

All Fincrime vendors make the same claims, who should you believe?

How fincrime software vendors market themselves

The homepages of 328 financial-crime software vendors, mostly from Europe, the UK and the US

Authored by Derrick Cramer, Founder, Gossamer

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Foreword

Most financial-crime software vendors open their homepage with a headline that most of their competitors could credibly claim as well. Of 328 vendors, 83% fail a strict test of distinctiveness and few say in their headline who the product is for. Where vendors do show proof, it rarely reaches the headline.

Every figure rests on public sources, chiefly vendor homepages recorded on 3 November 2026, and was rechecked against the live page on 4 November. The data and methodology section at the end explains how.

This report is a companion to *How Fincrime software vendors talk to the market after raising a round*, our study of 333 software vendors that sell financial-crime tools to banks, fintechs, insurers and other regulated firms. That report follows the money: who raised funding, who changed owner and what they did next. This one follows the message. It asks what those same vendors say about themselves at the top of their homepage. The field is crowded, with 95 fraud vendors and 78 in know your customer (KYC) and identity verification among those analysed here, so how vendors set themselves apart is a practical question for everyone who has to choose between them.

We put five questions to each homepage. What does the headline promise? Does it say who the product is for? Could a competitor say the same thing? What proof does the vendor show? And who speaks for the company in public?

The scope is narrow. We read the headline and the opening line beneath it, plus the proof shown on the homepage or the page cited in the research records. We did not code product pages or sales material, where many vendors sharpen their message.

The analysis covers 328 of the 333 vendors tracked in *How Fincrime software vendors talk to the market after raising a round*. Each headline was recorded on 3 November 2026, checked against the live homepage the next day and coded by AI agents against written rules, with a second blind pass on a random quarter of the vendors to test consistency. The data and methodology section sets out every rule, check and exclusion.

The report is written for four readers. Founders and marketers can see how their own headline compares with the field, and investors can see how the companies they back present themselves next to their peers. Buyers across compliance and fraud can see where on a vendor's homepage the proof usually appears.

Key findings

83%

would read as true for most competitors

1 Most headlines could belong to a competitor. On a strict test, the headline and opening line of 271 of 328 vendors (83%) would read as true for most competitors in the same category. Only 57 (17%) say something most competitors could not credibly say.

48%

lead with what the product is or does technically

2 More headlines lead with the technology than with a result. Almost half (158, or 48%) lead with what the product is or does technically. A quarter (85) lead with a risk outcome such as stopping fraud. Business outcomes such as growth or lower cost lead in 48 headlines (15%), and 37 (11%) simply name the category.

17%

name the buyer

22%

make a specific, checkable claim

3 Few headlines say who the product is for or make a checkable claim. Only 56 headlines (17%) name the buyer and 71 (22%) make a specific, checkable claim. Five do both and also pass the competitor test, while 199 (61%) do none of the three.

65%

show customer or partner logos

54%

link to case studies

4 Proof is on the page more often than in the headline. Nearly two in three vendors (65%) show customer or partner logos and over half (54%) link to case studies. Six headlines include a result number.

44%

of large, listed or acquired vendors have a named marketing leader

23%

of independent venture-backed vendors

5 Large, listed or acquired vendors more often have a marketing leader and less often name the buyer. In that segment, 44% have a named marketing leader, against 23% of independent venture-backed vendors. Their headlines name the buyer less often: 9%, against 22% of venture-backed vendors' headlines.

