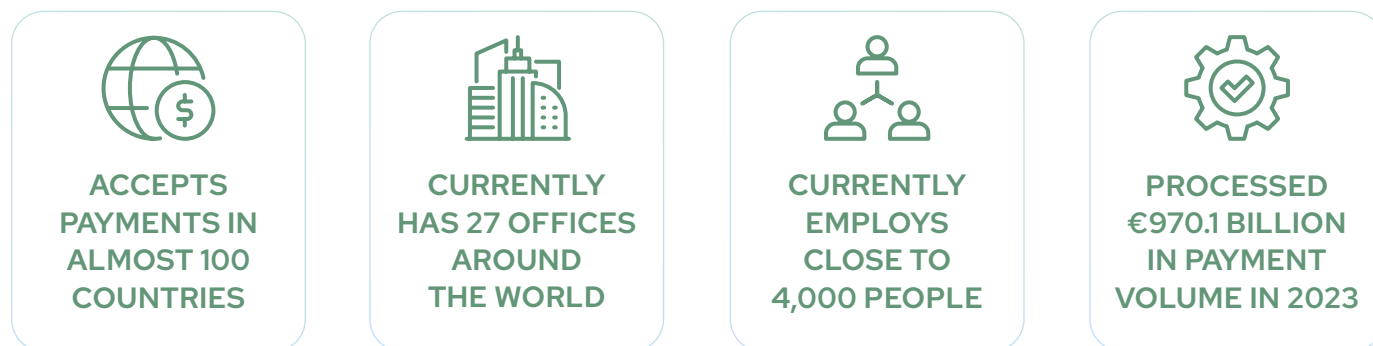
In those days, payments operated on outdated infrastructure that caused merchants, banks and consumers a lot of headaches, and so the pair started Adyen with the goal of helping businesses grow with a platform that could help fast-growing global businesses.

In an interview with [The Scale Lab](#), Van der Does admits that Adyen's first challenge was to acquire customers. Even with his own track record in payments, it wasn't easy to get the big names. That's why when they started, they began working with gaming companies: "Once we had those companies, it was possible to bring the bigger companies on board".

The incumbents in payments at the time were typically seen as part of the “IT department” of the company, but Adyen wanted to offer a payment service that would specifically serve merchants. One way they differentiated from competitors was their laser focus on customer data. Specifically, data analysis that would help merchants detect and reject potential fraud, as well as validate genuine customers who may not be accepted on other platforms. This also gave merchants more insights into shoppers and their spending habits.

Adyen was built at a time when current solutions were very fragmented and difficult to navigate. Adyen was unified and could connect directly to each payment endpoint and make payment flows smooth. In the podcast interview, Van der Does also talks about the culture: “we have a culture where people are empowered to personally contribute, and where career paths are unfixed”.

Adyen today:



Adyen’s content strategy: focus on pain points and use cases, not just verticals

Typically, payment companies create content that is broken down by verticals (that has been our experience as a content marketing agency working with fintech companies). For example, they’ll create separate pieces of content for travel, e-commerce, merchant payment services, etc.

At Adyen, the focus is on verticals as well as pain points. Katarina tells us that they create content based on three key categories that are based on pain points and use cases:



1. DIGITAL BUSINESSES

Digital businesses that process payments only online (e.g. Spotify)



2. OMNICHANNEL BUSINESSES

Omnichannel businesses that process payments in multiple channels (e.g. H&M)



3. MERCHANT RELATIONSHIPS

Platforms and businesses that have their own merchant relationships (e.g. accounting software, service the food and beverage sector with their software systems).

The product marketing team then maps messaging along these three categories. The content teams then have the job of defining what stories to tell in order within each category to get the proposition to life.

As Katarina explains later on, each team operates in a very autonomous way. Adyen has local content teams situated around the world, with one global team that prioritizes what's most important. Every local team gets materials on their category and target audience as a kit, and the team can then decide what type of content to create and how to publish it.

This approach allows them to be flexible and adaptable, allowing them to, for example, divert resources to an upcoming event or a specific ABM strategy whenever required.

How does Adyen sell to enterprise? With personalized content for each person in the buying committee

Selling payments to enterprise is not like selling a SaaS product or a B2C product. How does Adyen create content that caters to an enterprise audience?

As Katarina explains, with enterprise, you're dealing with creating content for a buying committee, not an individual making a decision. Some members of that committee might not even be employees and might be integrators or consultancies.

This buying committee will also spend a lot of time and energy doing research. Switching a payment provider is an extensive process that requires a lot of resources and is not a decision that is easy to reverse. In many cases, the decision maker might not even be the person doing the research – however, there will definitely be someone else on the team doing the research.

This is why it's so important to distinguish between the different types of buyers:



THE DECISION MAKERS



THE PEOPLE INVESTING THE TIME IN DOING RESEARCH



THE OPERATIONAL USERS

EXAMPLE:

Financial controllers are one of the operational users whose job involves looking through a lot of reports. They want to know if the payment solution they pick will make their reporting easier or harder, and before picking a payment provider, they will want to know how that provider does its reporting.

When creating content for this buyer persona, you need to make sure you're creating content that answers that question. You can see how Adyen has created an entire course for financial controllers who want to understand how Adyen's reporting works: [Finance Course](#).

On the other hand, the decision maker might be interested in more thought leadership-like content, so for example they might read a piece of content more like: [Unlocking the power of automation for your hospitality business](#)

Adyen also has an SEO team who focus on making sure Adyen is going after the right keywords with the most relevant content. The themes and keywords to go after and the content will determine whether they're going to create a piece of content for the operational user, reporting and integration.

Interestingly, Katarina explains that a lot of the content the Adyen team creates starts with a blog post. It's a great way to get a foundational idea down on paper, and then repurpose from there. From that blog post, they'll create a social post, use a tool to create videos and even podcasts. Katarina explains that the Adyen marketing team likes to implement a lot of "Optimize and Scale" approach, which means improving on a specific topic or piece of content, and then scaling with other types of content like webinars, blogs and reports.

How does the Adyen content team measure success? Pipeline, plus marketing metrics

The Adyen marketing team focuses 80% of their time on bringing in new customers, with their content focused on serving the entire marketing funnel, from top to bottom.

What metrics do they track to measure success? Typically:

- **Sales pipeline**
- **Medium term marketing metrics**

To those who are unfamiliar with what selling payments is like, it's important to know that closing a payments customer is all about payment volumes. When you acquire a new customer, you could win 10%, 40% or 90% of their transactions. But it could be months or even years before the customer uses you to process 40% of their transactions. This makes it even harder to attribute a successful customer all the way back to content.

That's why the key metric the Adyen marketing team is focused on is revenue from marketing deals, which they then compare across all their acquisition channels. If they see that win rates are worse or that the quality of the customer is lower compared to a separate channel, then they know there's something they need to work on with their content.

In terms of content marketing metrics, they're tracking the typical marketing metrics:



NUMBER OF PAGE VIEWS AND VIDEO VIEWS



HOW MANY VIEWERS FINISHED A VIDEO



REPORTS AND COURSE SIGN UPS



AND MANY MORE

What they're very good at, Katarina explains, is constantly putting content and marketing into a bigger context to make sure they're aligned with the wider commercial team.

How is the content team set up?

Adyen has a 180 person marketing team, with a content team of about 15 people. They also have an in-house studio with designers, developers, product managers and content writers.

There's a healthy culture of autonomy: the process usually starts with the local team deciding on which campaigns to run and ensuring they are in close alignment with the commercial team. Louis Debatte Monroy, Adyen's VP of Product Marketing, uses the analogy of a HelloFresh kit to explain how each team operates: the global team gives each local team the resources they need: customer insights, the tools, the messaging. Each local content team can then "pick off the menu" and create their own campaigns depending on what they think will work.

When it comes to deciding on which content to create, it all starts with the goal they're looking to achieve. Depending on the goal – established in the content strategy – they might adapt the piece of content to a webinar, or translate it to a lot of different formats.



Creating demand with Academy


The Adyen content team has totally mastered Top of the Funnel and customer retention content with their [content Academy](#) and Knowledge Hub.

Within these two resources, people can find upcoming webinars on how to improve payment flows, join an in-house training day and watch how-to videos to understand how the Adyen platform works. There's even fully-fledged courses on how to complete entire functions on the Adyen platform.

Courses


Learn at your own pace with our video-based courses. Our experts help you learn what you need in just a few hours.

...




Customer Area

Meet your payments control center and learn its basic functionalities.



Finance

Learn how to download reports, check your balances, and track...






In-person payments

Understand in-person payments basics and take control of your...

And that's just part of it. They also have an incredible knowledge hub with thought leadership content, customer stories and guides. It's a content marketer's dream!

Knowledge hub

🔍 Topics ▼  Content types ▼

 Industries ▼  Products ▼

As Katarina explains, the goal of this type of content is to create demand, with the key areas focusing on:

- Introduction to payments
- Understanding the industry
- Understanding the offering
- Understanding what customers get from Adyen

This is content for every stage of the buying journey, with a big focus on Top of the Funnel.

When it comes to tracking for content, they mainly focus on the first and last part of entry – as mentioned earlier, it's hard to track through to the full funnel. But the marketing and content team know that creating all this content helps with research, because in 2 years, Adyen might be on the consideration list and if the researcher learnt a lot about payments via their academy, then Adyen has a higher chance of being selected.

It's very easy to be super data driven with marketing nowadays, but Katarina does say that data helps them make an informed decision: metrics should not be about building the strategy – ideally, you already have a strategy getting into it, which you can evaluate and iterate with data.

How does Adyen make sure the content team understands their target customer?

Anyone who's spent some time reading or creating payments content knows that it's very obvious when the person writing the content doesn't understand the reader's pain points nor how payments work.

This is especially true when creating content for sales enablement or account based marketing: you're creating more technical content for an advanced reader, so the quality needs to be very high. This can only be done well if the person doing the writing understands the target market's pain points, what features and use cases they want to know more about and which benefits are relevant to them.

But with a 180 person marketing team, "talking to the customer" is just not feasible. So how do they do it? This is where the UX team comes in. The UX team gathers many resources and hours of customer interviews, and makes them accessible to any team member that wants to read and access it. This means that anyone on the marketing team can access these resources and spend hours digging deep into the mind of the target market. It's a fantastic way to ensure the content you create resonates with the reader.

Personally, Katarina explains she's in a lot of sales meetings and has been involved with a lot of case studies. She's also involved in a lot of events, conferences and speaking engagements, which allows her to stay on top of what her target audience is feeling.

Adyen content: when selling to enterprise, make sure you create content for each person on the buying committee

At Mint Studios, we often say that there's a big gap in quality with content about payments. Most payment companies are either creating very beginner, payments 101 content, or surface level thought leadership content that doesn't resonate with anyone. It's very hard to find good payment content.

Adyen is the exception. If you work in fintech or payments, their content is one to look up to. They've nailed Top of the Funnel and educational content, and they've also done a great job with more Bottom of the Funnel content via how-to videos, technical content and thought leadership that actually comes from experts who have a point of view.

Most importantly, content plays a big role in acquiring enterprise customers, because they understand who they're targeting and the different types of content each person on a buying committee would want to read.

Thanks to Katarina for sharing her insights, we hope this inspires more fintech companies to implement content correctly when selling to enterprises.

Unit's Trust-Building Embedded Finance Content



"Apart from product, content is the best way for us to build trust with our target audience."

This was the response Itai Damti, CEO and founder of [Unit](#), gave when John Minervini, Unit's first content marketing hire, asked why they were choosing to hire a content leader so early in the company's trajectory. At the time, Unit was a Series B startup and John was the 25th employee.

"What I learned is that content is built into the company's DNA," John explains. "Itai and Doron announced the launch of Unit [with a blog post in 2019](#), and they've been producing stellar content ever since."

Unit is the market leader in the embedded finance industry in the US.



1.5 MILLION END-CUSTOMERS



OVER \$1 BILLION IN DEPOSITS

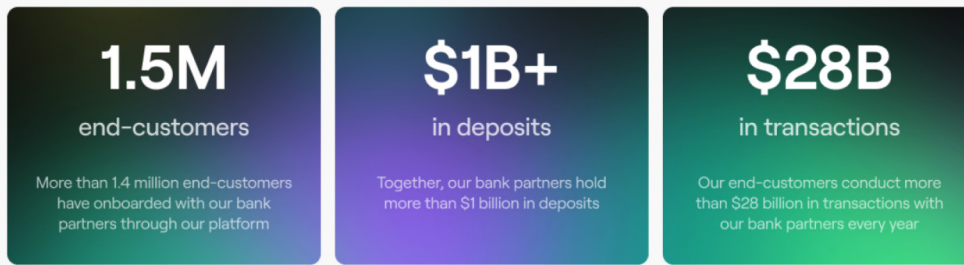


TRANSACTION VOLUME REACHING OVER \$28.7 BILLION

Yet, Unit didn't achieve these results by producing 20 AI-generated articles per month or spending thousands of dollars chasing backlinks. Instead, their focus is on creating incredibly high-quality content via a product-based approach to content creation (which we'll dive into later in the article).

So of course, we had to do a case study on their approach to content marketing. We sat down with John, Unit's Director of Content, to learn more about how Unit thinks about content, what their strategy looks like, and their process for content creation.

Banks that choose Unit are winning with embedded finance



This infographic was produced by Unit's content team for a recent guide: [How banks generate revenue from embedded finance.](#)

Unit's story (Explaining the value of embedded finance)

Unit is a financial infrastructure platform that helps banks partner with tech companies to offer embedded financial products (e.g., high-yield accounts, business charge cards). They enable this via their platform APIs and white-label user interfaces (UIs).

Itai Damti and Doron Somech co-founded the company in 2019. But their journey starts in Israel, where they co-founded a company called Leverate, a technology provider for online brokers back in 2008. After Leverate, they reconnected to build Unit. Their goal was to [build a company that would](#) help technology companies launch rich, branded banking experiences.

"As a content marketer, you can't fix a sub-par product," reflects John. "So, when you're thinking about which company to join, it's important to prioritize companies with excellent products, products you can believe in."

Humans of Finance

When you're an entrepreneur with a growing business, cash is your biggest challenge. You need capital, and you'll take what you can get.

Mickey Ashmore, Founder of Sabah Shoes

- Now an eight-figure business
- Expanded into knitwear and leather goods
- Opening a new retail location

Unit's ["Humans of Finance"](#) blog series tells stories about how embedded finances helps people in the real world.



As Unit’s founding blog post explains, tech companies have a big advantage of being able to acquire customers cheaply for financial products—a challenge that many financial services organizations struggle with. Having a lower CAC means tech companies are a much better distribution channel for financial services. But most tech companies aren’t interested in becoming a bank, and Itai explains why in his launch article:

“Running and owning an actual bank is not going to be an option for the majority of US tech companies that venture into financial services, for two reasons: (1) the costs and complexity in running a bank (2) limits imposed by the US Bank Holding Company Act. They need a partner bank to rely on.”

Initially, the plan was to build a better bank. But Damti and Somech ultimately decided that, if they wanted to transform the way people consume financial services, building infrastructure would be much more impactful. So Unit became an embedded finance platform that connects tech companies to community banks. This enables tech companies to make branded cards, bank accounts, payments and lending products available on their platform. Meanwhile, it enables community banks to connect with new communities of customers and sustainably grow revenue.

Instead of taking two years and spending millions of dollars, tech companies that partner with Unit can typically launch their embedded financial products in a matter of months, for a fraction of that amount:

Two ways to launch embedded finance unit | unit.co/guides

| Approach | How it works | Advantages | Who's doing it |
|-------------------------------------|--|--|---|
| Bank + platform | You establish and maintain a direct, ongoing relationship with your bank partner. Your platform provides the necessary technology, while helping you streamline compliance and manage the bank relationship. | It's typically possible to launch in a matter of weeks. You won't have to hire a large, dedicated banking team. You can focus dev resources on other priorities. |  |
| Bank only (without platform) | You select a bank partner, negotiate terms, and build the technology stack needed to integrate with their systems and meet compliance requirements. Typically requires hiring a large, dedicated banking team. | At extreme scale, working with a bank sans platform can result in slightly better unit economics. |  |

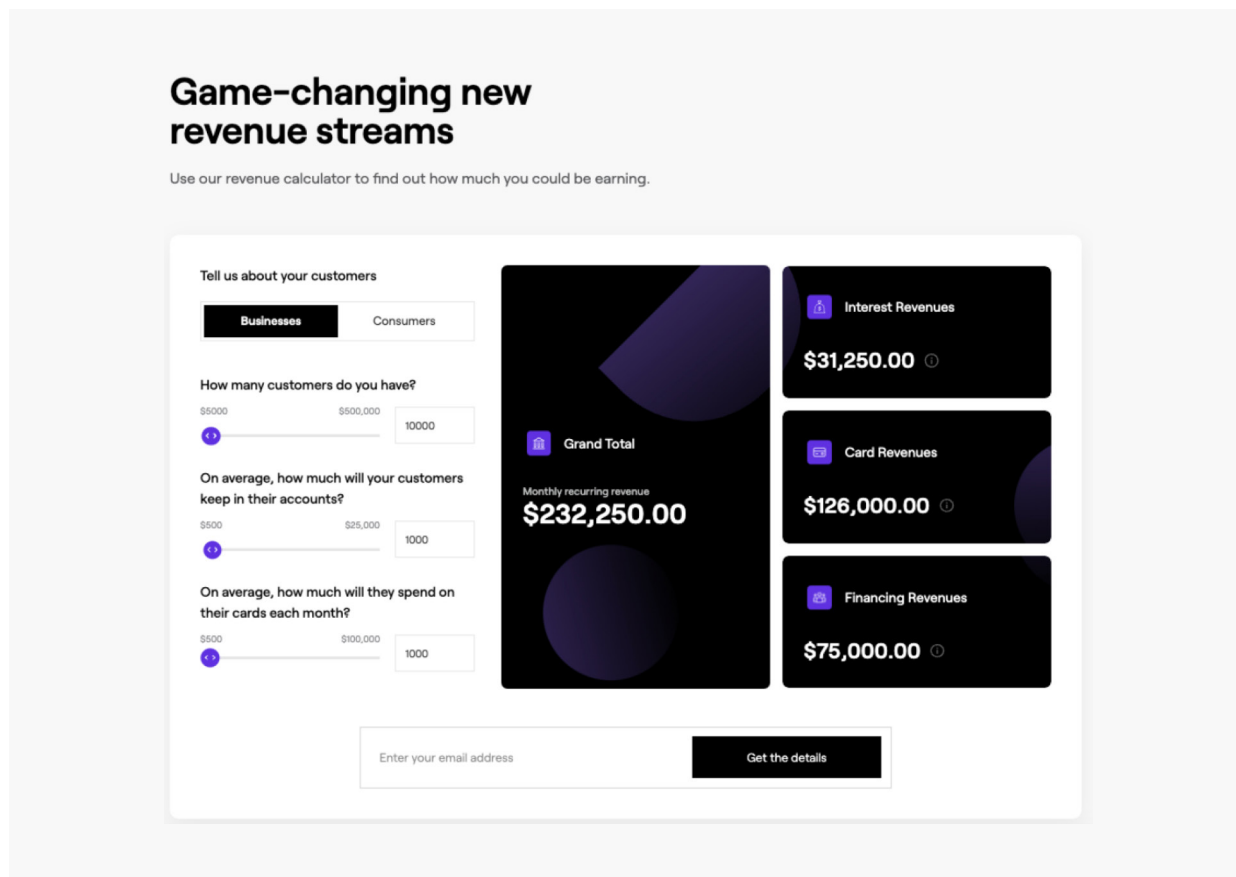
This infographic educates tech leaders about two possible ways to pursue an embedded finance strategy.

