MINT STUDIOS REPORT | 2026

7 leaders. 4 questions.

What fintech marketers are *betting on* in 2027, straight from the Money20/20 USA show floor.

01 What's your big focus for 2027?

02 What fintech tactic is undervalued?

03 How are you using AI in your marketing?

04 Where would 20% more budget go?

MONEY 20/20 by informa
USA
18-21 OCTOBER 2026
LAS VEGAS

THE FINTECH MARKETING HUB

Mint Studios

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A NOTE FROM ARAMINTA



Money20/20 is where many fintechs announce what they're building, and there's a rare congregation of fintech marketers to talk about how they'll sell it.

So between sessions, I talked to 6 fintech marketing leaders from IXOPAY, Flutterwave, dLocal, CompoSecure, Saris AI and Proof and asked them the same four questions (I also asked similar questions to Adyen on a recent webinar we held).

Even though AI and AI agents were the talk of the show, the marketers I spoke to said they were investing more than ever in humanity: brand, storytelling, in-person experiences and customer referrals.

Some highlights include the fact that none of them would spend extra budget on paid media, AI is actually freeing up the team to do more creative work and AI search came up again and again as a channel that marketers are prioritizing.

Huge thanks to Money20/20 for having me and the Fintech Marketing Hub, as well as for inviting me to host a podcast episode at the MoneyPot.

Enjoy the insights and hope they're useful for your 2027 planning!

Araminta Robertson

Director, Mint Studios

Meet the 7 marketing leaders

Six interviews recorded on the Money20/20 show floor on October 19 and 20, plus insights from Adyen shared at our recent AI search webinar.



Morgan Morrill

Leads Marketing, IXOPAY

PAYMENTS INFRA

Payment infrastructure that brings orchestration, tokenization and payment intelligence under one roof, built for a world of "fluid commerce".



Yewande (Wendy) Akomolafe-Kalu

Head of Marketing, Flutterwave

AFRICA PAYMENTS

Payments infrastructure connecting global and African businesses. Now offers banking services in Nigeria.



Lanna Collares

VP of Marketing, dLocal

CROSS-BORDER

Cross-border payments in 60+ countries it calls "markets of the future". Founded in Uruguay ten years ago.



Lewis Rubovitz

Chief Marketing and Strategy Officer, CompoSecure

CARDS

The world's largest metal card maker, behind 200+ programs for issuers like Amex, Chase, Capital One and Robinhood.



Leigh Kloss

Head of Marketing, Saris AI

LENDING AI

Agentic AI for back-office lending workflows and QC compliance at banks and credit unions.



Courtney Leary

VP of Revenue Marketing, Proof

IDENTITY

Identity infrastructure for the internet, from online notarization to verified credentials and authentication for AI agents.



Kimberleigh James Gardener

Senior Digital Marketing Manager, Adyen

PAYMENTS FROM OUR AI SEARCH WEBINAR

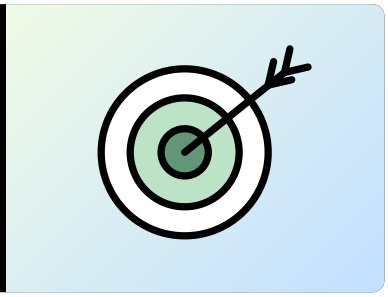
Dutch payments company and acquiring bank that lets businesses accept e-commerce, mobile and point-of-sale payments.

QUESTION 1

01 What's your big focus for 2027?

KEY FINDING

Half of the marketers interviewed are doubling down on brand and storytelling. The other half are focusing on getting to know their customer better than ever.



WHAT CAME UP

Brand, storytelling and human connection	**50%**
Sharper customer insight and targeting	**50%**
Winning AI search (AEO and GEO)	**33%**
Customer and product education	**17%**

Some are investing heavily in brand, whether that's a full rebrand at IXOPAY, a new chapter after a banking licence or dLocal's "emotional platform" built on sport. Others are going the other way, into data and customer insight. CompoSecure is turning its marketers into product managers, while Proof is replacing form fills with buying signals.