Most headlines could belong to a competitor

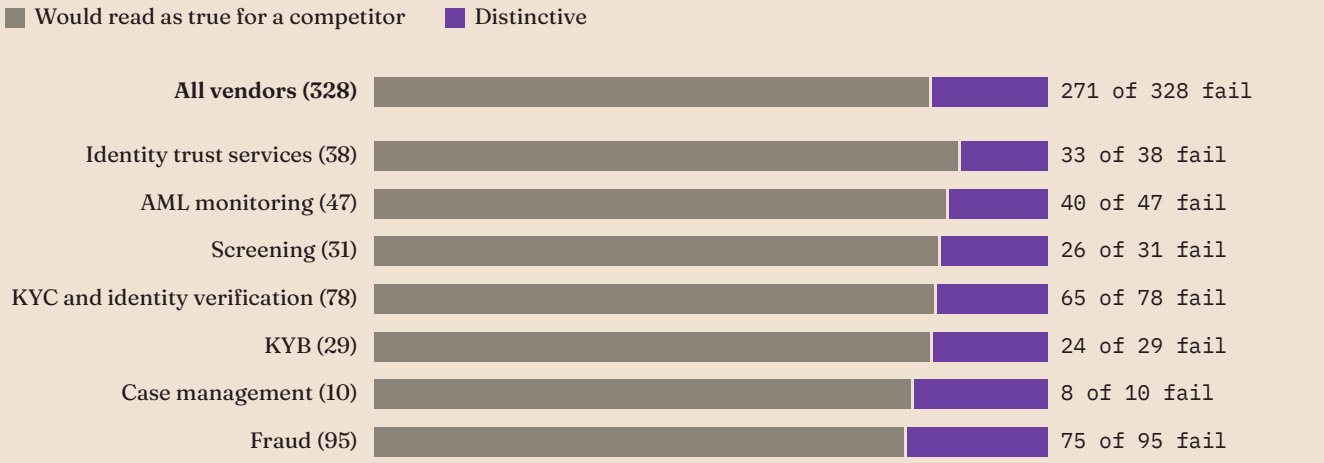
For each vendor we asked one question. Could most competitors in the same category put their own name to the headline and have it still read as true? The test is strict by design: a headline counts as distinctive only if most competitors could not credibly say it.

By that measure, the field sounds the same. Of the 328 headlines, 271 (83%) are interchangeable, and only 57 stand apart. For every distinctive headline, there are almost five interchangeable ones.

In every product category, roughly four in five headlines or more fail the test (Chart 1). The share is lowest in fraud, at 75 of 95 headlines, and highest in identity trust services, at 33 of 38.

Chart 1. Most headlines would read as true for a competitor.

Headlines that pass or fail the competitor test, by product category.



Source: vendor records and homepages, 328 vendors, checked against live pages on 4 November 2026.

The 57 distinctive headlines take different routes to standing out. Some name a specific mechanism or source of data, such as a shared network or consortium data. Some include a number, such as how far alert volume was cut or how many entities are covered. Others pick a narrow buyer, such as small banks or telecom operators, or cite a named certification or analyst ranking.

Five examples show the range. Each is quoted from the vendor's homepage as recorded on 3 November 2026 and confirmed on the live page on 4 November; a slash marks the break between headline and opening line.

Castellum.AI:	"Agentic Screening and Alert Resolution / Cut AML/KYC alert volume by 94% and alert review time by 83%."
Trustpair:	"Take Action Against Vendor Fraud / Trustpair remains the only platform with a proven zero-fraud track record for large-scale payment security."
IronVest:	"Intent verified. Both sides. / Intent is the missing layer in fraud prevention. IronVest closes that gap."
Sayari:	"We Spent A Decade Mapping The World's Shadow Economy. / Now we've built the judgment infrastructure that lets AI navigate it."
Salv:	"Find and stop the financial crime moving through your data / Fraud and AML software for banks and fintechs: detection your team controls, and a network of institutions for the cases that reach beyond yours."

Each of them passed the competitor test. Castellum.AI's opening line carries two result numbers, and Salv's opening line names banks and fintechs as its buyers and describes the network behind its product.