With Unit, community banks can generate new revenue streams, tech companies can offer a better user experience; and end-customers get access to incredible features (e.g. truck drivers can withdraw money within 5 seconds of finishing a job).

It's a win-win-win scenario, and the Unit platform enables a big part of it.

To dive deeper into the industry and how Unit works, we highly recommend reading Packy McCormick's in-depth essay: [Absolute Unit](#).

We also highly recommend reading Unit's own article about embedded finance: [What is Embedded Finance](#).



Interactive content: prospective customers use Unit's revenue calculator to estimate the money they could be earning from embedded finance.

Why content plays a key role in Unit's marketing

The first distinctive aspect of Unit's approach to content is the fact that it's front and center of the business and marketing strategy.

"Our category is brand new," John explains. "And without great content, we'll never cross the chasm to achieve mainstream adoption."

More specifically, content for Unit was critical because of three key reasons:

More specifically, content for Unit was critical because of three key reasons:



EMBEDDED FINANCE IS A NEW TERM AND A NEW CONCEPT

The co-founders know that the first step toward sustainable growth is educating the market. Content is key to raising awareness and getting buy-in.



FINANCE IS A HIGH-TRUST CATEGORY

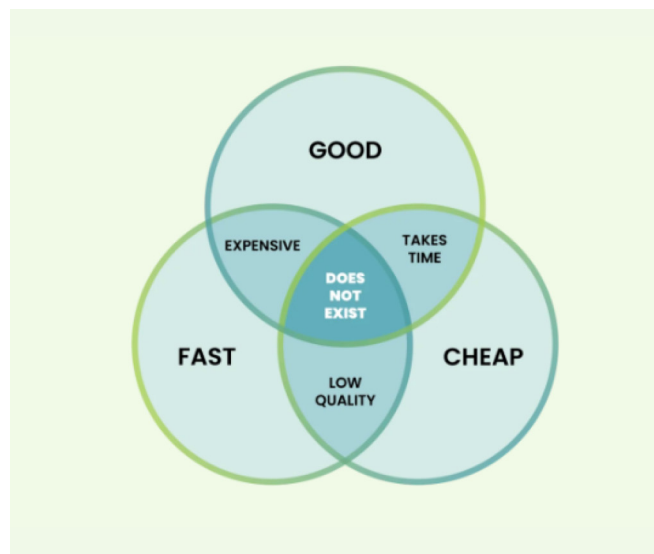
Picking an embedded finance partner is not like opening a social media account or even setting up a new CRM. Embedded finance is difficult to get right, and the consequences are dire if you don't. Companies won't pick an embedded finance partner based on a couple of LinkedIn ads. The entire buying committee needs to feel they can trust the company and understand how it works before working with them.



YOU'RE TARGETING PEOPLE WHO HAVE ADVANCED KNOWLEDGE AND ARE MAKING A COMPLEX DECISION.

Unit is targeting business and product leaders who are intelligent, educated and advanced in their field, and are usually very short on time. When they have a question about payments, they want their question answered quickly, comprehensively, and from a place of authority. Well-written content written specifically for their level of knowledge does this best.

You've probably seen this diagram before:



At a typical startup, you would pick two of the three. For example, a content leader might prioritize lots of quick, cheap content at the expense of quality. But at Unit, they prioritize quality above all else—even sacrificing speed and cost if necessary.

“Our target audience is time-starved,” John reflects. “They typically have time to consult only one resource. They expect it to be comprehensive and authoritative.”

To make sure Unit’s content succeeds (successfully building trust by educating their demanding audience), John and his team have to maintain high standards of excellence. Content is Unit’s marketing strategy. So it has to be good.

It’s also because they’re in a highly regulated space. As John says, fintech is a unique industry where the Content Team can actually cause the whole company to fail if they say the wrong thing.

Unit’s content marketing ethos resonates with a quote by [Andrew Davis](#):

“Content builds relationships. Relationships are built on trust. Trust drives revenue.”

What does Unit’s content strategy look like?

Although Unit tracks the success of their content with numerous quantitative metrics (e.g., impressions, demo requests), their north star has always been more qualitative: the brand.

“Brand is one of those words that everyone uses, but no one agrees on what it means,” observes John. “The best definition I’ve heard is that it’s how your target audience feels about your company. It’s something that a content team can attempt to shape—but we’ll never fully control it.”

For many Unit stakeholders (e.g., tech leaders, bank executives), content is the first touchpoint they’ll have with the company—so it’s important that the content embody Unit’s brand values. That helps to build relationships of trust and teaches stakeholders what to expect from Unit in other areas.

| Precise | |
|--------------------------|--|
| Positioning | We are precise without being controlling or uptight. |
| How it shows up | <ul style="list-style-type: none"> • We are thoughtful about what we do—and do not—say • We are specific and thorough when helping our audiences solve their problems • Wherever possible, we prefer granular, actionable information to vague generalities • We provide easy-to-understand examples from the real world • We cite sources and provide step-by-step instructions • We are not hyperbolic or self-aggrandizing; we simply state facts • Our content is free of spelling, grammar, and punctuation errors |
| On-brand example | A \$100 purchase would yield \$2.60 in interchange, or 2.60%. (link) |
| Off-brand example | <i>In general, with Unit, you end up making way more money on interchange. [Off-brand because it's hyperbolic and imprecise]</i> |

After he joined Unit, Director of Content John Minervini worked with leadership to develop a Brand Style, Voice, and Tone Guide (excerpted above).

After he joined, John worked with Unit leadership to develop a Brand Style, Voice, and Tone Guide. It's a constantly evolving document that articulates what the company means when they refer to "good content." It names six brand pillars that characterize Unit's written and spoken communication:

- Precise
- Authoritative
- Innovative
- Approachable
- Trustworthy
- Simple

It's worth noting that there are several contradictions inherent in this list—and navigating them is the job of the Content Team. The two brand pillars that are most often in conflict are "precise" and "simple", which are constantly tugging in different directions.

"When you're writing about things like payments, chargebacks, interchange revenue—this content is incredibly complex," observes John. "The challenge for our team is to produce assets that answer our target audience's questions without going into unnecessary detail."

In addition to brand building, Unit also uses content for the following purposes:

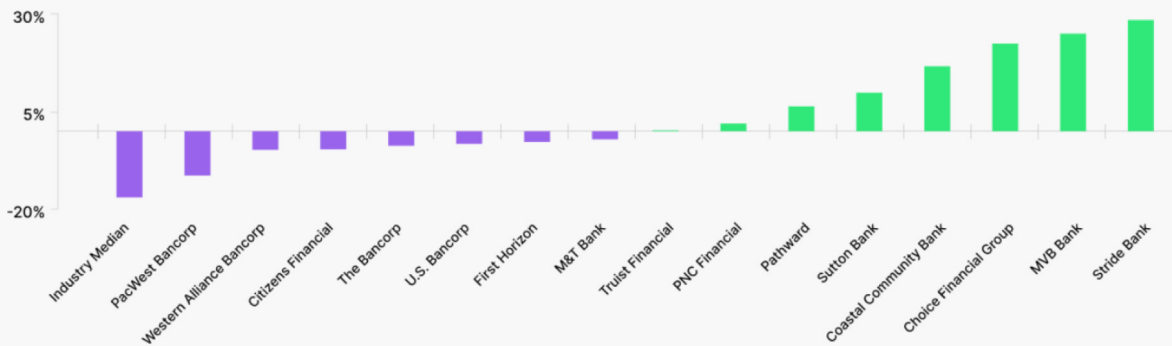
- **Lead generation** (e.g., webinars, SEO)
- **Sales enablement** (e.g., pitch decks, custom demos)
- **Help content** (e.g., API docs, technical guides)

Unit's content strategy aligns closely with the company's business strategy and top-level goals. For example, John explains that, at present, one of Unit's strategic focus areas is building relationships of trust with community banks. As a result, the Content Team has dedicated a significant amount of bandwidth to creating educational assets for banks.

Deposit performance at regional banks vs. fintech banks

unit | unit.co/guides

% change quarter over quarter (QoQ) from December 31, 2022 to March 31, 2023



Source: CCG Catalyst

By the numbers: community banking leaders are more susceptible to data-based arguments.

A “product” approach to content marketing

At present, Unit’s Content Team consists of two full-time employees: John and a writer ([Jennifer Lowe](#)), who previously worked together at Plaid. To extend their capacity, they also partner with several external agencies on things like design, website development, communications, and SEO.

It’s a lean team, but they still produce a large amount of high-quality content. As Director of Content, John spends 40% of his time on strategy and project management, 40% on writing and editing, and 20% on meetings.

A key element of Unit’s content production is their “product” approach to content marketing. Before doing any writing—or even outlining—John and Jen take the time to create (and, yes, argue about) a content brief that precisely articulates two things that will guide the rest of the process:



A TARGET AUDIENCE

Who is this asset for? What problem can we help them solve? What are their pain points? How are they measuring success? Include a LinkedIn profile if possible.



A DESIRED OUTCOME

What do we want them to know, feel, and do (KFD) after they’ve interacted with this content? Each part of the KFD should be articulated as a single, short sentence.

To illustrate how target audience and desired outcome work together to guide content creation, let's use an example: an article the team recently published about [how banks generate revenue from embedded finance](#). It dives deep on the two types of revenue—net interest margin and fee income—while also outlining timeframes and best practices.

The target audience for this article is an executive at a community bank, someone who is responsible for revenue growth. The desired outcome is that the executive:



KNOW that embedded finance is a sustainable way to connect with new customers and grow revenue.



FEEL excited, trusting, curious, inspired... and a bit of FOMO in multiple channels (e.g. H&M).



DO get in touch with Unit's Banks Team or deepen that conversation.

"Once you've aligned on a target audience and a desired outcome, building a great content strategy is pretty straightforward," John explains. "They're like a compass that will guide you to the right topics, asset types, and distribution channels."

Like other fintech marketing teams, Unit's Content team must work closely with Compliance and Legal. Initially, the three teams had to invest heavily in building out processes and calibrating expectations. But with time, content publication has increasingly flowed smoothly.

These days, Unit's Content Team has positive working relationships with both Legal and Compliance. All three teams know that Unit must produce and publish content in order to build trust with key stakeholders and grow.

We've gone into more detail about managing compliance as a content marketer in this article: [How to Navigate Compliance and Content Creation as a Fintech Marketer](#).

How banks generate revenue from embedded finance

For community banks, embedded finance is a proven way to grow deposits and generate fee revenue. Learn how it works and how much you could be earning.

📅 Last updated: September 10, 2024 ⌚ 9 minutes



Joe Oehmke
Chief of Staff

How does the content team stay close to customer pain points?

Creating content that connects with your target audience and achieves the desired outcome requires a deep understanding of your reader's pain points, problems, and top questions.

Typically, tech writers are fairly far removed from prospects and customers. So how does Unit's Content Team stay close to their target audience?

Once a week, the Content Team meets for "Gong Call Story Time". For 45-60 minutes, the team listens to one or more recorded calls involving their target audience. They then debrief about the calls, asking questions like:

- **Who is the persona?**
- **What questions are they asking?**
- **How are they measuring success?**
- **Where are they getting stuck?**

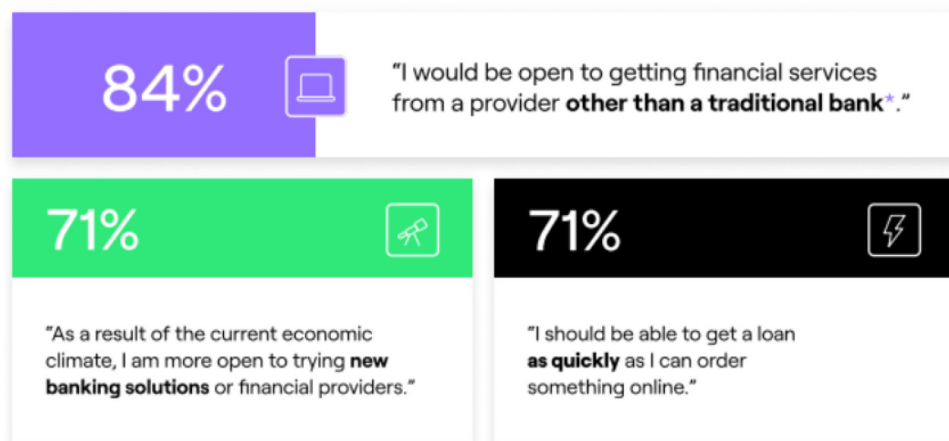
"These calls are costly in terms of the time Jen and I are investing," notes John. "But they're essential to creating content that builds trust. The only way to truly understand your customers is to hear them talk about their goals and challenges—in their own voices."

Another part of staying close to customers is "living and breathing fintech." John and Jen are both continuous learners and are avid readers of newsletters, books and articles, as well as listeners to relevant podcasts.

They particularly recommend:

- **This Week in Fintech**
- **Fintech Brain Food**
- **Bits about Money**
- **In Fintech We Build Trust**
- **Rex Salisbury**
- **Alex Johnson**
- **Fintech Family Hour**

In their own words:



Unit's content team partnered with The Harris Poll to produce original research about embedded finance.

From ideation to publication: how a piece of Unit content is produced

What does content velocity look like at Unit? It's a question every content team must confront, and (obviously) there's no right answer.

"One mistake I've seen in our space is publishing too much, too quickly," John notes. "Some of our competitors have tried to churn out SEO content—but it's low-quality, and no one wants to read it. As a result, it doesn't rank for the intended search terms, and it ends up doing brand damage."

At Unit, they aim to produce 10–12 pieces of long-form content per quarter, in addition to numerous smaller assets. Instead of producing as much as they can, they aim to produce the highest quality possible.

Once John and Jen have aligned on a topic for a piece of content, two subject-matter experts (SMEs) are brought in. One is typically focused on product / engineering, and the other is focused on sales / success.

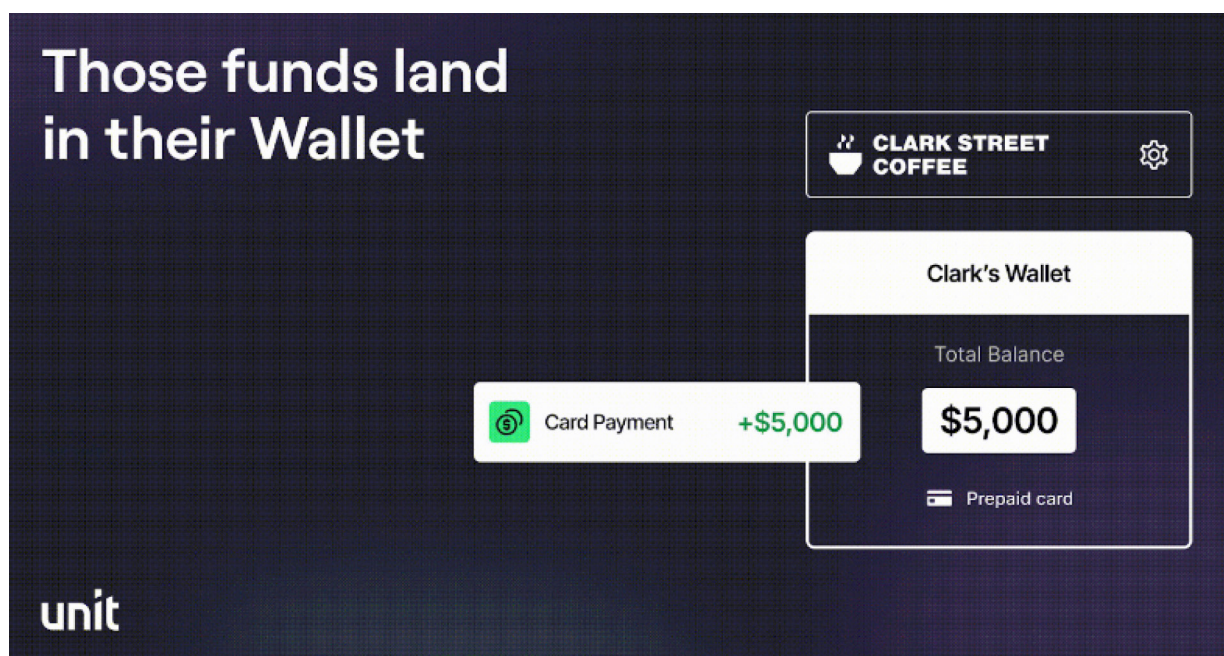
Interestingly, this was exactly our recommendation in our article on how to write about payments – both your product and sales team should be involved in reviewing content: [8 Tips To Write Great Payments Content \(From Writing 80+ Articles on Payments\)](#)

Once the interviews are done, the writing begins – and a lot of work goes into it. Before they share a draft with reviewers, John and Jen will typically proceed through 2–3 rounds of edits. In the approvals stage, as many as 8 people will review and sign off on a single piece of content.

“We exist in a highly regulated space, and a single misstep could have significant consequences,” reflects John. “Having multiple Unit team members review a single piece of content is costly—but the quality it ensures and the trust it builds are well worth it.”

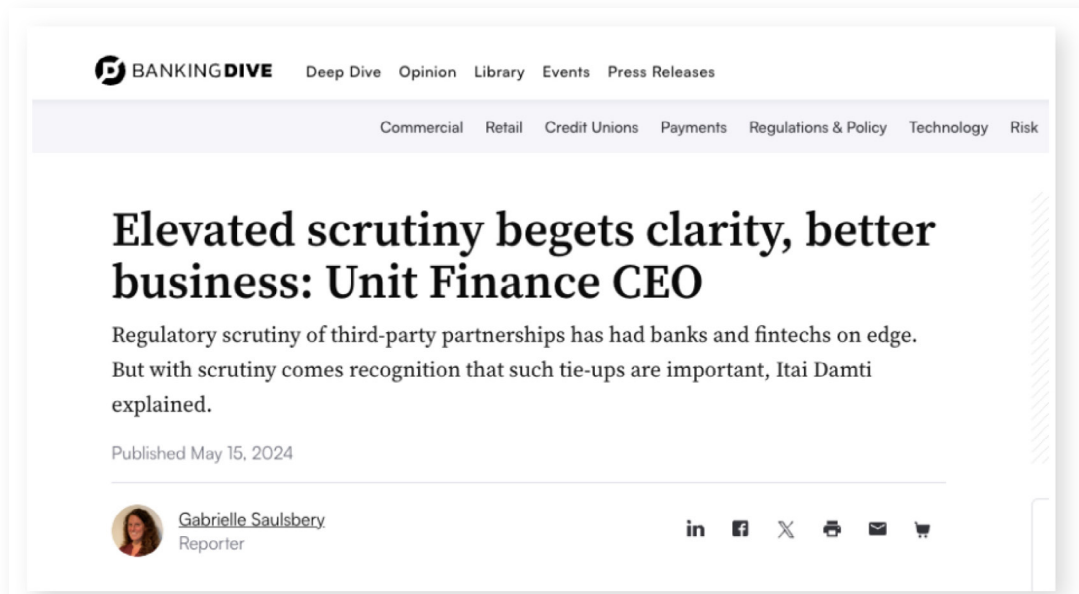
What type of content do they create? Anything from:

- Landing pages
- Interactive content (e.g., [revenue calculator](#))
- Research (e.g., [Harris Poll survey results](#))
- Guides
- Blog posts
- Newsletters
- [Op-eds](#)
- [Webinars](#)
- [Conferences](#)
- Enablement content (decks, one-pagers)
- Email nurture streams
- Newsletters (two sent per month)
- Other campaigns



Unit's content team created this .gif to accompany a [recent product launch](#).