> *"Next year we want to really go in on customer education, product education and things that make the intangible nature of fintech more tangible."*
>
> Wendy Akomolafe-Kalu, Head of Marketing, Flutterwave

> *"You can't be everywhere all the time, even with AI. Intentionality to me is the word."*
>
> Leigh Kloss, Head of Marketing, Saris AI

> *"You're optimizing for prompts that people are already searching for. And it's hard to build the influence in that environment like how we used to."*
>
> Morgan Morrill, IXOPAY

Main takeaways

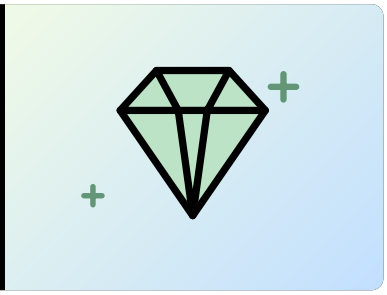
- Choose one main focus for 2027, whether that's building your brand or understanding your customers better, and put most of your budget behind it. Doing a little of both usually means neither gets enough investment to work.
- Although lead volume is a good leading indicator to track, make sure to connect it back to revenue, as it's the main metric CFOs trust. For example, use your CRM to track the pipeline value of deals that engaged with your content.

QUESTION 2

02 What's a fintech marketing tactic that is undervalued?

KEY FINDING

Tactics include Reddit, pre-launch waitlists, newsjacking and more. No matter which you pick, make sure it earns trust before asking anything from customers.



SOME OF THE ANSWERS

1. **Reddit**
   Morgan, IXOPAY. Merchant threads plus Reddit ads lifted EMEA direct traffic.

2. **Pre-launch waitlists**
   Lewis, CompoSecure. Robinhood built buzz for up to 18 months.

3. **Customers as a channel**
   Leigh, Saris AI. Case studies, referrals, a customer on every webinar.

4. **Newsjacking and intimate events**
   Courtney, Proof. Educate first, then get the right people in one room.

> *"Nobody's like, I want to make a payment. They're like, I want to pay for something."*
>
> Wendy Akomolafe-Kalu, Head of Marketing, Flutterwave

> *"There are merchants all over Reddit threads asking about payments."*
>
> Morgan Morrill, IXOPAY

> *"Look at what data you have in your CRM. It's such a wealth of information that you can use for content."*
>
> Kimberleigh James Gardener, Adyen (AI search webinar)

Main takeaways

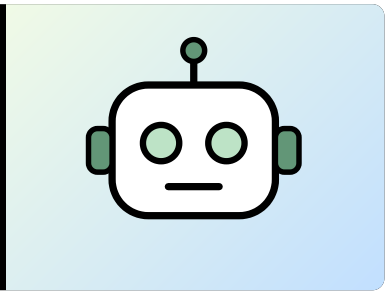
- Treat happy customers as a channel: case studies, webinar guests and reference calls. Fintech buyers trust peers more than vendors, and case studies with real numbers give LLMs proof to cite.
- Build a newsjacking playbook to publish expert commentary within 24 hours of a fraud or regulatory story. Use AI to spot stories and draft a first version, then have an internal expert add their take. Proof uses AI agents to turn each story into a blog post, landing page and emails.

QUESTION 3

03 How are you using AI in your marketing?

KEY FINDING

Everyone is using AI as part of their marketing, with the most common use case being research and reporting.



USE CASES MENTIONED

Research, reporting and internal ops	**67%**
Building their own agents and tools	**50%**
Personalized demos and video	**33%**
Keeping humans on the creative	**33%**

Proof runs four agents that turn AI fraud news into an email sequence, landing page and ad, and produced 100 tailored demos in under 24 hours. IXOPAY built a central "brain" from its brand guidelines so every team's AI tools stay on-brand. dLocal built its own marketing ROI model on top of its CRM, while others keep AI to text only, refining ideas a human started.

> *"I can't stop people from writing their own emails with their agents. But now I can connect their agents to our brand, at least."*
>
> Morgan Morrill, IXOPAY

> *"We spit out 100 tailored demos, with agents pulling from our Figma files and the prospect's brand kit, and get them out in under 24 hours."*
>
> Courtney Leary, VP of Revenue Marketing, Proof

> *"Videos used to be expensive. Now we're making them in house with AI at a fraction of the price, and we can tailor them to every market."*
>
> Lewis Rubovitz, CMSO, CompoSecure

> *"We used to open every social platform to check performance. Now it's all one dashboard, in real time."*
>
> Lanna Collares, VP of Marketing, dLocal

Main takeaways

- Personalize demos at scale. Feed AI your product screenshots and a prospect's branding to create tailored demos in hours. Buyers see the product working in their own world, which makes a long sales cycle easier to move.
- Bring video in house. AI video tools now make product explainers at a fraction of agency cost, so you can create versions for each market, vertical or persona. Keep them under a minute for LinkedIn.