Technology leads the promise, and results come second

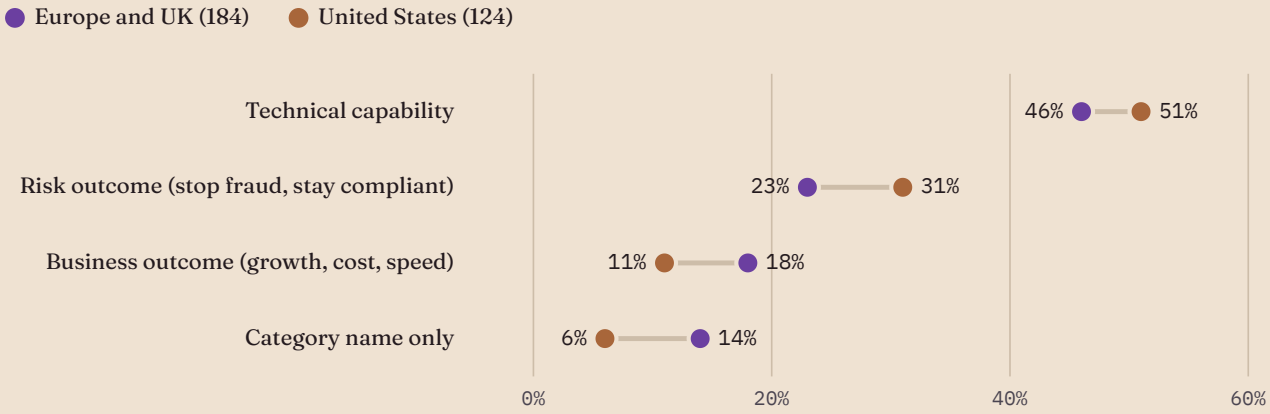
More headlines promise a capability than anything else. Almost half (158 of 328, or 48%) lead with what the product is or does technically: AI, a platform, real-time or data. A quarter (85, or 26%) lead with a risk outcome, such as stopping fraud, staying compliant or cutting false positives. Business outcomes (growth, conversion, cost or time saved) lead in only 48 headlines (15%), and 37 (11%) do no more than name the category.

In all, 113 headlines (34%) mention AI, agents or machine learning, and 72 of those lead with the technology itself.

The pattern holds on both sides of the Atlantic (Chart 2). European headlines lead with a business outcome more often than US ones (18% against 11%) and more often just name the category (14% against 6%). US headlines lean slightly more towards technology and risk. None of these regional differences is large enough to rule out chance, so it is fairer to say that vendors in the two regions promise much the same things.

Chart 2. Technical capability is the most common promise in both regions.

Share of vendors by headquarters, coded from the headline and opening line; Europe and UK 184 vendors, United States 124.

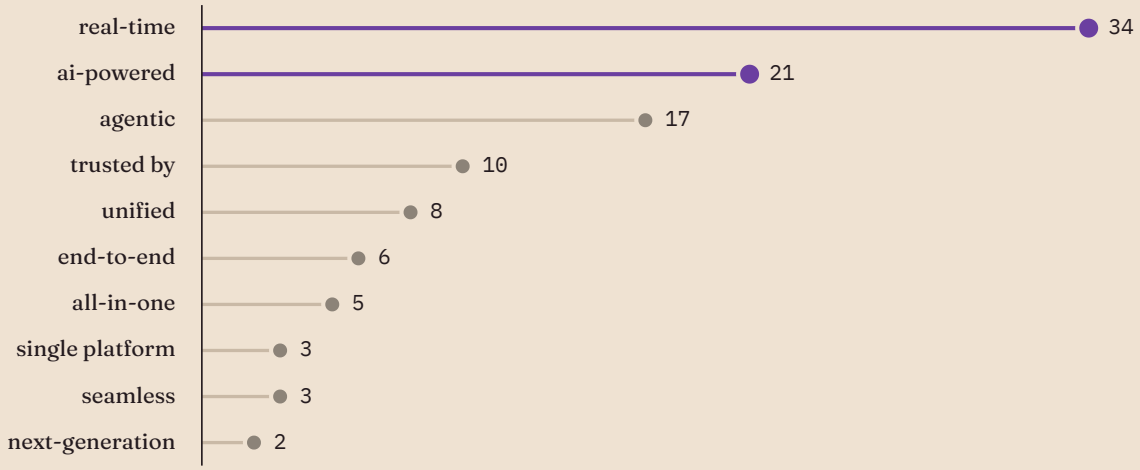


Source: vendor records and homepages, 328 vendors, checked against live pages on 4 November 2026.

The vocabulary repeats too: 89 vendors use at least one of ten listed stock phrases in their headline (Chart 3). "Real-time" is the most common, in 34 headlines, followed by "AI-powered" in 21 and "agentic" in 17. "Trusted by" appears in 10 and "unified" in 8, with "end-to-end", "all-in-one", "single platform", "seamless" and "next-generation" further down the list.