And that's not even including earned media and press—articles in publications like [Banking Dive](#) and [American Banker](#)—where the Content Team has a hand in helping.



Unit's content team also helps to prepare executives for interviews with reporters.

How does the content team stay close to customer pain points?

To explain how content helps Unit grow, John uses a framework from Emily Kramer of MKTI: [fuel and engine](#).

"The fuel is all the stuff that you say (out loud, in writing, or visually) to your audience—whether that be short-form copy on a website, a long-form blog post, an image in an ad, or an explainer video.

The engine is all of the channels and processes you use to get the fuel out to your audience, plus the tools you use and the metrics you use to track your marketing and growth efforts. When you combine the fuel and the engine, your business grows fast." - Emily Kramer

At Unit, content is the fuel. The engine includes things like:

- **SEO**
- **Newsletters and podcasts**
- **SEM / PPC**
- **Social media (LinkedIn and Twitter)**
- **Media and press**

"The biggest mistake a content marketer makes is not thinking about distribution first," opines John. "You can create the best, most targeted piece of content in the world, but if your target audience doesn't see it, then you've failed."



Unit got an unexpected SEO boost from their guide: [“What would it look like if Apple built banking?”](#)

Unit’s content: proof that you can create readable financial content that converts

For Unit, content is not just another marketing tactic “that we have to do;” it’s a core part of their marketing and business strategy. They understand that, to build trust and raise awareness for a complex financial services product, you need to educate the reader.

They also understand that the best content isn’t generic. Rather, it’s the advanced content that goes in depth, gives actionable recommendations, and uses clear examples so the reader actually understands key concepts.

Unit has nailed advanced, technical payment content for an advanced audience, and is a role model for financial services marketers who need to produce content for complex industries. Huge thanks to John for agreeing to do this analysis and interview!

Using Content as a Compass for Pleo's Marketing



Pleo is one of Europe's cherished unicorn startups. Started in 2015, the company has raised \$430 million to date, has over 900 employees and has a valuation of \$4.7 billion valuation.

Pleo is a business spend management platform which allows companies to centralize their business spending for complete financial efficiency, helping them to balance their books effortlessly. Today, over 37,000 companies use Pleo across 16 European countries.

From a marketing perspective, what really stands out about Pleo is their unique branding and marketing. Every ad, video and piece content their team puts out follows a highly aesthetically pleasing and playful design element.

This is also consistent in their content. Not only is it well written and covers key topics (and includes beautiful designs), but if you search for any expense management related term on Google, you'll see Pleo in the search results. As we'll see, content plays a big role in leading and setting the direction for the rest of the marketing team and ensuring consistency across ads, long form content and video.

We wanted to learn more about Pleo's approach to content, so we sat down with their Head of Brand and Content Marketing, [Alejandro Salse Batán](#), to learn more about how Pleo thinks about content, what their operations look like and what kind of results they're getting from their content.



[Watch Interview](#)



A bit about Pleo's backstory

Pleo was [founded by Jeppe Rindom and Niccolo Perra](#) in Copenhagen in 2015. They were both employees at Silicon Valley start-up Tradeshift where they experienced first-hand the pains of expense management.

Even back when [Jeppe was a boy](#), he remembers how painful and time-consuming it was to match old receipts with current transactions when he was earning pocket-money for his father's accounting business.

Fast forward a few decades, and as the CFO of Tradeshift, Jeppe was again experiencing a situation where people were drowning in receipts and expense reports. At Tradeshift, Jeppe and Niccolo decided to hand out business debit cards to everyone to manage expenses. It worked: employees felt more empowered and independent. But on the back-end it was still very complex and time-consuming to set up and manage. The duo knew they had to reinvent the whole system and create software to solve that problem: and so Pleo was born.

The mission of Pleo is "To make spend management surprisingly effective and empowering", and as Jeppe says in an [interview with EU Startups](#), the Pleo team like to say that "Pleo turns CFOs into heroes". Instead of chasing people for receipts, they can become the CFO that helps grow the company.

Today, people admire the Pleo product because of how simple it is to use compared to other expense solutions. You just need the Pleo card, a smartphone and the Pleo app to manage the expenses of a company. The simplicity of the product and the size of the problem it solves have been fundamental to Pleo's success, which is used by 37,000 companies and includes Trade Republic, Too Good To Go, HelloFresh and Blinkist as customers.

Content plays a key role in helping potential users discover the product, while also educating and helping CFOs feel more in control of the company's finances.

Why the content team is described as "the marketing team's 'compass'"

Pleo's content team is just two years old, and is made up of one Content Lead and two copywriters, as well as a network of agencies and freelancers. Also, they have recently added two videographers. The main role of the content team, as how Alejandro describes it, is to:



UNDERSTAND The main “narratives” of the company (we’ll get into what narratives are later)



OVERSEE the development and execution of content assets



TRANSLATE those narratives into different topics or themes

But to understand the role of the content team today, it’s important to get context on how the team was set up previously. A few years ago, the marketing team was very disjointed. There would often be situations where the blog, events and press releases all had different messaging and focused on different themes. The team was also more reactive than proactive.

So two years ago, the team went through a revamp. The goal of the revamp was for the content team to move away from being reactive to proactive, and to put together a content strategy that would help set the direction of the 50 person marketing team.

Two years later, and the content team puts together a content marketing strategy and plan in a way that can provide direction to anyone on the marketing team. For example, if a field marketer needs some ideas for a booth at a conference, they can go to the content plan and get inspiration from there. As Alejandro says:

“No matter what team you’re in, if you are looking for inspiration for the next marketing campaign that you are organizing at demand gen level or field marketing level, everything should be answered in the content strategy.”

The content strategy holds all the information: who to target, what to communicate, how to communicate, and when – it’s all included. Whether a team member needs content, an email nurture flow, slide deck, whatever it is, they can find more information in the content strategy.

So how does Pleo manage and set their content strategy?

What does putting together a Pleo content strategy look like?

At the beginning of every year, Pleo sets the main pillars for their content strategy. There's the static and dynamic part. What remains static is:



PERSONAS

The primary and secondary personas they want to target that year



CHANNELS

The primary and secondary channels they'll be using to target those personas

What's more dynamic is:



NARRATIVES

Broad thematic area where they want to build a presence



CONTENT TOPICS

Specific subjects that address audience pain points

The process for determining all these is as follows: Every year, the team will start off by deciding on the 3 - 4 "Narratives" they want to focus on for the year. What they call a Narrative is a broad thematic area where they want to build a presence and be seen as an actor that is helping and educating. For example, these could be "AI and Finance" or "The role of the CFO".

How do they decide on the Narratives? They first start off by identifying the particular pain points of the persona. For example, for a CFO, managing cash flow effectively is a key pain point. For someone on the leadership team, it may be understanding how to best use AI to improve operations in their company.

Once the Narratives have been decided, a quarterly calendar is put in place that will follow those 3 - 4 thematic areas. Based on those Narratives, it's then a lot easier to decide on the channels they want to focus on. For example, for the topic of "Managing cash flow", they may focus on long form blog articles. For the topic of "AI and Finance", they may decide a report distributed via email is a better approach.

Although the static elements and the narratives are set at the beginning of the year, the calendar changes regularly and is set every quarter. During those quarterly sessions, the content team plans the main content pieces and anchor assets to distribute per channel. Those reviews also allow space for any last minute delays, or if something needs to be changed due to low performance.

How does the content team avoid becoming “order-takers”?

Anyone who’s worked in content or even marketing knows that it’s very easy for marketing teams to become purely executorial and essentially order-takers. It’s great to have a grand content strategy you want to follow, but that all disappears if you spend your whole time handling tickets.

The Pleo team have been very conscious of this and have put guardrails in place to stop this from happening. There are two main ways Pleo ensures the content team continues to be strategic:



MAINTAIN STRICT CONTROL OF THE TEAM’S CAPACITY

Every week, the content team has an allocated time set aside to handle requests. They usually do it by tracking hours: if they know how long a particular project will take, they’ll translate it into hours and then assign how many hours a particular ticket should take.

And when that capacity is hit, no more requests can be sent till the next week. The content team says clearly to the request “that’s enough, we have no more capacity”. In certain cases, external agencies and freelancers will help with additional requests.



CREATE AS MUCH EVERGREEN CONTENT AS POSSIBLE

Over the years, the content team has worked hard to create a bank of evergreen content that really understands what the company wants to communicate and touches on the key pain points of the audience.

By being proactive and preparing content pieces in advance, the team has managed to reduce by a high margin the number of requests. If, for example, Pleo launches a new set of features that solve a pain point for a specific persona, the content team will then craft the strategy to communicate this at the right stages of the funnel and create those assets.

When a demand gen or field marketer comes asking for content, the content team is usually already prepared, with a landing page, an infographic, or an eBook for customers.

This has been a big success, and Alejandro shared that more than 50% of the tickets they get already have a piece of content that covers what is requested.

However, he does say that this approach really only works if content marketers are already strongly aligned with what the organization is doing and what it needs. If the marketing and sales teams are siloed, then this is impossible. Which leads us onto our next topic.

How does the content team remain aligned with the rest of the company? With an “editorial council”

“Stories don’t come to you, you have to search for them”. Alejandro, who is a former journalist, says this is also true for content marketing: in order for the content team to add value and bring something to the table, they have to be proactive.

Previous to the revamp of the content team two years ago, the content team would usually play things by ear and their calendar was often based on guesses and inaccurate assumptions. This often led to the misalignment we mentioned earlier where the messaging would vary widely by communication channel.

To overcome this, the marketing team created an editorial council. The council is a committee composed of 8 to 10 people, who meet for 2 hours once per month. The team members include people from:

- Product
- Sales
- User research
- Product marketing
- PR
- External Subject Matter Experts (sometimes)

The content marketing team moderates the meeting where the agenda usually includes:

- What content the content team is currently working on
- Types of content they are currently missing
- Ideas for future content pieces
- Other ideas to implement

To mitigate any chaos during the meeting, the content team asks every attendee to do a bit of homework. Before the call, each member has to come with a 5 - 10 minute presentation which includes:

- What is it you’re currently working on
- What kind of content you’d like to see more of
- Examples of content that you’ve seen that you thought was a great idea

For the first 30 to 45 minutes of the meeting, people present what’s on their mind. This then naturally triggers conversation, which often uncovers some interesting topics and ideas for the content teams.

The biggest benefit of this council is how much it helps with alignment. Alejandro says this recurring meeting has been key to ensuring messaging and content are consistent across channels, that the content topics they focus on are relevant to the audience and that they can create the right type of evergreen content.

It’s also one of the main inputs the content team uses to put together their content strategy and calendar, since they’re able to get frequent feedback from the sales team of what topics and issues prospects are thinking about.

Read about Adyen's content: [How Financial \(Technology\) Companies Do Content: Adyen's Content that Sells to Enterprise](#)

Measuring the performance of content: why moving to HubSpot has been pivotal to their content strategy

Pleo has a strong presence on Google via their SEO efforts. You can see from third party SEO tools that they've built an incredible bank of content that ranks for over 2,000 keywords and brings them over 16.4k pageviews every month (and the real numbers are likely far higher, since these tools typically underreport).

Alejandro explains that most people still find Pleo's content via Google and is one of the biggest distribution channels. It's also one of their highest lead generators, which is usually seen as content in the form of pillar pages, guides and downloadable content.

Their SEO strategy follows on nicely from their content strategy. At the beginning of the year, when they've set the Narratives, they'll also put the key SEO clusters they want to focus on for that year.

However, this year things changed a little. Previously, the SEO team mainly focused on Top of the Funnel content, in other words, targeting people who are looking for particular areas in the finance discipline that are related to spend management but are not looking for a spend management solution. Examples of these types of content include:

- [HMRC mileage rates for 2024: The cost of going the extra mile](#)
- [What is e-invoicing?](#)

But over the past year or so, the content team has been focused more on lead gen, which means investing more in [Bottom of the Funnel](#) content and getting [better conversion tracking in place](#).

Over the past year, the team have been investing in content targeting people who are lower down in the funnel and ready to convert. Examples of those may be:

- [Finance automation: What is it, and how do you get started?](#)
- [Invoice matching: What is it, and how does it work?](#)

The issue is that over the past 9 years, Pleo has invested a lot in the blog and done a lot of work to build authority on Google. Some of their pieces were getting thousands of views per day – but it wasn't certain how they were contributing to the business.

In order to fully understand the impact of their content, they knew they had to improve their tracking set-up. So they fully transitioned their content from their old CMS to HubSpot to get a better understanding of how their content is performing. It's only been a few weeks, but the insights they've been able to generate have already made it worth it.

With HubSpot, they've been able to uncover a complete new layer of insights on how people read their blog. For example, they were able to find out that:

- After a certain number of pages, a reader is a lot more likely to convert and submit a lead form.
- Deals where the point of contact has read more than 3 content pieces close a lot more quickly than those that don't.

Alejandro admits himself: "We are very surprised with the amount of commercial insights that we can add to our content marketing reporting when it comes to the blog as a channel."

The business performance of content has now become a part of their monthly reporting and helped close the loop to ensure their content strategy has all the inputs required. It's also helped remove and abandon any beliefs around whether content brings the level of traction they thought they had.

Now, they measure the results of their content across two axes:



**CONTENT MARKETING PERFORMANCE:
TRAFFIC, CLICKS, DOWNLOADS**



**BUSINESS PERFORMANCE:
PIPELINE, REVENUE**

Doing Bottom of the Funnel content and focusing on lead gen did require a change of mindset. Content marketing is typically not seen as a lead generator and more of a brand building activity. But as Alejandro says, just because an article brings in a lot of traffic, doesn't always mean it translates to business.

That doesn't mean Top of the Funnel is not worth it. Alejandro explains that he tells his team that TOFU and BOFU bring value in a different way: one helps with awareness, and one helps with enabling action. It's important to be aware of that when putting together a content strategy.

We promised that we would check back with them in a year to see what other insights they've uncovered!

You may like: [How to Track the Quality of the Leads Your Content Brings in \[With 6 HubSpot Reports\]](#)

How does the Pleo team manage to create content for 7 countries?

One other key topic we wanted to dive into with Alejandro was their localization strategy. To fully sell to Europe, Pleo has to write content in multiple languages. Currently they create content in over 7 different languages for different European countries, which is an incredible feat. How do they do it?

Their approach has been to build a strong collaboration process with the internal localization team that serves the whole organization.

The internal team has very strong SLAs towards the rest of the organization, with the content team being one of the main “customers”.

Once a piece is ready, it is submitted to the localization team (usually in English), and in a matter of 2 - 3 days it’s usually ready in all 7 languages. The Pleo team also have local experts that have been with Pleo long term and understand the product, and they will do a quality review before publishing.

As Alejandro says “It’s a complex process that is very well executed.”

When it comes to SEO, the approach is a little different. Sometimes, a keyword that works well in English, may not work so well when it’s directly translated in Spanish or French. This is where having that cluster approach is helpful, because they can then set the direction in the language in advance. For example, the “invoice management” cluster will have its own version in the local language. To execute on the content that will be distributed via SEO in that language, the Pleo team works with a network of external agencies across Europe.

What pieces of content are Pleo proud of?

There are two pieces of content Alejandro is proudest of:

01. [CFO Playbook](#)

Every year, the Pleo team publishes a CFO Playbook which includes insights and helpful content for finance professionals. Alejandro says it’s already become a reference in the industry, with some customers even printing it and sharing photos of it in their offices.

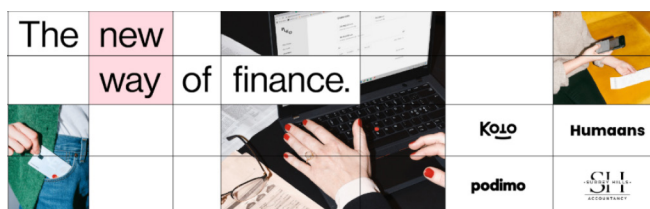
The team is also able to leverage the playbook across PR, demand gen, website and other places. It’s a great original piece of content that can be repurposed in a lot of different types of content assets.



02. New way of finance

This is a video series that features Pleo's customers and covers the challenges and pains companies feel with spend management on a daily basis, and how they overcome it.

The quality is high, and although Alejandro says a lot of work went into it, it's also a great piece of original content that has led to the creation of an eBook, socials and more content still running today.



Pleo's content: what if your content team acted as the compass of your marketing team?

Content marketers have the most important skill when it comes to communication: they know how to identify, build and tell stories, whether through written text, audio or video.

If you want someone to write out a plan that can act as a source of direction, inspiration and alignment, you need someone who can write and think strategically. And that's often the content team.

Pleo is a great example of a company that has reached unicorn status while still keeping a unique and distinctive brand. The quality of their content (written and visual) is also testament to the fact that leaning on your content team to help direct your marketing can work very well – however it requires processes in place to ensure alignment and a team that understands the role of content.

Thanks to Alejandro for sharing his experience and his insights on how Pleo does content, we hope it inspires more fintech companies to lean into their content teams and for content marketers to set up their own editorial councils to help solve misalignment issues!

Why ComplyAdvantage Gets Better Results with Less Content

COMPLY ADVANTAGE

Regtech and content marketing are a match made in heaven.

Compliance isn't optional – companies must meet regulatory requirements, whether they like it or not. Which is why regulatory technology software is not a nice to have, it's a necessity.

The stakes are high, the regulations are complex (and constantly updated), and compliance professionals are regularly consuming content to stay on top of new regulations. It's a perfect situation for content marketing: buyers and decision-makers have to consume content to help keep their company compliant.

ComplyAdvantage, a regtech company, understands the role of content and has one of the most mature content marketing programs in regtech and fintech. As we'll see, the results speak for themselves.

Founded in 2014, ComplyAdvantage provides software to help detect and manage risks associated with AML and fraud. They've raised \$137M across four rounds, have over 480 employees across five continents, and were, at one point, named [Europe's sixth fastest-growing fintech company](#).

We sat down with their Director of Content and Communications, [Will Thompson](#), to learn more about how ComplyAdvantage creates content at the necessary technical level while staying on top of the never-ending regulatory news and reaching sales goals.



[Watch Interview](#)

ComplyAdvantage's backstory

ComplyAdvantage was founded by serial entrepreneur [Charles Delingpole](#) in 2014.