QUESTION 4

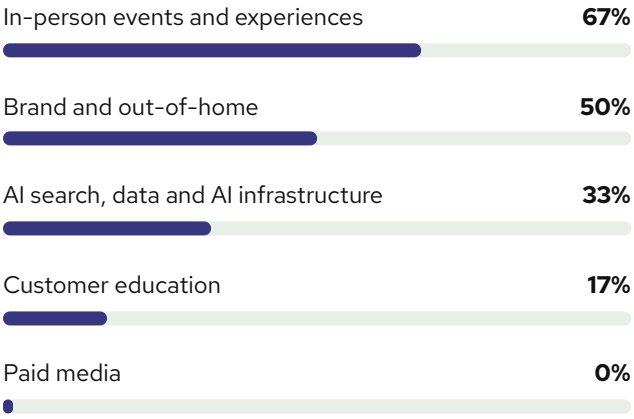
04 With 20% more budget tomorrow, where would it go?

KEY FINDING

Most marketers agree on investing more into in-person experiences. Interestingly, no one said paid media.



WHERE THE EXTRA 20% WOULD GO



The wish lists were bold: IXOPAY wants city takeovers, dLocal pictures a blimp over San Francisco and others would take ecosystem events into new markets. Saris AI would build ABM experiences for prospects and customers. The rest would invest in the infrastructure behind growth, from AI search expertise at CompoSecure to GTM engineering at Proof.

> *"Showing someone our ads four more times won't make them remember us. A giant balloon with our logo flying over San Francisco will."*
>
> Lanna Collares, VP of Marketing, dLocal

> *"I'd put it into city takeovers and unexpected brand experiences. Fun ways for people to remember who you are."*
>
> Morgan Morrill, IXOPAY

> *"I'd create targeted experiences for the accounts we really want, and bring our customers along. They're our best champions."*
>
> Leigh Kloss, Head of Marketing, Saris AI

Main takeaways

- Swap a slice of paid media for one memorable moment, like a customer dinner, a branded activation or a side event at a big conference. Invite your top target accounts and a few happy customers, so prospects hear about you from peers rather than your sales team.
- Get more from every event by planning the content before you go. Record a podcast or panel on site, then turn it into a report, short videos and LinkedIn posts, so one trip keeps working for months.

06 / THANK YOU

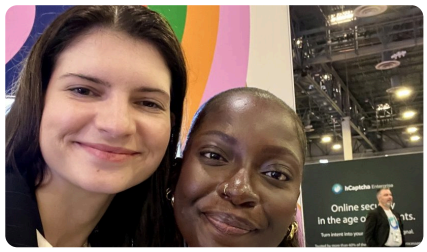
Thanks for a great Money20/20!

A huge thank you to all the marketing leaders who shared their time and were so candid with their answers. Fintech marketing is better when we share what's working.

THE INTERVIEWS







LIVE FROM THE MONEYPOT

How to show up in AI answers before your competitors do





I hosted a live episode of the Fintech Marketing Lab in the MoneyPot podcast booth with Mathieu Limousi (CMO, Thunes), Aimee Cole (Group Head of Marketing, ClearBank) and Jessica Kendall (Head of Content and Comms, Spinwheel). **Listen at mintcopywritingstudios.com/podcast**

- **Discovery, not acquisition.** Mathieu sees AI search as a discovery channel. For Aimee, its job is getting ClearBank onto the shortlist before an RFP lands.
- **20% to almost 70% share of voice.** Thunes grew its category share of voice in LLMs from about 20% in Q2 to almost 70% by October, built on existing website content and a heavy PR presence.
- **Say the same thing, often.** Jessica's advice is to repeat your core messaging and even your exact phrasing across your site. Original research is "a gold mine for LLMs".

FINTECH MARKETING HAPPY HOUR AT CARMINE'S

Thanks to everyone who joined us!







Mint Studios

About Mint Studios

Mint Studios is a content marketing agency that turns content into pipeline for fintech and financial services companies.

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.



"The team feels like a natural extension of the ClearBank Marketing team. They've taken time to understand the nuances of our business and our audiences. They challenge our thinking, support our strategy and deliver high-quality work."

Geoff Whitehouse, Group Content Lead at ClearBank

FREE REPORT

How Fintechs Can Win in AI Search



The playbook for showing up in ChatGPT, Claude and Gemini when your buyers ask.

Read the report

PODCAST

Fintech Marketing Lab

Conversations with the people marketing the world's fastest-growing fintechs.

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