Chart 3. "Real-time" and "AI-powered" lead the stock phrases.

Number of headlines using each of ten listed phrases; 89 of 328 vendors use at least one.



Source: vendor records and homepages, 328 vendors, checked against live pages on 4 November 2026.

Few headlines say who the product is for

A headline can say who the product is for, make a claim the buyer can check, or say something a rival could not. Most headlines do none of these.

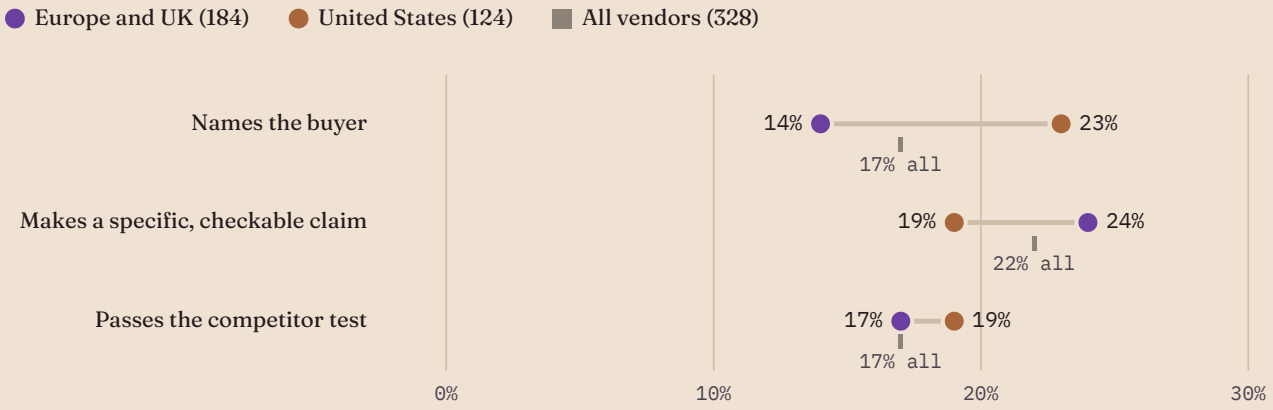
Only 56 headlines (17%) name the buyer (Chart 4), whether an industry (such as banks or fintechs) or a team (such as compliance or fraud). That leaves more than four in five headlines that name neither an industry nor a team, so the reader has to work out who the product is for. Specific, checkable claims appear in 71 headlines (22%): a number, a named customer, a certification or a concrete mechanism. Generic words such as "powerful" or "intelligent" do not count.

The three signals rarely come together. Just five headlines name the buyer, make a specific claim and pass the competitor test, four of them from European vendors and one from a US vendor. At the other end, 199 headlines (61%) do none of the three.

US headlines name the buyer more often than European ones, 23% against 14%. It is the clearest of the regional gaps. But we compared the regions on seven measures, and with that many comparisons one gap of this size could arise by chance, so this gap should be read with care. The gaps on specific claims and the competitor test are smaller (Chart 4) and could be chance.

Chart 4. Few headlines name the buyer or make a checkable claim.

Share of vendors whose headline and opening line show each signal, by headquarters region; the 20 vendors based elsewhere are counted only in the all-vendors figures.



Source: vendor records and homepages, 328 vendors, checked against live pages on 4 November 2026.

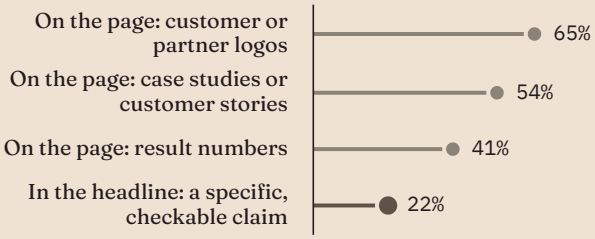
The proof is on the page, but rarely in the headline

Most vendors show proof somewhere on the page, but little of it reaches the headline. Of the 328 vendors, 212 (65%) display customer or partner logos on the homepage or cited page (Chart 5). Over half, 178 (54%), link to case studies or customer stories, and 135 (41%) show result numbers, such as "% fewer false positives".