Delingpole started his entrepreneurial journey in his teens, founding the world's largest student discussion forum, The Student Room. After graduating from university, he started MarketFinance, a well-known business loan company. While running that company, he experienced first-hand the inefficiency of managing and tracking money laundering processes, which led him to start ComplyAdvantage.

Today, the company does (and a lot more):



What makes them one of the leaders in this space is its proprietary database of Sanctions, PEPs, and Adverse Media data that is regularly updated via AI, alongside a team of experts.

ComplyAdvantage works with over 1,600 enterprise companies across 75 countries from global hubs in New York, London, Lisbon, Singapore, and Cluj-Napoca.

And as we'll see, content plays a key role in raising awareness of the product and establishing ComplyAdvantage as a trusted source of information.

But not just any kind of content can do that. In this space, it has to be technical, timely, detailed, and relevant.

Content as a way to stand out in a saturated market

The regtech market is on a growth trajectory. To anyone in the fintech space, it's clear that as countries introduce more laws, financial institutions are required to meet higher standards, and new types of licenses are launched, regulation and compliance are becoming a larger part of everyday life.

Hiring more people to manage those compliance laws only goes so far. Eventually you need tech to help you. Which means more companies relying on regtech to manage fraud, money laundering and generally remaining compliant.

This is great for the industry, but it also means something else: **many tech entrepreneurs are setting up regtech companies, and it's getting a bit saturated.**

Which is why **content has always been so central to ComplyAdvantage's marketing strategy.** Right from the beginning, content was a way for the company to stand out and establish credibility in the space while reaching their prospects and customers.

But it can't be just any type of content.

The upside of selling and marketing a regtech solution is that you often don't have to "convince" prospects on buying a tech solution. Some companies choose to try and build their own, but either way, they know they need one to meet compliance requirements.

The downside is that everyone else is creating content. However, as Will says, most competitors are creating very surface level, ChatGPT-like content that doesn't go into the level of detail compliance professionals want.

So to stand out, ComplyAdvantage has to create in-depth content at the right level of knowledge for the customer.

They need to move away from writing generic statements like "screening for PEP is very important for a compliance program" and instead write in-depth articles on how elections could impact PEP data or what the FATF report means for compliance managers. As we'll see, that involves bringing in experts, becoming experts in the topic themselves, and remaining highly aligned with sales and the rest of the team.

Content strategy: campaigns vs always-on

For ComplyAdvantage, there are two pillars to their content marketing, "always-on" content and campaigns.

01. Always-on: for a steady inflow of inbound leads

What Will calls "always-on" content includes:



SEO



CONTENT FOR EVENTS



NEWSLETTERS



CONTENT FOR PARTNERS

All of their steady, monthly inbound comes from always-on content. In particular, SEO and content, which, as we'll see later, is their highest-performing channel.

Interestingly, regtech is an industry with a never-ending number of keywords, which is different from the payments industry, which is so niche that the number of keywords is limited.

With new laws coming up like the EU AI Act or deadlines like operational resilience, compliance managers and buyers often head to Google to try and understand the new regulation and how it may impact them. This is why SEO and content perform so well for ComplyAdvantage.

02. Campaigns: for reaching revenue goals

If "always-on" is good for a predictable, steady flow of inbound leads, campaigns are what help the sales team reach those revenue goals and reach even higher targets every year.

Typically, the goals of these campaigns are to:



ACCELERATE SPECIFIC PIPELINE



HELP BUILD SOMETHING NEW (E.G. A NEW PRODUCT LAUNCH)

The ComplyAdvantage team produces 3 to 4 content pieces per year that act as "campaigns". One of them, for example, is the [State of Financial Crime](#) report. Then throughout the year, those larger pieces of content will often be repurposed and published as different types of media.

How do they decide which topics to focus on? One obvious one is new regulations. New laws and deadlines are topics that are constantly on compliance managers' minds, and creating high-quality content on that topic is a great way to position the company as an expert. For example, the EU recently published a huge playbook on AML financial crime regulation. This was a great piece of regulation to write content about, and it was reviewed by experts before being published.

But written content is just one piece of the puzzle. The team also focuses on creating newsletters, social media posts, and **another activity that's been working very well for them: webinars.**

Webinars work very well for ComplyAdvantage: here's how

Few companies have figured out webinars. Most attendees think of them as boring, and many marketers complain that they just can't seem to get a good ROI from them.

But as Will says, the problem is that people stick too much to the typical format, which is what people find boring. When done well, he explains, people actually enjoy webinars. The potential is very much there, and so far ComplyAdvantage is doing a great job of unlocking it.

Every year, throughout the summer, ComplyAdvantage runs a series of webinars. But these aren't your typical, 1h long webinars that seemingly go on for ever. There are a few things ComplyAdvantage does that make webinars more interesting for attendees, and also brings in good results for the team:

01. Having "follow up tables" where attendees can join a virtual table where speakers are sitting and are happy to have a chat.
02. Have an optional-to-join "demo table" where someone from the sales team can walk an attendee through how the product works.
03. Running polls throughout the event.

This is all done via their webinar platform, [Airmeet](#), which allows them to make webinars that are a lot more engaging and interesting.

- The results they've been getting from webinars are astounding:
- Almost 50% of registrations watch the webinar live
- This year, people spent 64,000 hours watching their webinars
- The influenced revenue from webinars is the highest it's ever been

This is a theme that we'll get back to later: producing less content and focusing on fewer attendees has actually helped ComplyAdvantage get higher-quality leads and more revenue.

SEO: how does it work as an inbound channel?

As mentioned above, SEO is a big part of their always-on marketing and consistently brings in inbound leads.

When Will joined, ComplyAdvantage already had a lot of content. However, it was mostly high level content that mainly appealed to smaller fintech companies.

Will then went on to build out the design team to help with creating graphics, and build a content team that could create content to the level of technical detail necessary. They also spent time setting up the tracking necessary so they could see the journey website visitors went on the website and design different calls to action based on that journey (for example, for a top-of-the-funnel post, they may add a pop-up to a newsletter, or encourage the reader to download a white paper).

They've also been investing more in [Bottom of the Funnel content](#). In fact, inspired by a workshop I (Araminta) led in London during a dinner, Will started creating more comparison posts, such as:

- [The best sanctions screening software and companies in 2024](#)
- [The best transaction monitoring software and companies in 2024](#)

As you can see, in the article, they follow a lot of the tips we share on writing competitor articles, such as:



DON'T BASH COMPETITORS, KEEP IT TO ONLY CONTENT THAT YOU CAN SOURCE



START BY DESCRIBING YOUR OWN PRODUCT, AND GO INTO THE LEVEL OF DETAIL NECESSARY



ADD USEFUL INFORMATION TO HELP THE READER MAKE A DECISION, SUCH AS WHAT TO CONSIDER WHEN SELECTING THIS TYPE OF SOFTWARE.

Will shares that this type of content has made a strong impact with lead generation from SEO, and they plan on creating more BOFU content.

Read more: [Why You Should Write About Your Competitors as a Fintech Company](#)

One challenge the ComplyAdvantage team faces with BOFU content is that they often use different words to industry standards to describe tools. For example, "Risk scoring" is typically only for AML. But ComplyAdvantage's solution tackles risk scoring for financial crime more holistically. This is a challenge a lot of companies face with SEO: **is it worth targeting a keyword that doesn't quite explain what we do?**

As I explain in the interview, these types of keywords are often where the goldmine is for generating leads with content because they help with generating demand amongst an audience that is already close to closing. A target keyword doesn't necessarily have to be your positioning, it's just the phrase a potential customer uses to search for your product.

We call this "Damming demand," and it entails essentially interrupting a user's search – who may be looking for something that isn't quite your product – to tell them more about your product. For example, targeting someone who is looking for risk scoring, and explaining why this is also useful for financial crime. It's a strategy that can get you in front of very high-intent buyers, while also allowing you to share your perspective that maybe no one else shares.

You can learn more about how to implement the strategy here:

[How to Create a New Fintech Category with Content by DAMming Demand.](#)

Another key benefit of creating BOFU content, Will shares, is that it's a lot **easier to measure the impact of content on influenced revenue** (because the sales cycle is a lot shorter). Even though the search volume for these keywords may be low, the value of the lead is a lot higher, and it makes a big contribution to their inbound revenue from SEO and content.

How they track results and the difference it makes to the team

But all that is only possible with the right tracking in place. So how does ComplyAdvantage know how much influenced revenue content brings in?

Their tracking is mainly done via [Dreamdata](#), an analytics tool that allows companies to aggregate information from Google, Salesforce, LinkedIn, and Hubspot.

Since sales cycles are very long, they mainly track influenced revenue from content, which is then broken down into two stages:

01. A business development meeting
02. A business opportunity

One of the biggest advantages of tracking results from content is that **everyone immediately sees the value of content.**

Whenever a new meeting is booked, a company-wide Slack channel gets a notification which includes the lead details and lead source. The sales and leadership team are notified when new leads come in from content and organic, and as Will explains, it really helps improve visibility of the contribution of content to the company.

Via Dreamdata, the content team can also see how people bounce around the homepage, a product page, download a white paper, may disappear for a few months, and then book a demo. This is instrumental to getting **a good understanding of how prospects interact with their content**, and it's also a great way to show leadership the role of content in a sales journey.

This visibility on the customer journey and leads from content has enabled a strong relationship between marketing and sales. Both teams understand that it's more complex than simply "inbound and outbound". Some outbound deals will be influenced by content, and some inbound will be influenced by sales. Both are essential to customer acquisition.

This really goes to show how powerful visibility can be to keeping various teams on the same page.

Another tool that is essential for marketing and sales teams to work together is [Flockjay](#). The tool allows the content team to upload content to a shared platform, which the sales team can then use to quickly find a white paper, report, or article on a specific topic. This makes it easy for the sales team to access and use content as needed, and avoids any situation where the marketing team feels they are creating assets that no one is using.

How are they incorporating AI into their content creation process?

With such a mature content program, we wanted to know whether the ComplyAdvantage team has succeeded in making use of AI to optimize their content. We touched on two topics:



WHETHER AI SEARCH FEATURES HAVE AFFECTED THEIR CONTENT RESULTS SO FAR



HOW THEY'RE USING AI IN THEIR MARKETING ACTIVITIES

Have AI Overviews affected their traffic?

AI Overviews (AIO) are AI generated results to certain searches. Because they answer the user's query directly, fewer people are likely to click on the links and arrive on a website, potentially decreasing traffic.

Since a large proportion of ComplyAdvantage's inbound leads come from SEO and content, we were curious if they'd seen an impact on their traffic from AI Overviews. According to Will, they haven't seen an impact. In fact, he's quite optimistic about the impact of AIO and believes it **will actually help with the quality of traffic and conversions.**

Quote from William Thompson

"Someone who's been watching Ozark and has just been Googling Anti Money Laundering is just going to read the overview and will be happy with that explanation. But someone who is a compliance officer and looking for an AML solution will scroll past that and do a lot more in-depth traffic. Which means AIO may help filter out less valid traffic."

We recently wrote an article on how to prepare for changes in search here:

[Is SEO Still Relevant in 2025? How to Adapt to AI Trends in Search](#)

How are they implementing AI into the content creation process?

So far, there are two tools that they've found seriously help with their content production process:

Grammarly

Many people may not see it as an AI tool, but Grammarly does use AI for suggestions and correcting grammar.

Oktopost

With this social media scheduling and advocacy tool, you add pieces of content and the tool will use GenAI to rewrite the posts in different ways, which is very useful for salespeople that need content but don't want to repeat the same words every time. Since the input comes from Comply, there is less risk of factual inaccuracies.

Although they have played around with tools like Writer.ai and Jasper to help with creating outlines, these tools aren't (yet) helpful enough for creating content at the level of depth they need to justify the investment.

In 2025, their plan is to test other AI tools. Since they operate in regtech, ComplyAdvantage has to be very careful when it comes to content creation to ensure they don't say something incorrect, as producing something that is factually inaccurate could have serious repercussions.

How do they stay on top of all the regtech news?

ComplyAdvantage creates a lot of content. Not only do they have their blog, reports, white papers and webinars, they also run a weekly newsletter called [The Briefing](#), which goes out via email and LinkedIn. This newsletter includes all the latest news that week in the fincrime space – how do they do it?

Will shares that there are a few places where they get their information:

- They subscribe to newsletters that collate news every week on financial crime
- They'll head to regulatory websites and gather information directly from the source
- They subscribe to news aggregators that share updates on a daily basis
- They have a Slack channel where people throughout the company are sharing news and information about the industry

But what's interesting is how successful they've been when they started syndicating the newsletter to LinkedIn. In a matter of months, they have acquired 18,000 subscribers on LinkedIn alone - simply by reposting content that was already being shared via e-mail.

Does it make an impact on sales? Absolutely. Well over \$1M of closed won deals have been influenced by the newsletter, and Will shares that the total number is likely a lot higher.

What's working: doing more with less

A lot of what you'll hear from the digital and content marketing gurus is to do more. Publish more content, open more social media accounts, repurpose into video, audio, reports, etc.

But ComplyAdvantage has seen success with doing less. And this is the main takeaway of this case study: it's ok to do less.

In 2024, the ComplyAdvantage content team focused on quality over quantity, and the results have been pretty incredible. Will kindly shared some key metrics to demonstrate how it's worked.

Webinars:

This year, the team did 4 webinars rather than 7, and yet the results are a lot higher:

60%

Overall registrations increased
by 60%

190%

Registrations per webinar
increased by 190%

64K

Total viewing time went from
23,000 hours to 64,000 hours

50%

Almost 50% of registrations watched
webinars live (last year it was 34%).

How did they achieve this massive uptick in numbers? In a few ways:

- The team worked hard on improving the quality of the content, optimizing the topics and the messaging.
- They focused on the quality of their database to ensure the invites were going out to the right people.
- They spent more time on sales promotions, and used influencers to get the word out.
- They got very good speakers to speak at these events.

What topics did best? Will shares that a few key topics tend to do best:

- Topics around “roadmap” which is a word that seems to work well
- Topics around sanctions, corruption, and bribery
- Topics where the ComplyAdvantage product is strong and well-known
- Current topics around all the elections, so around politically exposed persons
- Topics that are not controversial but where ComplyAdvantage do has a strong point of view

Reports:

Their “State of Financial Crime” report also did a lot better this year. This year the report hit 8,500 downloads, and generated double the number of stage 2 business opportunities and influenced revenue. As Will explains, the report wasn’t 2x better. What changed was distributing the report to a higher quality database and spending more time on promoting the article.

It’s likely that ComplyAdvantage had to spend that first year “doing more”, just to know what did and didn’t resonate. Now, better equipped, the team can focus a lot more on what’s working well and on improving the quality.

What pieces of content are ComplyAdvantage proud of?

There are a couple of pieces that Will shares he is proudest of:

01. State of Financial Crime

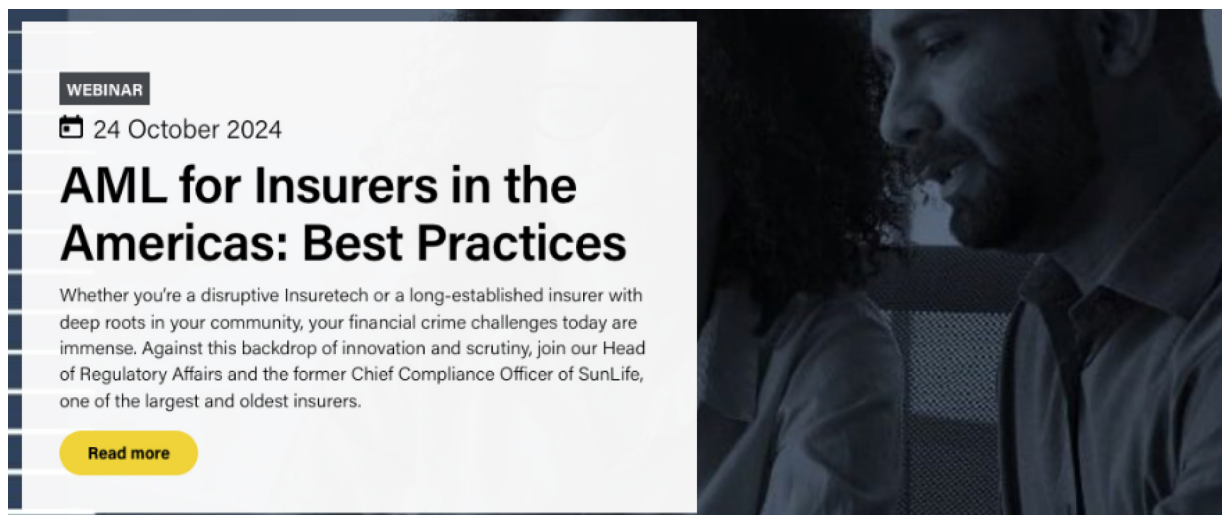
It’s the fourth year ComplyAdvantage put together this report, and is one of the pillar pieces of content for the year. As we’ve just seen, the focus on better promotion and distribution to a higher quality database has propelled the report to new heights.



02. Webinars

Most people are dropping webinars because they can't get them to work. But ComplyAdvantage has spent the time experimenting with different approaches, and shows that there is potential in virtual events.

The huge uplift in numbers in 2024 go to show that ComplyAdvantage knows what they are doing when it comes to webinars, and they should be proud.



The image shows a promotional card for a webinar. On the left, there is a white box with a dark border. At the top left of this box is a dark rectangle with the word 'WEBINAR' in white. Below that is a calendar icon followed by the date '24 October 2024'. The main title is 'AML for Insurers in the Americas: Best Practices' in a large, bold, black font. Below the title is a paragraph of text: 'Whether you're a disruptive Insurtech or a long-established insurer with deep roots in your community, your financial crime challenges today are immense. Against this backdrop of innovation and scrutiny, join our Head of Regulatory Affairs and the former Chief Compliance Officer of SunLife, one of the largest and oldest insurers.' At the bottom of the white box is a yellow button with the text 'Read more'. To the right of the white box is a dark, blue-tinted photograph of two men in business attire, one looking towards the other.

ComplyAdvantage's content: do more with less

In a digital world where everyone gets bombarded with videos, podcasts and LinkedIn posts, you'd think the best approach would be to be everywhere as much as possible.

ComplyAdvantage's approach is proof that you can be smarter about your marketing without constantly feeling like you "have to do more." By having a quality database, a clear promotional plan, and really focusing on the key topics that you know your best customers care about, you can try to do more with less.

Thanks to Will for sharing the ins and outs of how ComplyAdvantage does content, the amazing jump in results this year and his experience with webinars. ComplyAdvantage is a content leader in the regtech space and a prime example of how to maximize the value of your content.

How Nuvei Repurposes its Celebrity Campaigns



What do payments have to do with Ryan Reynolds? Or Formula 1?

At first you may say – not much.

But even though they aren't highly related industries, the two campaigns Nuvei ran with Ryan Reynolds and Formula 1 proved otherwise, surpassing even their highest expectations in terms of impact. They were able to get on CNBC, get featured on publications that were difficult to get into before, get millions of views, and they now have an opening they can use forever by their SDRs.

In fact, it's likely you've heard of Nuvei thanks to either of those two campaigns.