The headlines carry much less of it. Of the 71 with a specific claim, most name a mechanism, a standard, a customer count, a speed or a price. Only 6 include a result number, such as a cut in alert volume, false positives or cost.

Chart 5. Proof sits on the page more often than in the headline.

Share of the 328 vendors with each kind of proof on the live homepage or cited page, and with a specific, checkable claim in the headline.



Source: vendor records and homepages, 328 vendors, checked against live pages on 4 November 2026.

Large vendors more often have a marketing leader and less often name the buyer

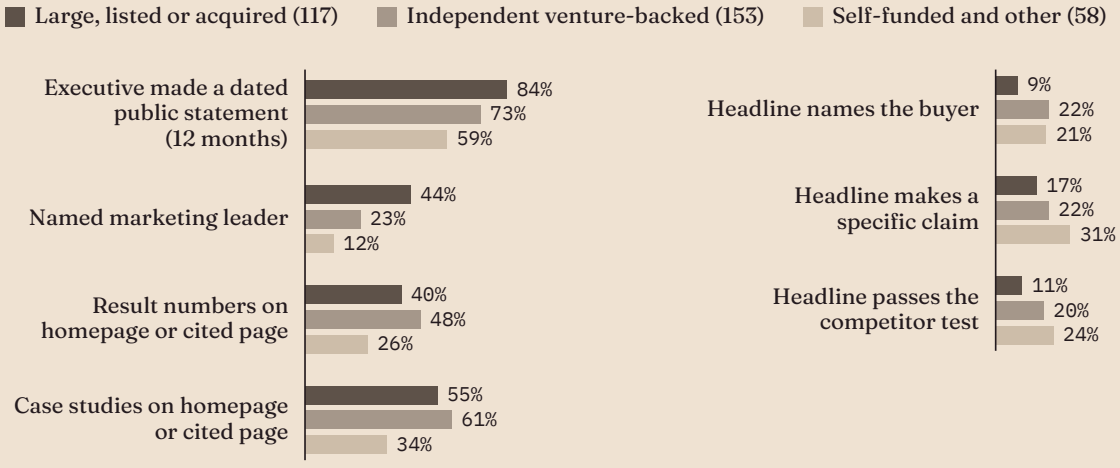
Large, listed or acquired vendors are more likely than independent venture-backed vendors to have a named marketing leader (44% against 23%), a gap too large to put down to chance (Chart 6). The segments are the same as in *How Fincrime software vendors talk to the market after raising a round*. In the past 12 months, 84% of large vendors had an executive make a dated public statement, against 73% of venture-backed vendors.

Public statements are common across the field. In the past 12 months, 244 of the 333 tracked vendors (73%) had at least one dated public statement by a founder, executive or named spokesperson. There were 398 such statements; 247 were posts or releases, and the rest were interviews, talks and podcasts.

In their headlines, large vendors name the buyer less often: 9%, against 22% of venture-backed vendors. That gap is unlikely to be chance on its own, although it is one of eight signals compared between the two segments, so it too should be read with some care. Large vendors also pass the competitor test less often (11% against 20%), but that difference could be chance.

Chart 6. Large vendors more often have a marketing leader and less often name the buyer.

Share of each segment with each signal; large, listed or acquired 117 vendors, independent venture-backed 153, self-funded and other 58. The full table is in the data and methodology section.

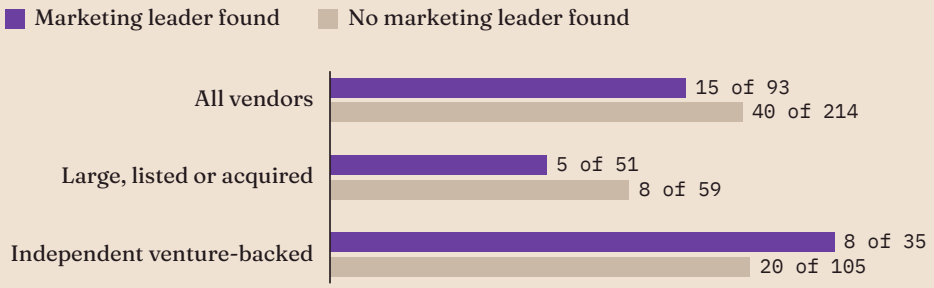


Source: vendor records and homepages, 328 vendors, checked against live pages on 4 November 2026.

Headlines from vendors with a marketing leader are no more distinctive than the rest. Vendors with a confirmed marketing leader pass the competitor test about as often as those where none was found, 16% against 19%, and the rates are also close within the large and the venture-backed segments (Chart 7).

Chart 7. Vendors with a marketing leader pass the competitor test about as often.

Share passing the competitor test, with or without a confirmed marketing leader; 21 vendors whose records could not settle the question are left out.



Source: vendor records and homepages, 328 vendors, checked against live pages on 4 November 2026.

Conclusion

The homepage headline is a vendor's opening claim about itself, and in this market most vendors fill it with a line that most competitors in their category could also use. We think much of what would sharpen those headlines is already on the page.

Why standing apart still matters, in our view

Distinctiveness and differentiation still matter, however often AI appears in the field's headlines. A headline carries only the first part of a buyer's engagement, and product pages, sales material and conversations do the rest. Even so, we think regressing to the mean in a headline, by saying what most competitors would say, can only hurt a vendor. The data cannot measure that harm, but it does show how common such headlines are: 83% would read as true for most competitors in their category.

If you write the headline

A version of the competitor test can be run in-house: put the names of several competitors in your category to your headline and opening line, and ask whether most of them could credibly say the same. The test is a judgement, so we would ask more than one person. If most could, we would rewrite the headline before anything else on the page.

Naming the buyer is the easiest improvement we can see, and few headlines do it: 17% name an industry or a team. Under our coding rules, "businesses", "enterprises" or "regulated industries" alone do not count, and we would apply the same bar to a draft. The five headlines that name the buyer, make a checkable claim and pass the competitor test show that a headline and opening line can do all three.

Most vendors already show customer or partner logos, case studies or result numbers on the page, yet only 6 headlines include a result number. Where a vendor has a result number to stand behind, it is worth asking whether the number belongs in the headline or opening line, as in Castellum.AI's opening line, which carries two.

Technical capability is the most common promise, so a headline that leads with AI joins the largest group. We would want such a headline to go on to say what the product lets the buyer do that a competitor's product does not. Business outcomes such as growth or lower cost lead in only 15% of headlines, so that ground is less crowded than technology or risk; where a

vendor can show such a result, we would consider leading with it.

If you lead a growing vendor

In our view, there is a risk that as a company grows and its client base broadens, its messaging changes, and not often for the better. The data is a snapshot, so it cannot show such a change. It does show that the headlines of large, listed or acquired vendors name the buyer less often than those of independent venture-backed vendors, 9% against 22%, a gap to read with some care because it is one of eight signals compared. Large vendors also pass the competitor test less often, although that gap could be chance. It is worth asking whether a headline widened to cover every customer group still names any of them.

In our view, business leaders and marketers should decide how their company wants to sound to the market and settle that in the headline, before carrying the same message consistently through product, marketing and sales. A headline that names its buyer and passes the competitor test gives product pages and sales material a line to build on.

If you invest

The data gives no sign that a named marketing leader goes with a more distinctive headline. Vendors with one pass the competitor test about as often as those without, 16% against 19%. We would suggest that an investor asks a portfolio company to run the competitor test on its headline and show where its strongest proof sits, whether or not it has a marketing leader.

If you are buying

More than four in five headlines do not say which industry or team the product is for. The proof usually sits elsewhere, in logos, case studies and result numbers on the homepage or cited page. Because a result number can be the vendor's own claim, we would ask each vendor on a shortlist which customer a number comes from and which industry or team the product was built for.

What to watch

Headlines change: 11 vendors showed a different headline on 4 November from the one recorded the day before, so a rerun of the same test will show whether the interchangeable share moves. With 113 headlines mentioning AI, agents or machine learning, the same coding will show whether that wording spreads or thins out.