Today, Nuvei is a darling of the Canadian tech scene. In September 2020 they went public, which at the time was the largest ever technology company offering on the Toronto Stock Exchange (although they are now going private again). They've also won multiple awards including Payment Service Provider of the Year at the American Gambling Awards in 2024.

In this content case study, we talked with Nuvei's Head of Content Marketing [Alexandra Bucur](#) to learn more about how the company thinks about content, how they create their content strategy and how they like to measure the impact of content on the business.

Nuvei's story

Nuvei was started by Phil Fayer, who started the company when he was in his early twenties while attending Concordia University.

Today, Nuvei is a technology company that allows its customers to accept next-gen payments, payouts, and benefit from card issuing, banking, risk and fraud management services. Some of the products and services they offer include:



POINT OF SALE TERMINALS



INTEGRATED PAYMENTS



ONLINE PAYMENTS



OTHER PAYMENT SERVICES SUCH AS
MERCHANT ACCOUNTS AND MULTI
CURRENCY PRICING



MOBILE PAYMENTS

They have customers in over 200 markets, with local acquiring in over 50 markets, 150 currencies and over 700 alternative payment methods.

Although the company went public in 2020 at a \$700 million IPO, they were taken private in 2024 and Fayer explains in detail in this blog post: [Nuvei CEO Phil Fayer on the perils of running a public tech company – and why he’s taking it private.](#)

The company is based in Montreal with over 2,500 team members across six continents and generated \$1.2 billion in revenue in 2023.

What is the role of content at Nuvei?

Nuvei’s content team is in charge of, in Alex’s words, “driving awareness and interest in the brand while contributing to revenue”. The team is made up of herself and 3 other team members, who are responsible for creating all content across ABM, organic, paid lead gen and awareness campaigns.

Like many payment companies, Nuvei’s target audience is large enterprise merchants. These are accounts that are notoriously difficult to penetrate, and therefore the marketing team plays a crucial role in **reaching the accounts and raising awareness.**

Alex admits that before Ryan Reynolds and the Mercedes F1 team collaboration, Nuvei was not well known. Since those campaigns, they are now one of the best known payment companies in North America. We’ll dig into what the process looked like to create those campaigns and what the marketing impact in a section below.

How do they create their content strategy?

Nuvei's content strategy starts at the end of the year, where the team does research, creates a plan, decides on objectives and then starts to execute in January.

When it comes to creating the content strategy, their inputs include:

- Researching on the challenges and pain points of their customers
- Deciding on the story they want to tell their customers
- Aligning with the product roadmap
- Doing their own research into their market
- Looking at what has and hasn't worked in the past

Following this initial stage of research, they then put together a plan that ties into revenue numbers, which they are given by the commercial team. Typically, these come in the form of target SQLs and open opportunities, which they make sure to hit with everything they do with their content.

The strategy and plan will likely include a few long form white papers throughout the year, based on their own data or external data. Those longer forms of content are then split into smaller bite sized chunks, all which are tailored to customers based on what stage in the journey they are at.

Interestingly, the approach of "create 3 - 4 pieces of big content pieces per year and split those into bite sized chunks" is one that both Pleo and ComplyAdvantage take in their content marketing, which you can read here:

- [How Pleo Creates Content](#)
- [How ComplyAdvantage Creates Content](#)

Once they have the plan in hand, they'll present it to the wider team to get buy-in. And once it's all approved, they'll start the year immediately with execution.

For example, in 2024 the team wrote a white paper on [revenue acceleration with payments](#). Once created, the content team broke it down into blogs and webinars about what to do before, during and after integrating payments.

In the payments world, picking a payment provider is a decision that is made through a buying committee. Which is why a big part of the strategy is personalization by creating content for different personas.

For example, as Alex explains, when creating a piece of content targeting a CEO they'll focus on content about growing the business, and less about how to optimize payments. For a Head of Payments, on the other hand, they will create content focused on optimizing payments. For a CFO, the content will be more about reconciliation, visibility and ERP integration, but not something like improving the checkout experience – that would be more for someone working in customer experience.

Another key way they personalize is to add regional statistics if they are personalizing the content for Europe vs US vs APAC, for example. They'll also repurpose in different formats. As Alex explains, people consume content in different ways, and by creating content across a podcast, white paper, etc you're able to cater to more people. At Nuvei, it's important to know and understand how to enable that personalization.

What attribution model do they use and how do they tie content results to revenue?

Alex shares that the Nuvei marketing team is currently in the midst of moving from a lead gen model to a demand gen model, which means the reporting is a bit more complex.

With lead gen, the reporting was simpler: they'd calculate what they spent on campaigns, how many leads they've generated and then calculate the ROI from there.

The demand gen model is more appropriate for larger companies, but it's harder to measure. As Alex shares, the sales cycle is often 6 to 9 months, or even longer. So they take a different approach: They first look at the ICP, determine which accounts are at which stage of the funnel, which then helps them decide which channels to invest in when and how.

If the prospect is at the [Bottom of the Funnel](#), for example, they know they won't be interested in brand values. They'll be interested in how the product works. If they are just at the beginning of their buyer journey, though, there is no point in sharing BOFU messaging.

The marketing team combines their HubSpot, Salesforce and 6Sense data to get to a point where they can view all the accounts and analyze MQLs, SQLs and open opportunities. One of their favorite things to do is that once they've signed a contract, look through all the touchpoints and the journey the account went through. The goal is less to match it back to the asset, but more about **matching it to the channel**.

Alex shares that they have a close relationship with the sales team and they work a lot together to do roundtable events, or campaigns if there is an active RFP with an account.

What attribution model do they use?

It's one of the most complex parts of measuring results from content: where do you attribute a lead?

At Nuvei, they assign a specific % to every channel. For example, if a contact engages with an ad about Ryan Reynolds, the attribution is low because the ad doesn't tell the prospect much about Nuvei. If the contact registers for a webinar, then the % is higher. In their attribution model, **channel and content type matters more**.

Another unique part of Nuvei's approach is that the inbound deal SDRs are part of the marketing team rather than the sales team. That way, if someone watches a webinar and then reaches out to an SDR, the salesperson knows what the webinar was about and can better understand the prospect's questions. This removes disjointment from the process.

The marketing team also supports outbound SDRs with marketing assets – such as Ryan Reynolds themed emails and collateral – which helps a lot with getting in the door.

Why do they track as much as possible?

There is always a debate in the content and marketing world about how much tracking should be done.

On one side, you've got people who say you should trust the process and not bother tracking too much. On the other side, other marketers believe in tracking as much as possible. Ultimately, it depends a lot on the company's culture and approach. In our experience, financial services companies lean towards being more numbers driven and therefore prefer to track as much as possible.

Nuvei is in the latter group, where they track as much as they can.

There are quite a few benefits to this approach:

- It helps them understand the customer a lot better
- No one on the team questions the value of the data and therefore of content marketing
- They're able to learn a lot more with the data they get from A/B testing
- It helps build confidence in the team that what they are doing is working

Having said that, although **they track as much as possible, that doesn't mean they don't invest in marketing activities that are harder to track down to leads and sales (they do track impressions and reach, but it's harder to know who is engaging with those campaigns)**. In fact, very often it's the activities that you cannot track as well that have a huge impact – a clear example is the Ryan Reynolds ad, which Alex shares had a huge impact (we go into more detail down below).

For example, they used to only invest in LinkedIn for lead gen. But once they started doing awareness campaigns, their lead gen campaigns did a lot better. Even though awareness is just technically “eye balls”, by having the lead gen tracking in place they were able to see the big impact those campaigns had on their lead gen activities.

The impact of Ryan Reynolds’s videos

In April 2023, Ryan Reynolds invested in Nuvei and as part of the deal, created a series of ads that hit the fintech industry by storm and was the talk of the town for months.

Find out more here: [Meet Ryan Reynolds](#)

Ryan Reynolds is a Nuvei believer

(Not belieber. That's for another famous Canadian)

“
It's time for a **payments** company from Canada.

Ryan Reynolds — actor, producer, entrepreneur, and proud Canadian — says that American tech companies have been getting all the attention. It's time for a Canadian payments company to make its mark on a global scale.

Ryan and Nuvei leaned into their common ground for the ads: the fact that they're from Canada. Ryan was in full control of the ads, and this allowed Ryan to use his self-deprecating humor while still showing off the company.

What was the impact? Huge, Alex shares.

The biggest impact was on awareness. Not just because of the ads, but because the collaboration allowed Phil and Ryan to expand that awareness by, for example, going on CNBC. Some other impacts Alex shares:



IT HELPED THEM GET INTO PUBLICATIONS THAT WERE DIFFICULT TO GET INTO BEFORE UNLESS THEY PAID



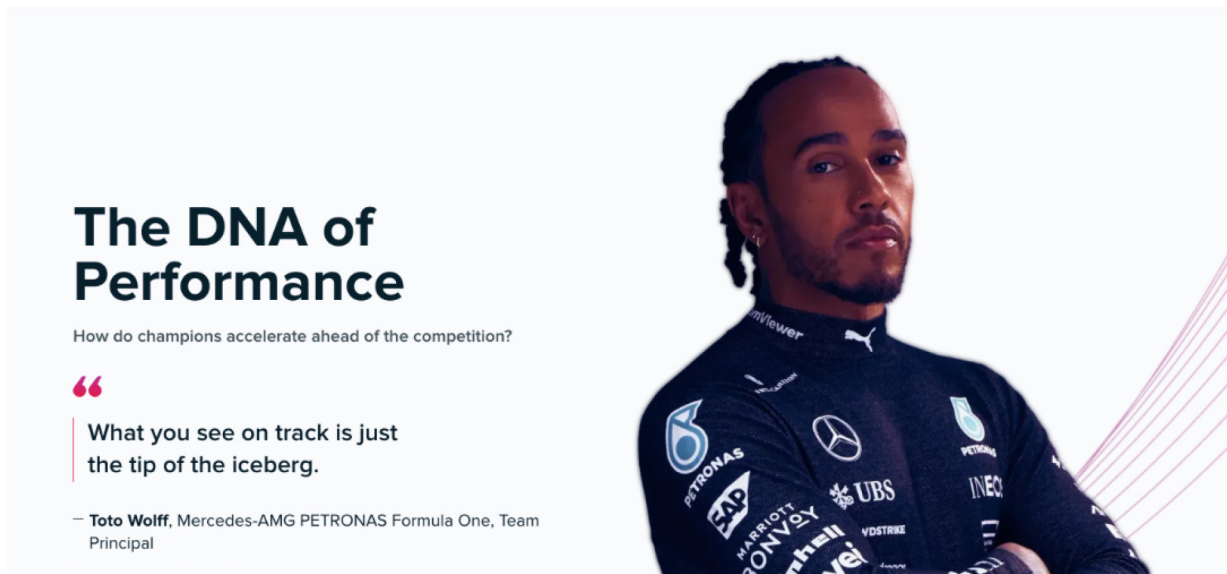
THEY WERE ABLE TO GET MILLIONS OF VIEWS THAT WOULD NOT HAVE BEEN POSSIBLE WITH PAID ADVERTISING



IT'S OPENED THE DOORS FOR SDRS, WHO CAN PHONE SOMEONE WITH A RYAN REYNOLDS SPECIFIC OPENER

They were able to use a lot of Ryan Reynolds' assets for email nurture campaigns, marketing campaigns, outbound messages and a lot more. Now, the Nuvei team has those assets and can maximize their use of them.

Ryan Reynolds is not the only celebrity they've worked with. They've also worked with Lewis Hamilton and the Mercedes-AMG Petronas Formula One Team, in an amazing campaign about performance: [Mercedes AMG Partnership](#)



Celebrity collaborations prove that even non-industry icons can skyrocket brand awareness, delivering huge gains for marketing and sales. This highlights the value of investing in awareness campaigns that might not be fully trackable down to leads and sales, but can still drive significant long-term results. Sometimes, it's not all about metrics—it's about making a memorable impact.

What are Nuvei's proudest pieces of content?

Alex shares these three pieces of content:

[Payment Orchestration white paper](#)

nuvei

Payment Orchestration

A practical guide to optimizing payment performance

Nuvei in partnership with **edgar, dunn & COMPANY**

Download it

| | |
|---------------|------------------------|
| First Name* | Last Name* |
| Company Name* | Company HQ location* ▼ |
| Work Email* | |

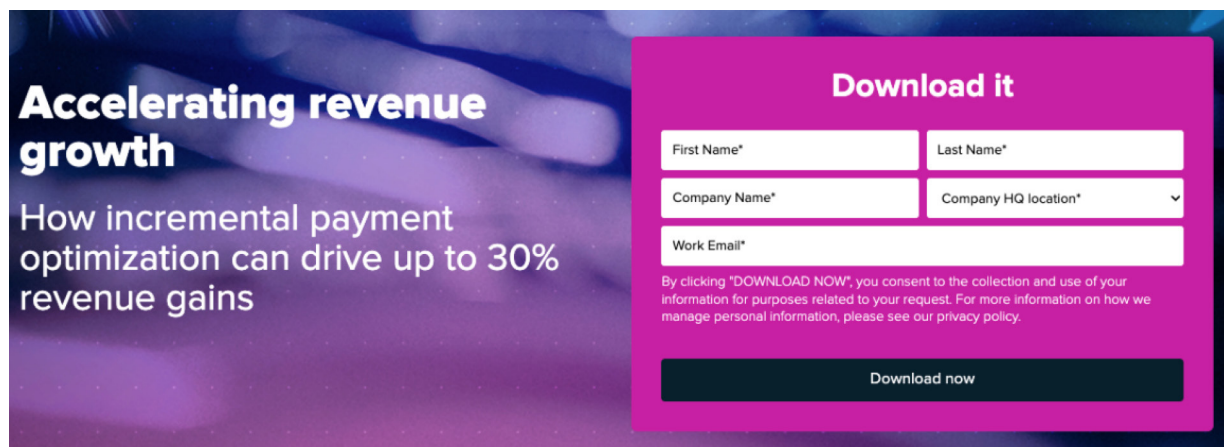
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Alex shares that this is the best performing asset the Nuvei team has ever created. It's a trendy topic that is still not well understood by most people – which is what the white paper addresses.

Once created, they broke down the white paper to use it in webinars, events and roundtables.

Accelerating Revenue Growth white paper



Accelerating revenue growth

How incremental payment optimization can drive up to 30% revenue gains

Download it

| | |
|---------------|-------------------------------------|
| First Name* | Last Name* |
| Company Name* | Company HQ location* ▼ |
| Work Email* | |

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This is another white paper that performed well. It's heavy with statistics and proprietary information that Nuvei was also able to use in a lot of their other marketing.

Documentary with Mercedes-AMG Petronas Formula One Team



In this 9 minute documentary, Nuvei and Mercedes-AMG Petronas Formula One Team team explain how the two businesses are quite similar. It includes an interview with Lewis Hamilton and the rest of the team. Again, like the other pieces of content, they were able to break down the video and use it in other marketing assets (and for sales!).

Nuvei's content: don't underestimate the value of high brand awareness

If there is a theme in this case study, it's about tracking. The Nuvei team tracks as much as they can in order to get deeper insights on their audience, understand what is and isn't working across their marketing and prove the impact of content marketing.

But that doesn't mean the company isn't willing to invest in such as Ryan Reynolds' ads and promoting the partnership with the Mercedes-AMG Petronas F1 team (having said that, the team do track brand metrics like impressions and reach).

Marketing is a delicate balance of the two, and it's about understanding when to make a decision on data, and when to make a decision based on intuition. That's why marketing is a science and an art, and why Alex describes herself as a marketer with a soft spot for data. I think a lot of marketers would describe themselves this way.

Huge thanks to Alex for sharing Nuvei's process for creating a content strategy and for talking to us about their results from these two amazing campaigns! We're excited to see what Nuvei creates in the coming years and what other celebrity collaborations they explore next.

How Trulioo Uses Content to Position itself as the Trusted Expert

Trulioo

Creating content in the compliance space is no walk in the park. The subject matter is complex, the stakes are high, and the regulatory landscape is in constant flux.

For the target audience, compliance professionals, consuming content isn't optional – it's an integral part of their role. This means there's a lot of opportunity for companies in the compliance space to create content, but often a lot of it is too surface level, too generic and not the most helpful.

Simply reporting on the latest regulations or summarizing legal updates isn't enough. To truly add value, content must go a step further – it must help compliance managers understand the implications of new regulations and provide guidance on what to do next.

In order to do that, the content has to be of a certain quality and come from expertise, which requires more resources, strong processes and a collaborative effort with internal subject matter experts.

Few companies execute this well. Trulioo is one of them.

As a global identity verification platform, Trulioo helps businesses meet compliance requirements by enabling verification across more than 5 billion people and 700 million business entities in 195 countries – including those where verification is particularly challenging.

In this case study, we talk to Trulioo's CMO, [Dawn Crew](#), to explore how the company leverages content marketing to establish itself as a trusted authority, differentiate in a competitive market, and acquire customers.



[Watch interview](#)

Trulioo's story

Trulioo was founded by Stephen Ufford and Tanis Jorge in 2011. Stephen had already founded and successfully sold multiple consumer data-focused startups over the past 10 years and in 2011, he partnered with his long-time friend Tanis to help build trust on the internet, and fix the issue of identity verification. Initially, Trulioo worked solely with Facebook in 2012, moving on to service a wider range of companies including Google and LinkedIn in 2014.

Trulioo works with a wide variety of customers including banks, fintech companies, brokers, marketplaces, PSPs and more. Their solutions include:



Check out their website for more information: [Trulioo](#)

Their mission? To help organizations reduce the time it takes to onboard customers from days and weeks, to seconds, all via a single API. They're currently at 400+ employees, with offices in Dublin, San Diego, the UK and Vancouver.

Content as the core of their go to market strategy (and how to get the right content in front of the right people)

Compliance and product managers doing research on identity verification are not after surface-level insights. Whether they're comparing vendors or optimizing their existing solution, they're looking for deep knowledge to do their jobs effectively.

This is why **content is at the core of the strategy and go to market of Trulioo**, and why almost every marketing activity they are engaged in involves content.

As we've discussed in previous case studies, content and compliance are a match made in heaven: buyers and decision makers have to consume content in order to stay on top of regulations and keep their company compliant. As Dawn says, content isn't a luxury – it's essential.

However, it has to be the right type of content: content that does more than just say "What is PEP screening", but that also interprets the regulation and helps the reader put what they're learning into action.

Quote from Dawn Crew

"Our audience is always looking for new insights, ideas, proof points, methods, tips, and tricks to take back into their organization and do their jobs better."

This need for high-quality content is even more pronounced for a global platform like Trulioo, where compliance requirements vary from country to country, and regulatory updates can differ significantly across regions.

Beyond keeping up with evolving regulations, compliance professionals operate in an industry filled with nuance—many decisions fall into a grey area rather than a simple black-and-white framework. Managing risk in this environment requires more than just news updates; it demands thoughtful, in-depth content that helps compliance managers interpret changes, make informed decisions, and confidently navigate uncertainty.

Content's role is to amplify Trulioo's position as the "trusted expert" (a concept which we go into more detail down below), and a big part of that includes showcasing what success looks like.

That's why Dawn explains that they've found that the content that resonates the most with their target audience is success stories and case studies.

"Case studies and success stories are by far the most requested content. They tell the story better than we ever could."