Data and methodology

Scope

The study covers the 333 vendors tracked in *How Fincrime software vendors talk to the market after raising a round*, with the same segments and regions. In this report, "European" includes the UK. Five vendors are left out of the headline analysis (see live confirmation below), which therefore covers 328. The regional figures cover 308 of them; the other 20 are headquartered elsewhere and count only in the totals. The segment figures cover all 328: 117 large, listed or acquired vendors, 153 independent venture-backed vendors and 58 self-funded and other vendors.

Of the 328, 315 had their coded headline confirmed on the live page. Another 11 were recoded to their live headline, which differed from the 3 November record. The remaining 2 have rotating headlines and keep the wording recorded on 3 November.

How the homepages were recorded

- Each vendor's headline and opening line were recorded on 3 November 2026 for *How Fincrime software vendors talk to the market after raising a round*, from the live homepage where it could be fetched. For 23 of the 333 tracked vendors, 20 of them among the 328 analysed here, all or part of the text came from a search-engine copy of the page. For 18 large companies with several businesses, we used the page of the unit that sells financial-crime tools.
- On 4 November a web extraction service returned text for most homepages. Much of this text turned out to be a stored copy of the page from an earlier date, a redirect notice or navigation only.
- We therefore coded the 3 November headline for all but 7 vendors, before the live recodes described below. For 5 of the 7, the 4 November text was dated 3 or 4 November and showed a fuller or different headline. For the other 2, the 3 November record came from a search excerpt or a different page, and the 4 November text, dated October 2026, was a copy of the homepage itself.
- For 14 more vendors, the coded wording comes from the 4 November text and differs slightly from the 3 November record, with the same meaning. Another 8 differ from the record only in translation or formatting.

Live confirmation on 4 November 2026

On 4 November every homepage was fetched again as a live text copy and opened in a real browser. The browser saved a dated screenshot for 331 of the 333 homepages. For the other 2, it showed a browser error page at capture time (one vendor's web address redirects to the other's). One of these vendors is left out (see below), and the other is counted from its live text copy fetched the same day. Of the 333 tracked vendors:

- for 300, the coded headline was confirmed against the live text copy of 4 November (for 12 of them the first check found only part of the headline, and a second review of the live text and the screenshot confirmed it);
- for 15, it appears in the browser capture of the live homepage (for one of them in its original language, as the headline was coded from an English translation);
- 2 have a headline whose last words change in a word-swap animation inside one heading, and the live page showed a different wording from the one recorded on 3 November; they keep the coding of the recorded wording;
- 11 showed a headline on 4 November that differed from the 3 November record and were recoded from the live page: 10 using the browser capture and its screenshot, and 1 using the live text copy alone, because the browser capture later that day showed a site error;
- 5 are left out: 4 because neither the live text copy nor the browser capture showed a headline that could be matched or coded, and 1 because the address checked live opens a company page announcing a change of name, not a homepage with a positioning headline.

Coding

All coding was done by AI agents working from the written rules below. A first pass coded all 333 vendors. Separate passes then recoded 76 headlines using the 3 November record, mostly because the first pass had coded them from an outdated stored copy, and recoded the headlines of 11 analysed vendors using the live page.

The coding rules, applied to the headline and opening line together:

- **Buyer named:** the headline names an industry (banks, fintechs, insurers, credit unions, payments, gaming, crypto, government) or a team (compliance, fraud, investigators). "Businesses", "enterprises" or "regulated industries" alone do not count.
- **Promise:** the main thing the headline promises. Business outcome: growth, revenue, conversion, onboarding more customers, cost or time saved. Risk outcome: stop fraud, stay compliant, reduce risk or false positives. Technical capability: what the product is or does technically. Category name only: the headline just names the category. If two apply, the first one stated counts.
- **Specific claim:** a number, a named customer, a named standard or certification, or a concrete mechanism unique to the product. Generic words such as "powerful", "seamless" or "intelligent" do not count as specific claims.
- **Competitor test:** interchangeable if the headline would read as true and natural for most competitors in the same category. The test is strict by design: a headline counts as distinctive only if most competitors could not credibly say it.
- **AI in the headline:** the headline or opening line mentions AI, agents or machine learning.
- **Stock phrases:** the headline uses one or more of ten listed phrases: "real-time" (34), "AI-powered" (21), "agentic" (17), "trusted by" (10), "unified" (8), "end-to-end" (6), "all-in-one" (5), "single platform" (3), "seamless" (3) and "next-generation" (2).
- **Result number in the headline:** of the 71 headlines with a specific claim, 6 include a result number, such as a cut in alert volume, false positives or cost. The rest name a mechanism, a standard, a customer count, a speed or a price.