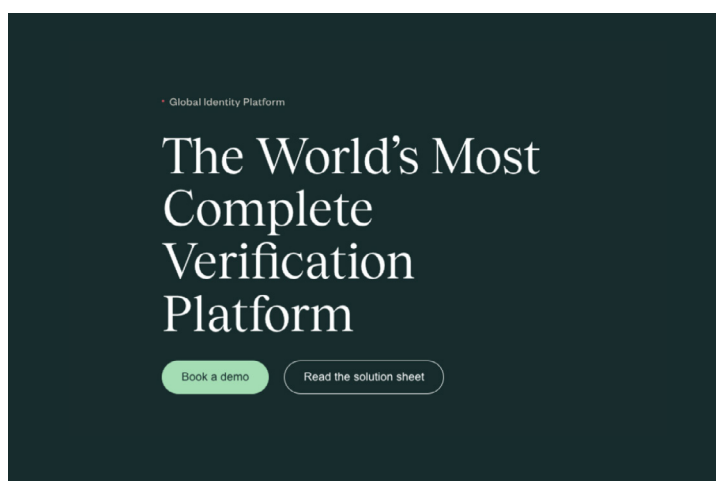
One particular tactic that seems to work well is to offer two CTAs on each product page:



BOOK A CALL



DOWNLOAD A SOLUTION SHEET / CASE STUDY



As Dawn explains, not everyone is ready to book a call. Booking a demo is a big commitment from users, and many want to learn more before making a decision.

By offering two call to actions, one that includes a case study or a solution sheet, the Trulioo team have found that the engagement numbers are a lot higher and that prospects often like to learn and read and then will book a demo when they have questions to ask.

What does Trulioo's content strategy look like?

In a complex, enterprise environment, Dawn describes content strategy as a "team sport."

The team operates across three core pillars:



THOUGHT LEADERSHIP

Through bylined articles, industry reports, speaking sessions, and data insights derived from Trulioo's global transaction volume.



ACCOUNT-BASED CONTENT

Tailored assets designed for specific roles, verticals, and high-value prospects.



CUSTOMER STORIES

Case studies, testimonials, and success metrics to demonstrate value.

Thought leadership can be hard to quantify. But Trulioo tracks success with a mix of:



QUANTITATIVE DATA

Engagement rates across topics, formats, and channels.



QUALITATIVE FEEDBACK

Insights from sales and customer success teams on whether prospects mention Trulioo's content in conversations.

They are also able to measure against a baseline. Two years ago they did a rebrand which involved a survey of their brand perception in the market. This helped them build an understanding of where they stood and how to measure progress.

What channels are they investing in and how do they target enterprise?

Trulioo uses a blend of:

- **Owned channels** – including blogs, webinars, product pages, and downloadable resources.
- **Earned media** – via PR, speaking engagements, and industry events.
- **Paid syndication** – working with partners to distribute content on third-party platforms.

Speaking engagements is a channel they've heavily invested in, and now have a bench of experts who are regularly on stages in conferences.

What's different about targeting enterprise versus small businesses? Dawn explains that one key difference is that an enterprise audience tends to go very deep on a specific topic, and the reader is keen to consume content through multiple channels. This is different to small businesses, that may take more of an all in one platform approach and are happier to learn everything all in one.

Another difference between the two types of target customers is how important it is to create content for different members of the buying group – something that SVP Marketing Katarina Nordin also mentioned in our content case study on Adyen.

As an organization targeting mainly enterprise customers, Dawn highlights that not all of their content sits on their website. In fact, a lot of it is typically pushed by the sales team, who are regularly in touch with customers and prospects and understand their interests, pain points and know exactly what type of content to send.

How to stand out in an increasingly saturated space

Anyone in compliance can see that this is a space that is only going to grow as countries introduce more legislation and regulations get more complex.

This surge in regulation has sparked a wave of innovation, with more tech entrepreneurs launching companies to address these challenges. As the market expands, so does the competition—making it even more crucial for businesses to differentiate themselves with authoritative, insightful content.

So how do you stand out as a compliance company?

As we've said before, creating the right type of content for this audience can't be done by doing some research online or regurgitating from other people's reports. Yet, due to resource constraints and a lack of expertise, many companies in the compliance space fall into this trap—producing surface-level content that fails to deliver real value.

The result? An overwhelming amount of generic content that leaves compliance managers searching elsewhere to get the information they need.

Trulioo takes a different approach by deeply integrating its experts into the content creation process. Rather than relying solely on secondary research, the content team collaborates closely with a select group of in-house specialists to ensure accuracy, depth, and relevance.

Another key advantage is that many of Trulioo's product managers are strong writers themselves. This has been instrumental in crafting technical, highly specific insights—particularly when creating content tailored for developers.

Beyond contributing to content, these experts are deeply embedded in customer interactions. They regularly engage with clients, support sales efforts, conduct product demonstrations, and oversee proof-of-concept (POC) setups.

This firsthand exposure not only sharpens their understanding of compliance challenges but also ensures that Trulioo's content directly addresses the real-world needs of its audience.

As Dawn says: "If you don't involve people who are talking to customers every day, it just won't resonate". Dawn does agree that the best writers:

- Want to get their hands dirty
- Spend time understanding the product

What about AI?

As we've noted in other case studies, when the stakes are as high as they are in compliance, the risks of AI-generated misinformation—or "hallucinations"—make professionals less likely to rely on AI search tools. Instead, they turn directly to trusted sources for accurate and reliable information.

For Trulioo, establishing itself as "the trusted expert" means ensuring every piece of content is rigorously accurate and authoritative. In such a high-stakes industry, credibility isn't optional - it's essential.

While AI can assist with certain tasks, Dawn notes that it has yet to reach the level of sophistication required to produce meaningful, in-depth content on complex topics like identity verification. For now, human expertise remains irreplaceable in crafting the kind of high-quality content that compliance professionals rely on.

How did the rebrand help their brand persona?

Completing a rebrand can be risky and scary. But back in 2023, Trulioo decided to do a rebrand which involved an end to end reposition in the marketplace.

To ensure the rebrand resonated with their audience, they conducted a global survey, gathering insights from customers and key personas within their target industries.

One theme emerged consistently: Trulioo was seen as the "trusted expert." Recognizing the strength of this perception, the company adopted it as the foundation of their messaging and marketing. No matter the audience—compliance, product, or risk—every piece of content is crafted through the lens of this trusted expert positioning.

Today, Trulioo's brand pillars reflect this refined identity:

TRULY GLOBAL

Identity verification solutions that work anywhere in the world

BUILT FOR BUSINESS AND ENTERPRISE

Designed to meet the needs of large-scale organizations

INTELLIGENT TECHNOLOGY

Leveraging advanced AI, ML, and deep product capabilities

According to Dawn, the rebrand provided Trulioo with a clearer strategic lens, allowing them to create more impactful, high-quality content that aligns with their brand promise and audience expectations.

What content is Dawn proudest of?

When asked which piece of content stands out most, Dawn highlights not just a single asset, but their industry reports and their speaking engagements.

[Annual identity verification trends report](#)

By analyzing millions of verification transactions across global markets, this flagship report uncovers the latest fraud patterns, regulatory changes, and identity verification best practices.

What makes it special?

- **It's entirely original.** Powered by Trulioo's own data, the insights offer readers a perspective they can't find elsewhere.
- **It cements Trulioo's authority.** The report strengthens their trusted expert positioning across the industry.
- **It powers ongoing content.** Insights from the report are repurposed across webinars, blog posts, sales materials, and ABM campaigns, fueling months of activity.

Trulioo's content: a tool to amplify the voice of the trusted expert

In the complex world of identity verification and compliance, high-quality, expert-driven content isn't just valuable – it's essential. Here's why:



COMPLIANCE PROFESSIONALS RELY ON CONTENT TO DO THEIR JOBS. STAYING INFORMED ON EVOLVING REGULATIONS IS A FUNDAMENTAL PART OF THEIR ROLE.



CONTENT REINFORCES BRAND POSITIONING. BY ALIGNING MESSAGING WITH ITS "TRUSTED EXPERT" PERSONA, TRULIOO STRENGTHENS ITS CREDIBILITY IN THE MARKET.



IT CREATES DIFFERENTIATION. IN AN INCREASINGLY CROWDED SPACE, INSIGHTFUL, EXPERT-LED CONTENT HELPS TRULIOO STAND OUT.

Speaking at industry events

Alongside their reports, Dawn points to **speaking engagements at key industry conferences** as a major source of pride. With a dedicated bench of Trulioo experts, they regularly take the stage to share insights on identity verification, fraud prevention, and regulatory trends.

“We see these speaking opportunities as an extension of our thought leadership. It’s where our trusted expert persona comes to life – directly engaging with the community and sharing knowledge face-to-face,” Dawn says.

Both their data-driven reports and their presence on industry stages work together to reinforce Trulioo’s position as the go-to source for identity verification expertise.

Beyond checking these boxes, Trulioo has gone a step further – seamlessly integrating content into its sales process and speaking engagements. By leveraging thought leadership at every stage, the company ensures that its expertise isn’t just known, but actively driving conversations, trust, and business growth.

Huge thanks to Dawn Crew for speaking on our podcast, and to [Lauren Kaye](#), Trulioo’s Senior Marketing Communications Manager for arranging the interview!

Galileo's Enterprise-Focused Content



If you read most content marketing advice and strategy, you'll notice that a lot of it is written for SaaS companies. But the thing is, content for SaaS is different to content for B2B fintech targeting enterprise customers.

Whereas in SaaS, they often have self-serve demos and short sales cycles, in B2B fintech you're often targeting a buying group and sales cycles can be months, even years. The decisions are high stakes, the process is long, and the role of content is a lot more complex. According to [research by Dreamdata](#), B2B buyers on average require 62 touches across three channels before closing!

That's why content is so key in the world of enterprise: a lot of these touchpoints involve reading content. And the more touchpoints, the more the prospect moves along the sales journey.

That's how Galileo, a fintech company that works with some of the most prominent financial companies around the world, sees content as well. Their goal with content is to answer **as many questions as possible** before a prospect even gets on a call. The result is that by the time sales steps in, the stakeholders in the prospect's company are mostly aligned, they have a good understanding of Galileo and how the product can help them.

And it's working very well.

In this case study, we talk to [Scott Henderson](#), Senior Digital Marketing Manager and [Rosa McGoldrick](#), Head of Public Relations and Marketing Content to unpack how Galileo approaches content for enterprise customers. From attracting the right buyers to enabling sales, from leveraging large language models to localising for new markets, this is a look at how content becomes a serious growth driver for Galileo.



[Watch interview](#)











Galileo's backstory

Galileo Financial Technologies, founded in 2001 by Clay Wilkes, is one of North America's largest payments processors and program managers. Long before fintech became a trend, Wilkes spotted an opportunity to modernize payments infrastructure, building a platform to support innovative financial products that legacy banks couldn't handle.

The company became the backbone for some of the world's most prominent fintechs, including Robinhood, Chime, Varo, Monzo, and Wise. In the US, all five of the top fintechs are Galileo customers. By early 2020, the company was already profitable and processing **\$45B in annualized transaction volume**, nearly doubling in just six months.

That same year, SoFi acquired Galileo for \$1.2 billion in cash and stock, marking a major step in SoFi's expansion into infrastructure. Galileo now operates as an independent division within SoFi, with Derek White as CEO.

Some of the products they offer include:

| | | | |
|---|---|---|--|
|  | CARD ISSUING (SECURED CREDIT, DEBIT, VIRTUAL AND PREPAID) |  | MOBILE AND WEB-BASED WHITE LABEL UX |
|  | DIGITAL BANKING APIS |  | FRAUD AND RISK MANAGEMENT TOOLS |
|  | CORE BANKING INFRASTRUCTURE |  | REAL-TIME LEDGERING |
|  | PAYMENTS PROCESSING |  | DIRECT DEPOSIT AND ACCOUNT FUNDING |
|  | PROGRAM MANAGEMENT |  | KYC AND IDENTITY VERIFICATION INTEGRATIONS |

They have 1,500 employees and the company is headquartered in Sandy, Utah, with offices in Salt Lake City, Mexico City, Ecuador, Uruguay and Argentina.

The role of content: moving buyers along the sales funnel

“Content is not just a marketing asset. It’s core to how we connect to modern B2B buyers, many of which, we’ve learned, are 70% through their journey before they even meet a salesperson”

This is how Rosa answered when I asked about the role of content.

For Galileo, content is not to do follow-ups or classic lead-gen – it’s the starting point of the sales journey. It builds awareness, earns trust, and helps decision-makers understand what they need, often before they’ve spoken to a single person.

As we mentioned earlier, in the enterprise world the buying decision is made by a group of people, each with different priorities and making a high-stakes decision. The more touchpoints, the better, and content is crucial to enabling that.

Galileo’s content strategy spans six key areas:

- Media relations
- Executive visibility
- Analyst relations
- Social media
- Content marketing
- Digital and paid marketing

With these five areas, Galileo can ensure they appear everywhere their buyers may look, whether that’s a top-tier publication, an industry analyst’s report, or a highly specific product page.

The goal is that when a prospect finally reaches out, they already know who Galileo is, what they offer, and why it matters. Sales doesn’t need to start from scratch that way, and instead step into a conversation that content has already opened.

How do they track it all? They use a tool called Bizible (Marketo Measure) as well as Salesforce and many other tools, that allows them to map every touchpoint and understand how content is influencing pipeline and revenue. Rosa also shares that they don’t have to “prove” it to leadership because leaders can see the role of content in real time. Often, when in the middle of a deal, the prospect will have six more questions, which leadership can answer with content.

The role of content is clear: appear everywhere that prospects are, answer their questions and increase the number of touchpoints.

What's their content strategy?

Every content piece is designed with one core objective in mind: be visible when a buyer goes looking, and be helpful enough that they stay.

Galileo's content strategy starts with the fundamentals: content must be discoverable, trustworthy, and answer real questions. The website is treated not just as a brochure, but as a resource: somewhere a buyer, product owner, or CTO can go to get clarity on a complex problem.

Example: When fintech infrastructure provider Synapse began to collapse, the industry had questions. How do sponsor banks actually work? What's an FBO account? Where does the ledger sit?

The Galileo marketing team realized it didn't have a clear, public explanation of this model, so the team moved quickly to fill the gap. The result was a long-form article explaining the fundamentals of FBO accounts and how Galileo's approach compares. It started ranking almost immediately and drew consistent, targeted traffic from people trying to make sense of a critical industry shift. You can read it here: [How Do FBO Accounts Work in Fintech?](#)

A big part of this strategy is monitoring trends. Scott works closely with the PR team to identify trends, keywords, and news events that shape buyer interest. "It's not just about what we want to say," he explained. "It's about what the market is asking, and how they're asking it."

The inputs for this strategy come from everywhere: keyword research, sales recordings, analyst conversations, and even influencers like Simon Taylor's popular fintech newsletter, [Fintech Brainfood](#). But one of the most important sources is sales. Staying close to frontline teams helps the content team prioritize understanding pain points and triggers, and create the right type of content. If a CTO needs to sell core banking modernization internally, Galileo wants to have the article that helps them do it. If a head of product is wrestling with how to think about embedded finance, they want Galileo's perspective to be the one that shows up first.

That proximity means Galileo doesn't just write content that sounds good, they write content that gets used. Because as Scott says, when your buyer's biggest question is "How do I explain this to my CFO?" and your content gives them the answer, you've already won half the sale.

Galileo's content strategy is therefore very much based on what they're hearing and seeing from real sales calls with prospects, as well as within the wider market.

Distributing content via LLMs and the sales team

Galileo's approach to content distribution is evolving quickly. While traditional SEO is still a major traffic driver, 2025 has brought a new kind of visibility challenge: large language models.

"In 2024, we had basically no traffic from LLMs," said Scott Henderson. "Now, it's way higher than it was last year."

To stay ahead of this shift, the team built a dedicated dashboard that tracks traffic from platforms like ChatGPT, Gemini, and Perplexity. What they've seen is encouraging: organic traffic from Google hasn't dropped, but LLM-driven traffic is steadily rising. These aren't just one-off visits: they're new audience entry points coming from chat-based interfaces where users ask questions and expect authoritative answers.

That's why Galileo is now optimizing its content not just for rankings, but for relevance: ensuring their pages are useful enough to be cited by LLMs when someone asks about topics like card issuing, embedded finance, or FBO accounts. "It's about answering the kinds of questions we want buyers to be asking and shaping how they think about the solution," Scott explained.

The team takes a full-funnel approach to this. Whether the user is exploring top-level questions ("What is issuer processing?"), mid-funnel comparisons, or bottom-funnel solution queries ("Best card issuing platforms"), Galileo creates content that can meet them wherever they are. AI tools, including ChatGPT and Gemini, are also used internally to analyze Gong sales calls, pulling real language and objections that can be turned into content ideas and optimized for future discovery.

But content's reach doesn't stop at Google or Gemini. They also work closely with their sales team to ensure the content reaches the audience.

To support this, Galileo has built a dedicated sales library within Confluence, organizing content by product line, use case, and customer segment. Whether a rep is prepping for a banking prospect or a fintech demo, they can easily find the right article, deck, or explainer. "I don't know how many times we get compliments from people," said Rosa "It does a really good job of keeping everything in one place that's easily accessible based on topics for all of our sales folks."

Some content is even bylined by the sales team themselves, a tactic that boosts both adoption and credibility. And while not every rep is a heavy user yet, the team is actively working on building the habit.

That mindset runs throughout Galileo's content operations. The goal isn't to get every rep posting or every AI tool adopted overnight. The goal is to build systems and habits that scale so that whether the buyer finds you in a chatbot or in their inbox, the right content is always within reach.

How they create reports with proprietary data (cost-effectively!)

At Galileo, proprietary data is a key content differentiator. But instead of investing in expensive standalone studies, the team has found a smarter and more efficient model: they partner with analyst firms like Datos when a survey is already in motion.

In other words, if Datos is running a survey already, and Galileo can ask to add five to ten custom questions into that survey for a lower price.

This approach delivers unique, high-quality insights without the cost or complexity of a full-scale research project.

Galileo's latest ebook came from this method, and it performed very well. They were able to use consumer behavior data and tie it to a specific segment or product solution, such as embedded finance or fraud prevention, and then launch it as part of a targeted campaign.

A key part of this is planning well in advance. In August, the team already starts coordinating with analyst partners to secure slots in upcoming studies. This timing is crucial, especially if they want to access early planning discounts offered before the new year. By being proactive, they're able to line up cost-effective research that aligns with their editorial calendar.

Once a report is done, they create SEO focused blog posts and landing pages which are visible in search engines and LLMs. This allows them to get their key points out there while keeping the main assets gated.

How do they use AI? They do use AI tools to help with efficiency, but never to replace human insight. Large language models help with brainstorming and structure, but the actual content is always shaped and reviewed by a human. The goal is to support creativity and precision, not automate it.

With careful planning, trusted partners, and a repeatable process, Galileo is able to produce high-impact, data-driven content that informs, converts, and scales without draining the budget.

How they localize content to reach a broader audience

As Galileo expands globally, content localization has become a critical part of the strategy. Rather than simply translating US content (a piece of content about ACH transfers is not relevant to a Brazilian audience, for example), the team reworks it to reflect local context, regulations, and market dynamics. This ensures the message lands with the same clarity and impact across different regions.

To identify what to localize, the team looks at which pieces have performed well in the US over the past few years. From there, they adapt those high-impact assets for key markets like Brazil, Mexico, Colombia, and Argentina. Regulatory language is also updated to reflect local requirements and expectations.

The localization effort extends beyond blogs and articles. Galileo also localizes ebooks, not just by translating them, but by rewriting examples, reframing insights, and tailoring value propositions to different audiences. The result is content that feels native, not repurposed.

In 2025, the team has ramped up publishing significantly, often releasing new or refreshed content nearly every day. They also take a disciplined approach to maintaining the quality of the content library. Anything older than two years is reviewed to determine whether it should be updated, restructured, or removed entirely.

Alongside these efforts, Galileo is also testing a new distribution tactic: publishing third-party media coverage directly on their own site. These are in-depth articles that promote Galileo's offerings in external publications, and republishing them helps bring added credibility and third-party validation directly into the buyer journey.

Localization at Galileo is not just about language. It is about making sure the right message reaches the right audience, in a way that resonates culturally, contextually, and commercially.

What content are they proudest of?

[Open APIs in Banking Speed Fintech Innovation & Deployment](#)

This was one of the first blog posts written by Scott, and it continues to rank well in search and drive meaningful traffic. It's a strong example of evergreen content that answers a critical industry question and continues to deliver value long after its original publication.



[The Complete Card Launching 101 Manual \[Downloadable Resource\]](#)

This is another resource that the team is especially proud of, completed in collaboration with Tearsheet. This multimedia campaign includes video content and breaks down how to approach embedded payments and card issuing. It was designed to be both strategic and accessible, helping brands and fintechs understand how to navigate a product launch in a complex regulatory and technical environment.

The content didn't just land well with audiences, it performed. And now, Galileo is refreshing and updating the piece to keep it current and relevant as the space continues to evolve.



Galileo's content: actually supports the enterprise buying process

In the world of enterprise, it's easy to create content endlessly without ever being able to track and attribute how it's helping sales.

But the fact is that in B2B, content is even more important. However, it has to be the right type of content – the type that can only be created if you regularly listen to sales calls, stay on top of trends in the industry and analyze what your prospects are reading.

When done right, content can speed up the sales process, help increase the quality of inbound leads, raise awareness and do so much more.

That's what Galileo has been able to do with content, and we hope it inspires other B2B fintechs to really dial into using content to help increase the number of touchpoints and shorten the sales cycle.

Massive thank you to Scott and Rosa for agreeing to be interviewed and sharing all their insights on how they approach content at Galileo!

Building Trust with Experts at Enfuce



One of the key tasks of a fintech marketing team is to position their company as a trusted partner and an authority in their industry.

Content plays a critical role in building that trust. It's a key tool for marketers to showcase the quality of the product and the expertise of the company, as well as to engage with customers' needs and concerns.

But while it's their job to create this content, marketers face a significant challenge: they may not always have the technical knowledge they need to build that authority themselves.

They might be marketing experts, but they're rarely experts in product, compliance, or engineering.

As such, to create content that's convincing, compelling and trustworthy enough for its expert audiences, marketers need to tap into the knowledge embedded elsewhere in the organisation. They need to work across teams and functions to extract insights from those who are really in the know.

One fintech that's creating content that's genuinely informative, inspiring, and attentive to the needs of its audience is Enfuce.

Enfuce is an issuer processor supporting companies with specialist financial services such as card issuance, cloud-based payment processing, and BIN sponsorship.

Across an impressive array of content, the marketing team is able to showcase the intelligence of the company in order to show why Enfuce is such a valuable and trustworthy partner.

In a recent conversation with [Nicole Heringer](#), VP of Brand & Communications, we discussed how Enfuce leverages the expertise of the different people in the company—in order to create content that its audiences can trust.



[Watch Interview](#)

Enfuce's backstory

Enfuce was founded in 2016 in Espoo, Finland, by Denise Johansson and Monika Liikamaa, who have since led the company as co-CEOs.

The company offers card-as-a-service (CaaS) tools, plus a payment platform that processes card payments and that can easily be integrated into customers' own digital platforms via an API.

Enfuce was also the first company to move payment processing to the cloud and be accredited to do so by the Finnish FCA. As Denise and Monika [have revealed elsewhere](#), going all-in on the public cloud was a really difficult decision to make, back in the 2010s, as it wasn't clear that the financial industry was ready for such a shift.

Fast forward to 2025 and it's clear that there was no other way. Enfuce grew from being an ambitious Nordic startup to an international scale-up, with teams across the UK, Germany, Sweden and Finland, and on its own Enfuce Island in the Åland archipelago (more on that later).

Due to the nature of its product, Enfuce works in long-term partnerships with high-value customers, such as Pleo, OKQ8, Allpay, and Porsche. Typically, its own service offering becomes part of its customers' own product, and this relationship necessitates close and complex integrations, deep mutual trust, and multi-year partnerships.

Unsurprisingly, detailed, authoritative content plays an essential role in winning and keeping these customers.

Enfuce's content strategy: Building trust through content featuring real experts

Enfuce's customers, including fintechs and large banks, rely on Enfuce to offer their own payment cards. As such, they're not making one-off purchases; they're engaging in a long-term partnership which is a cornerstone part of their product.

To this end, one of the key goals of Enfuce's content strategy is to build trust. Their customers want to know who they're working with and how they'll benefit, and they need to be bought in for the long haul.

There's another element to the challenge here, namely that, in Nicole's words, its sales cycles are "massive". These cycles typically involve product teams, compliance and risk officers, executives, and other decision makers. And Enfuce's content has to talk to all of these personas, who are at various touchpoints in the buying journey, about their own specific needs, concerns, and questions.

To meet these needs, Nicole and her team work with a large range of content, including videos, blogs, podcasts, webinars, reports—and even real-life experiences too. Yet as it's a "small but mighty" team, in Nicole's words, they need to be really intentional about what content they're producing and prioritising.

Throughout our conversation, Nicole outlined three primary ways that Enfuce builds trust through its content:

01

USING VIDEO ACROSS CHANNELS

02

LEVERAGING REAL EXPERTISE FROM ACROSS THE COMPANY

03

BEING HONEST ABOUT CUSTOMER RELATIONSHIPS THROUGH CASE STUDIES

01. How Enfuce has found unexpected success with video

One tactic that Nicole and Enfuce have found to serve diverse audiences on limited resources is to create content that can be used in different formats across channels.

An idea may start life as a video, but then be repurposed as a podcast, as sales enablement material, or as written content. This flexible approach is a way to be efficient, but also to meet Enfuce's different audiences in different places depending on their specific pain points and concerns.

In most cases, though, Enfuce's content starts as video—as surprising as that might sound. We've seen that many fintechs are reluctant to use this format, due to concerns around complexity, cost, and a lack of on-screen charisma.

Luckily, this lack of charisma is not a problem that Enfuce has. Nicole explains that video has had great results, working well for the company on LinkedIn—one of Enfuce's most important lead generators—and as snackable content across other channels.

But Enfuce's relationship with video started organically. The company started experimenting with short films at Money 20/20, after their latest brand evolution, Nicole explains. They shot a few clips that showcased their bold new colours, as well as their Nordic aesthetic.

That content was received really well and, since then, Enfuce has used video as an explainer, a brand builder, and an employer branding tool too.



[Watch video](#)

For instance, one successful video series is Myth vs Fact, a series in which different members of the company dispel some myths around what Enfuce does. In one video, co-founder and principal engineer, Niklas Apellund, breaks down some myths about cloud-based payments. In another, chief risk officer, Daniel Alter, talks through why compliance isn't just about following the rules.

Now, these videos don't just sit on their YouTube channel. Instead, Enfuce's sales teams send them out to prospects in order to answer their questions directly.

And, Nicole explains, Enfuce's sales team even receives specific requests for video explainers from their prospects—revealing just how much the company is trusted as an authoritative source of information.

02. Why Enfuce's internal experts are an invaluable resource for their content team

Throughout our conversation, Nicole insists that she and her team couldn't create the content they do without the help of the company's technical experts. In fact, she credits the expertise of Enfuce's leaders and employees for the success of the company's webinars, videos, and its podcast overall.

For instance, another video series is built around Mikkis Fabricius, a payment solutions expert at Enfuce. In the "Mikkis Minute", he summarizes one of the company's key offerings in less than 60 seconds.



[Watch video](#)

It's a good example of how Enfuce's marketing team leverages the knowledge (and charisma) of its colleagues to create content with the level of detail required to be really valuable. But it doesn't stop there. Enfuce's experts appear in everything from their podcast—hosted by co-CEO Denise—to their webinars, which feature experts on everything from financial crime to customer success.

There are three great reasons why Enfuce is so keen to feature their experts.

Firstly, there's the practical reason. Simply, leveraging the skills and knowledge of internal experts makes it much easier for the marketing team to create quality content.

Secondly, it builds trust in the wider organization by showcasing the people that customers will actually be working with, such as product experts or compliance specialists. In this way, it gives Enfuce's marketing a human face that so much other fintech content lacks.

Finally, this collaborative, cross-functional approach has a philosophical basis too.

For Nicole, it's critical for marketers to be constantly in touch with the commercial team, because a siloed marketing team is one that has "failed miserably". While marketers can't use the insights of the rest of the organization if they're working alone, they also can't access any feedback or requests that come through customer-facing teams.

Quote from Nicole Heringer

"We're very lucky that we have a very collaborative commercial organisation that really understands the value that marketing can drive for them".

03. The role of honesty in Enfuce's case studies

Throughout all it does, Enfuce wants to come across as approachable, human, trustworthy, and easy to work with.

In a context in which customers are engaging in long-term partnerships with Enfuce, these aren't just abstract brand values. They're ways of working that have a material impact on the nature of the partnership.

One way that Enfuce shows how it works as a partner, not just a vendor, is through an innovative use of the narrative case study. These are videos that dig deep into how real-life partnerships with Enfuce work. It's content that's designed specifically for prospects who are already far down the funnel and who may have uncertainties about the nature of the engagement.



[Watch video](#)

As an example, Enfuce recently recorded a case study with Octopus Electroverse, in which they explored the partnership over four video chapters.

In one video, you can hear from leaders at Octopus themselves. In another, Enfuce's co-CEO, Denise Johansson discusses the challenges being solved. In a third video, Denise and the customer sit side by side in conversation.

This might feel like a lot of energy to put into a case study. But Enfuce has found that this level of detail is really important to convince potential customers—as they can explore the real nature of the engagement and gain trust in the long-term process.

In fact, something really refreshing about these case studies is the honesty of the conversation.

For instance, part of the Octopus series was a detailed conversation about the challenges that the partnership faced.

As Nicole explains, they don't want to pretend that everything is perfect all the time. Instead, they want to be frank about how Enfuce collaborates and solves problems, and to share "what it's actually like to work with Enfuce".

What's more, the marketing team's cross-functional approach is on display here too. The case study came out of conversations with sales and customer success teams "about what they needed and what prospects were asking them for".

The human element: How a podcast, exclusive dinners, and a private island help Enfuce create unforgettable experiences

Alongside traditional forms of content, Enfuce has three secret weapons that make its marketing efforts stand out from the rest of the fintech industry—through an emphasis on human interactions and experiences.

01. "In the Hot Seat"

The first special weapon that Enfuce wields is [their podcast](#), "In the Hot Seat". It's important to stress that this is not just any business podcast. Rather, in keeping with Enfuce's Finnish roots, the first episode took place in a sauna, and the podcast has gained a reputation for its frankness.

Each show is hosted by co-CEO Denise, and over the years it has proved extremely popular. It has hosted some of the biggest names in fintech, including Leda Glyptis and David Birch, and now has listeners in over 20 countries.

It's a great format for Enfuce, because it allows the brand's honest, human approach to come to the fore. Plus, it gives them an opportunity to gather experts from across the industry, to have "uncensored" conversations with Denise.

This has allowed Enfuce to position itself as a home of cutting-edge thinking and authoritative expertise in the fintech space. But Nicole explains how the podcast has also been useful in cementing relationships with customers.

Nicole describes it as both a "door opener" in conversations with potential partners or customers. Simply, by asking people onto the podcast, Enfuce can show that they value their perspective and experience too.

02. The “Aurora Club” dinner series

Another way that Enfuce goes beyond traditional content is with dinners for their customers and prospects.

Rather than attending external marketing events, Enfuce’s dinner series—known as “Aurora Club”—aims to make interactions with customers more intimate. It’s part of Enfuce’s account-based marketing (ABM) strategy, in which the brand focuses on targeting individual customers rather than looking to get broad market appeal.

As such, Enfuce’s dinners are small, private events, with twenty or so “handpicked” guests curated to build meaningful connections and relationships. What’s more, they’re not filmed or photographed, enabling the attendees to feel as at ease as possible.

One thing that’s particularly impressive about these dinners is the sumptuousness of the design. Everything reflects Enfuce’s Nordic roots (a bit “folky Nordic cabin, a little bit of Apple Store”, says Nicole, with stunning locations and amazing floral arrangements.

Yet the real aim is to allow Enfuce to talk to their prospects and customers as real people. It comes from a recognition that they’re not marketing to AI bots or faceless corporations, but actual individuals who like to go for dinner and speak to other people in the industry.

The evidence suggests that attendees really value this human approach. They leave these dinners with a “wonderful memory”, says Nicole, as well as the knowledge that Enfuce is really there for their needs.

03. Enfuce Island

One asset that very few fintechs can boast is a private island. But in the heart of the Åland archipelago, between Sweden and Finland, you’ll find [Enfuce Island](#).

Enfuce’s co-founders are from the region. But the idea of a space in the archipelago dedicated to Enfuce was born when Vanessa, the CMO, was in the area on an off-site.

Today, the island is, in Nicole’s words, “the embodiment of Enfuce culture”. In keeping with the Nordic style, the island has a sauna and a little cabin, as well as a space for communal dining. As Nicole says, it’s “absolutely breathtaking and beautiful”.

However, it’s not just something that’s nice to have for Enfuce. It’s a place where the company holds internal workshops and company away days.

Plus, it’s a place where the company can “take experiential marketing to a whole new stage”, Nicole says. Here, Enfuce can bring prospects or clients, offer them a memorable experience, and remind them of how much they value the human relationship—not just the commercial one.



[Watch Video](#)

Happiness built in: Leaning on their Nordic roots

Take a look at any of Enfuca's marketing efforts and there'll be one thing that will jump out at you first: the Nordic vibes.

Since it was founded in 2016, Enfuca has built its identity around its Finnish roots. You'll see this in "In the Hot Seat", at Enfuca Island, and elsewhere in its content.

But this is not just an aesthetic, nor does it simply represent a fondness for a particular way of life. Rather, Enfuca works hard to support the local fintech ecosystem in the Nordics, for instance in the video series Nordic by Nature or its European-wide counterpart Passport to Payments.

Here, another of Enfuca's experts, Michael Fabricius, Head of Customer Onboarding, interviews industry leaders across the Nordics and Europe, including Matt Pretorius, Head of Fleet Solutions at Octopus Electroverse. Like Enfuca's podcast, it's another way to showcase talents across the industry and build a reputation as a thought-leader.



[Watch video](#)

Perhaps the place where Enfuca's Finnish identity is most important, though, is in its brand, "happiness built in". Happiness is at the centre of all of its branding, echoing the fact that Finland is regularly recognized as the happiest country in the world.

It's a clever brand concept. On the one hand, it pays homage to this valuable part of Enfuca's roots. On the other hand, it reinforces the idea that Enfuca isn't just about payment technology—but about human relationships too.

What content are they proudest of?

[Beyond Resilience: What it Really Takes to Build, Lead, and Last with Leda Glyptis](#)

While Nicole speaks highly about all of the "In the Hot Seat" episodes, two that she comes back to are the episodes with Leda Glyptis. The first was a conversation with both Monica and Denise. But she returned to talk just with Denise about resilience in a conversation where the "banter is magical".

Enfuce's content: Using human-based content to build trust

In what Nicole calls the “sea of sameness” of much marketing in the fintech industry, Enfuce needed a way to stand out. They do that in two ways:

01

BY REVEALING THE HUMAN FACE OF THEIR INTERNAL KNOWLEDGE, BY SHOWCASING THE TALENTS, CHARISMA, AND EXPERTISE OF EVERYONE ACROSS THE COMPANY

02

BY BUILDING UNIQUE, PERSONAL RELATIONSHIPS WITH THEIR CUSTOMERS, THROUGH UNIQUE EXPERIENCES

Of course, not every company can have its own island. But this focus on human interaction—and the specific needs of individual customers—is something that all fintechs can learn from.

In a world in which AI will play an ever-greater role, this human element may well become more important in B2B marketing than ever.

Huge thanks to Nicole Heringer for taking the time to chat with us on how Enfuce does their content marketing!

Volt and the Power of Truthtelling Content



At first glance, journalism and conventional forms of marketing don't have a lot in common. One is intended to tell the truth about the world as it is. The other's goal is ultimately to sell.

But in its focus on selling, marketing can often oversell. It often exaggerates, it claims too much—it's hyperbolic and unconvincing. And when so many companies promise the world, the effect on customers can be deadening.

In this context, what often cuts through the noise are those brands who tell it like it is, and speak plainly and truthfully, in a way we'd normally associate with journalists.

Usually, prospects don't need to hear that a product does everything, or even that it's the best product available. Instead, they need to understand what a product does, how it can be used to solve their specific problem, and how it will concretely benefit them.

This is precisely how [Charlie Gilbert](#), Head of Brand & Communications at Volt, thinks about marketing. A trained journalist himself, he's brought the truth-telling elements of that profession to fintech marketing.

So, rather than resorting to clichés or grand promises, Volt's content keeps things simple and down to earth. The brand focuses on quality content that explains open banking, and how merchants and consumers can benefit from it, in plain English. And this approach seems to be paying off.

In the content case study, we talk about the importance of truth-telling and storytelling, the benefits of producing "selfless" content, and how Volt has adjusted to a world where prospects find brands through LLMs.



[Watch interview](#)

Note: Every couple of months we release a new case study on how a financial services or fintech company does content. [Join our newsletter](#) to make sure you get each issue in your inbox!

Volt's backstory

[Volt](#) is an open banking infrastructure platform that unites domestic schemes to a single harmonized standard. It's seeking to be the first global real-time payment network, with the aim of enabling consumers from across the world to benefit from instant payments straight from their bank.

Volt was founded in 2019, shortly after the open banking directive from the UK's Competition and Markets Authority (CMA) came into force. The founder spotted the opportunity of open banking early.

Since onboarding its first merchants in 2020, **[Volt has been expanding across the world](#)**. It added Brazil to its geographies in 2021, for instance, and Australia in 2023, when it also secured series B funding.

Now, as of February 2025, Volt is operating in 33 countries. Considering how new open banking is, this is a huge success. But this also comes with challenges.

For one thing, precisely because **open banking is still a novel financial approach**, it tends to have different meanings in different geographies. And as a self-described "network of networks", Volt has to understand, harmonize, and optimize these different networks itself—not just for its own purposes, but for its users too.

What's more, as open banking is used both by merchants and consumers, these meanings need to be understood, and the technology trusted, by many different audiences.

Of course, it goes without saying that content plays a major role in everything Volt does—from speaking to investors to assuaging the concerns of consumers. In fact, as Charlie makes clear, **"content is fundamental to everything that Volt does; it 'would essentially cease to exist' as a brand without it."**

How Volt has made "truthtelling" the essential quality of its content

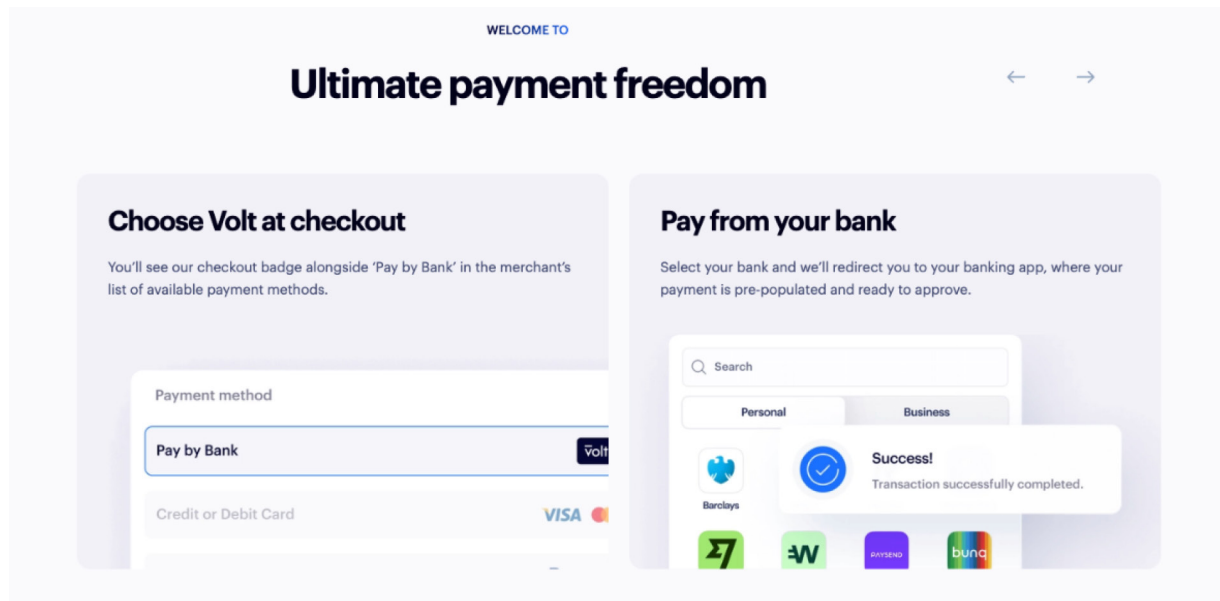
Across the fintech industry, too much marketing is held back by what Charlie calls "dense descriptions and hyperbolic taglines". When fintech content teams need to describe highly technical products with often innovative features, it's not surprising that things can often get jargon-y. Yet this can be alienating for readers.

Volt has had real success in breaking out of this mold. As Charlie explains, the content marketing team's ability to articulate what the company does in plain and clear English is what has set it apart in the market.

This straightforwardness might not find such success in other industries. But in open banking, it's crucial to enable adoption.

When the CMA required banks to start enabling open banking in 2017, the fintech industry was galvanized by hype about what it could enable, transform, and disrupt. And while that hype helped gain the technology attention, it often didn't translate into everyday customers understanding the technology. For a technology that requires people's trust and comprehension, though, this in turn negatively affected adoption.

Charlie and Volt wanted to strip back this hype and instead articulate with "granularity" what a fintech could actually do in this new ecosystem.



It's this that Charlie refers to as a kind of "truthtelling". And it means that, while Volt is a growing company with global ambitions, there's a down-to-earth quality to their content.

But what does this actually look like? In their long-form blog content and videos—Volt's two favourite formats—there are two main focuses:

01

HAVE A STORY FOR EVERY PRODUCT

02

CREATE CONTENT "ALTRUISTICALLY"—NOT JUST FOR LEAD GEN

01. By telling stories that are relevant to Volt's diverse audiences

It may sound like a marketing cliché—and Charlie is very well aware of this—but a big part of Volt's approach to content is to **think deeply about the stories they want to tell about each product.**

One of the key reasons for this is that open banking as a technology is a little abstract. Consumers don't engage with it themselves and may not even know they're using it at all.

In fact, according to [an article in the Financial Times](#), over three quarters of UK adults hadn't even heard of open banking. Charlie rightly insists that this article **kind of misses the point:** open banking is supposed to operate in the background.

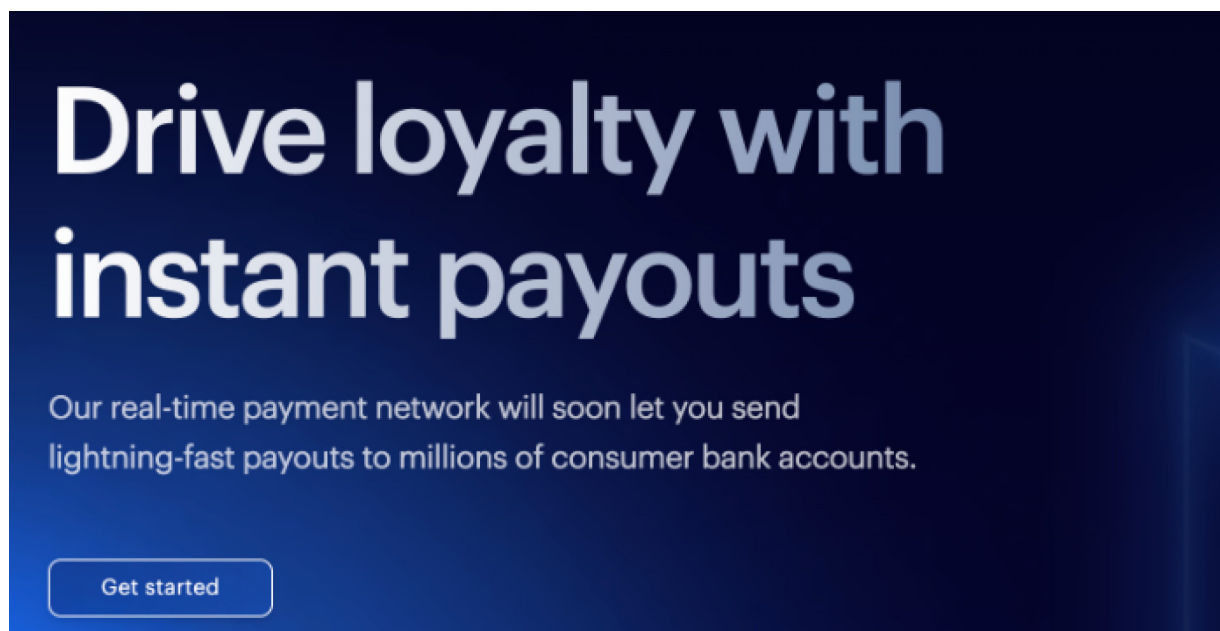
Yet if consumers are going to choose to use Pay by Bank, they need to know what it can do and why it's trustworthy. And telling real and inspiring stories of products that consumers genuinely love already is one way to do this.

But it's not only end-consumers that Volt needs to talk to. Instead, due to the B2B2C nature of open banking, the company has many different audiences—including merchants, prospective merchants, and end users, and also investors, journalists, and prospective employees—and Volt's content needs to speak to them all.

So what does this storytelling mean in practice?

At Volt, every new product or feature is **deliberately connected to a story that resonates with a specific audience.** Instead of simply presenting a product with its basic technical capabilities, the brand consciously weaves this product into a narrative about a wider use case or benefit.

For instance, for Volt's payouts product, the story is about loyalty. This is the first message that appears on the [payouts product page](#), and it's summarized with a simple, concrete promise: "Happier, more loyal customers – across all of your key markets".



**Drive loyalty with
instant payouts**

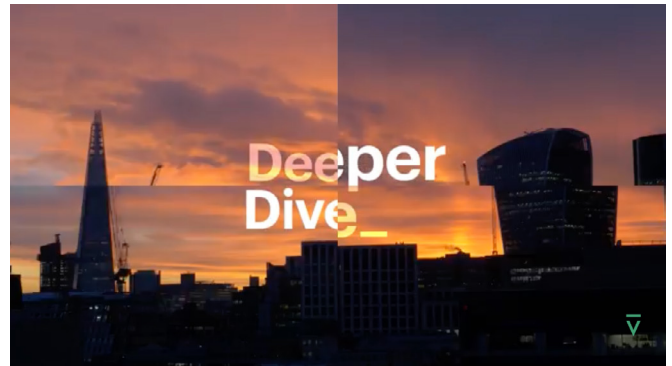
Our real-time payment network will soon let you send lightning-fast payouts to millions of consumer bank accounts.

Get started

But it's easiest to see Volt's commitment to this audience-focused storytelling in their video explainers targeted at different kinds of merchants: igaming, online retailers, travel agents, and more. This series, "Deeper Dive", was planned as a way to market Pay by Bank to all these industries.



[Watch video](#)



This series was crafted deliberately around the pain points of these different audiences. Given that the experiences, struggles, and goals of these industries are very different, they're likely to engage with different narratives, different focuses, and different features. While it takes more work for Volt, the payoff is clear.

For Charlie, it's this ability to tell compelling stories about its products, in plain language, that has enabled Volt to become a recognized leader in the space. While other large companies can get lost with their messaging when they have too wide a product offering, Volt has stayed committed to the specificities.

02. By creating "altruistic" content that's not just focused on generating leads

In marketing, it's surprising to see content that's created without being tracked for views, likes, or sign ups. Given the amount of resources that quality content requires, it almost feels like a waste of time for businesses to write or film content without proof that it's working.

Yet this is exactly something that Volt has been experimenting with. That's not to say that Volt doesn't track the success of its marketing assets—of course it does. But at times the marketing team deliberately forgoes a focus on lead generation, to create content instead that, in Charlie's words, is more "selfless" or "altruistic".

It's another aspect of the commitment to truth-telling that Charlie gets from his journalistic background. Rather than tying everything to sales, leads, or traffic numbers, sometimes it's worth creating something **just because it's useful**. And not just useful for Volt, but for the industry at large.

The best example of this that Charlie shares is a long-form blog article he wrote, "[A complete guide to open banking around the world](#)".

In the piece, Charlie brought together the huge variety of different understandings of open banking in different regions across the world. It was a significant work of research, largely because of its scope. But in the end, the piece has become a point of reference for anyone looking to understand the uses, regulations, and nuances related to open banking in different geographies.

Such a piece might be top of the funnel (and so unlikely to bring in many leads), but it has proved useful for the entire industry. Charlie knows this because he's seen it shared in industry Slack channels, even among competitors.

So, even if it hasn't had success as a lead-generating piece of content, there's good evidence that it's positioned Volt as a leader in the open banking industry nonetheless.

Volt's main content strategy objective: brand recall

For Charlie, the primary aim of Volt's marketing efforts is brand recall. In his words, "when someone says 'open banking' or 'pay by bank', we want Volt to be the brand that pops into their head". It's why Volt's occasionally "selfless" approach to content makes sense. It's a wager that many readers will remember the brand after reading the guide.

Yet the goal of brand recall is not just to associate Volt with "open banking" as such. Instead, in an ever-changing industry like fintech, Volt is conscious of the need to keep up, evolve its positioning, and engage with new themes that are emerging in what Charlie calls the "zeitgeist". Namely, if people are asking questions about ideas around open banking, Volt wants to provide the answer.

This means that a key part of Volt's strategy is to survey the open banking industry at large and engage with the conversations that are being had by potential customers. For instance, people are asking about the safety of Pay by Bank, the viability of commercial VRPs, and the relative benefits of open banking to simple card payments.

In response, Volt creates content that specifically engages with those concerns. Not only does this build them a reputation for attending to real customer pain points, but it helps cultivate brand recall associated with the most relevant themes in the industry.

For instance, you can see how Volt are engaging in conversations about open bank's safety and protections here: [Pay by Bank consumer protection: Where we are and what needs to happen next.](#)

Why Volt prioritizes the "integrity" of organic over paid channels

Another element of Volt's down-to-earth approach to content marketing is their preference for organic over paid channels. For Charlie, this choice has been both a strategic motivation and an ethical one.

For Charlie, **paid media risks coming across as "insincere" and can lack the "integrity" that organic content can have.** As Charlie puts it, if you know that someone has paid for content to be put in front of you, "why would you be interested in reading it?".

It's an interesting point, even if it's one that may be controversial among marketers. If a company is paying for you to read a piece of content, it may feel to readers like it lacks conviction or truthfulness, or that the company doesn't trust that it will be widely shared. And in some cases, it looks almost disingenuous.

For instance, Charlie tells a story of how Volt was offered the chance to sponsor a session about open banking at a fintech conference. Normally, Charlie would see this as a good opportunity, but the issue was that **one of Volt's clients was going to be speaking positively about their experience with the product**. He therefore felt that sponsoring this session would compromise the company's "editorial integrity", since attendees may question whether the client's review was genuine.

It's the same idea that motivates Volt to focus primarily on organic distribution—such as organic search and LinkedIn posts—and to rely on the inherent quality and usefulness of its content to reach its audience. And it's working. The way that Volt's content has been shared and praised throughout the open banking industry suggests that Charlie might be right in his belief that "if you have the right content, you reach the right audience".

What's more, some well-known figures in fintech are playing a big role in picking up and distributing Volt content, even though the Volt marketing team is not targeting influencers deliberately. For instance, a video that Volt published about PayTo—the Australian real-time payments network—was reposted on LinkedIn by fintech influencer Marcel van Oost, with the comment that this was "one of the best explainers of PayTo out there".

In fact, LinkedIn is proving an extremely lucrative channel for Volt. Not only is it where Volt's customers and other industry leaders are hanging out. But Charlie has the sense that there's also still not a lot of great content on the channel. As such, this is a gap that Volt is looking to fill.

How bringing PR in-house increased inbound leads

One channel in particular that helps to keep Volt in the mind of the public is PR. Whenever there's a new product or feature, Volt shares a press release that disseminates the story attached to it.

However, there's been a major change in recent years in the way that Volt has managed its PR. Namely, in an unusual move for a fintech brand, the marketing team decided to bring the **PR function in-house**, and it's had some intriguing results.

Like most companies, previously Volt worked with an external PR agency whenever they launched new products. The issue was that the agencies usually **lacked the understanding of the industry and how to communicate that nuance**.

Now, the Volt team writes their own press releases. In some way, this comes back to the question of storytelling. Writing press releases themselves has helped Volt to better control the narrative around each product, rather than having an external agency manage that story for them.

It's no criticism of outsourced PR professionals to say that Volt's internal team has a greater grasp of the nuances and benefits of the product. And by writing these press releases themselves, Charlie's team can go into detail about how the product is used—rather than just announcing its release—and draw upon ideas that an external agency might miss.

But the results have been significant. Now, for each press release they publish on LinkedIn, Volt receives **three or four messages in their inbox from companies asking for a demo**. And what's more, the number of leads has remained steady even while they've managed to cut their overall marketing budget.

Of course, this means more work for the marketing team. They need to target journalists, build up media lists, write the release, distribute it themselves, and repost it on LinkedIn, but it's clearly worth it for them.

Brand recall is also important in LLMs: Here's how Volt is optimising for this new channel

Another inevitable part of driving brand awareness and recall has been to secure brand mentions to improve visibility in LLMs.

In Charlie's experience, writing detailed press releases with all the key nuances is helping with LLM visibility, and it's something they want to focus on more.

But long-form content is helping too, particularly if it's shared publicly and ranks well.

While Volt has not yet seen any leads come in directly from LLMs, it's still early days. Their next step is to add a "How did you hear about us?" question on their lead form, to get a better understanding of where leads are now coming from.

This is something we've been working a lot on at Mint and we've found that digital PR and net new content targeting specific questions is what works best. You can read more about it here:

[Want LLMs to Recommend Your Brand? Here's What We've Found Works: GPT Articles](#)

What content are they proudest of?

[What is open banking, and how is it being rolled out around the world?](#)

When it comes to creating content as a useful resource, there are few better examples than Charlie Gilbert's own extensive piece on global approaches to open banking. In Charlie's words, it's "one of the only pieces of its kind on the internet".

[Stablecoins explained in 35 seconds \(in the style of Bob Mortimer\)](#)

On Charlie's own LinkedIn profile, he has the freedom to create content that's a little more unconventional. One video he recorded was a song about stablecoins, sung to the tune of "Slender People" by Charlie's "comedy hero" Bob Mortimer.

Volt: Cutting through the noise with down-to-earth content

In a part of the fintech industry that's suffered from hype, hyperbole, and a general lack of understanding, Volt is taking a different approach. It aims for honest down-to-earth content that explains what the company does with clarity.

In some ways, this is what all content should do—be genuinely useful to all its different audiences. As Charlie has shown, it's helping Volt win customers, gain respect from the wider industry, and act with integrity too.

Thanks Charlie for speaking with us!

Final thoughts on content in fintech marketing

Content sits at the heart of effective fintech marketing. It's one of the most powerful ways to build trust, educate buyers, and shorten long, complex sales cycles.

After speaking with some of these 11 fintech companies, a few clear themes emerged:



CONTENT IS STILL KEY

Content is still the most effective way to build trust: In B2B fintech, where the stakes are high and decisions are slow, buyers need depth, clarity, and proof.



MULTIMEDIA MATTERS

Different Ideal Customer Profiles (ICPs) consume information in different ways. High-performing teams combine written content with video, audio, and visual formats to meet audiences where they are and build credibility faster.



EXPERTS ARE ESSENTIAL

Without subject-matter expertise, content can actively erode trust. The best fintechs understand how important it is to put their experts at the centre of their content process.



STRATEGY AND IMPLEMENTATION

A strategy for LLM visibility and implementing AI is crucial. AI is changing how companies do marketing, as well as how buyers consume and do research. The top companies are constantly experimenting, learning and pushing the boundaries of what's possible with AI.

At Mint Studios, we'll keep pushing the content industry forward: asking hard questions, challenging assumptions, and bringing fintech marketers together to figure out what truly works.

[Join our Mint Studios Newsletter](#) to stay up to date with what we find!

Thanks to everyone we interviewed!

We want to say a big thank you to all the marketing leaders who shared their time with us and walked us through their approach to content at their company.

The marketing industry in fintech and financial services is only going to grow, and it's a privilege to be a part of it and to speak to the people who are experimenting and pushing it forward.

We remain dedicated to driving the industry forward by uncovering key trends, data points, and insights on content marketing in financial services you won't find anywhere else.



Mint Studios

About Mint Studios

Mint Studios is a content marketing agency that helps financial companies acquire customers and position themselves as the experts with conversion-focused content.

To learn more about what we can do for your company, please visit: mintcopywritingstudios.com

Why do companies work with us?

- You'll get customers and revenue, not just blog posts and audits
- You'll get expert financial content that positions you as a thought leader
- You'll get a knowledge partner, not just an execution partner

We do content: you get new business.

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