Consistency of the coding

A second pass repeated the coding blind for a random 84 vendors (25%). Where the final headline text differed from the text the blind pass had coded (27 vendors), a fresh blind pass coded the final text. Six of the 84 are left out of the comparison because their headline was later recoded from the live page (3) or is left out of the analysis (3), so 78 comparisons are on the same text. Agreement shows the rules are applied consistently; it does not show that the rules are right.

Cohen's kappa on those 78, where 1 means perfect agreement:

Signal	Kappa
Buyer named	1.00
Promise	0.86
Specific claim	1.00
Competitor test	0.69 (95% interval about 0.44 to 0.88)

The competitor test and its interval

On the competitor test, 271 of 328 headlines (83%) are interchangeable. The 95% sampling interval for that share is about 79% to 87%. By category, the interchangeable headlines are: case management 8 of 10, identity trust services 33 of 38, anti-money laundering (AML) monitoring 40 of 47, screening 26 of 31, know your business (KYB) 24 of 29, KYC and identity verification 65 of 78 and fraud 75 of 95.

Promise by region

The counts behind Chart 2:

Promise	All vendors (328)	Europe (184)	US (124)
Technical capability (AI, platform, real-time, data)	158 (48%)	84 (46%)	63 (51%)
Risk outcome (stop fraud, stay compliant, fewer false positives)	85 (26%)	42 (23%)	39 (31%)
Business outcome (growth, conversion, cost or time saved)	48 (15%)	33 (18%)	14 (11%)
Category name only	37 (11%)	25 (14%)	8 (6%)

Signals by segment

The shares behind Chart 6, plus a row for customer or partner logos:

Signal	Large, listed or acquired (117)	Independent venture-backed (153)	Self-funded and other (58)
Executive made a dated public statement in the past 12 months	84%	73%	59%
Named marketing leader (a CMO, or a VP, director or head of marketing)	44%	23%	12%
Customer or partner logos on homepage or cited page	62%	70%	57%
Result numbers on homepage or cited page	40%	48%	26%
Case studies on homepage or cited page	55%	61%	34%
Headline names the buyer	9%	22%	21%
Headline makes a specific claim	17%	22%	31%
Headline passes the competitor test	11%	20%	24%

Statistical tests

Where a comparison between groups was tested, the test is Fisher's exact test.

- **Promise by region.** None of the four regional differences in the promise table above is large enough to rule out chance at the 5% level; the smallest p value is 0.060, for category name only.
- **Buyer named by region.** US headlines name the buyer more often than European ones (23% against 14%; $p = 0.046$). The report makes seven regional comparisons (the four promises, plus buyer named, specific claim and the competitor test), and this is the only one of the seven below the 5% level. With seven comparisons, one result of that size could arise by chance, so this gap should be read with care. The other six regional differences could be chance.
- **Marketing leader by segment.** Large vendors more often have a named marketing leader confirmed on a live page than venture-backed vendors (44% against 23%; $p < 0.001$).
- **Buyer named by segment.** Large vendors less often name the buyer in their headline (9% against 22%; $p = 0.008$). This gap is unlikely to be chance on its own, although the two segments are compared on the eight signals in the table above, so it too should be read with some care.
- **Competitor test by segment.** Large vendors pass the competitor test less often (11% against 20%), but this gap is not significant at the 5% level and could be chance ($p = 0.066$).

- **Marketing leaders and the competitor test.** The comparison in Chart 7 (with a marketing leader against without: 15 of 93 against 40 of 214; within segments, 5 of 51 against 8 of 59 for large vendors and 8 of 35 against 20 of 105 for venture-backed vendors) leaves out 21 vendors whose records could not settle whether a marketing leader exists.

Proof, executive voice and marketing leaders

These signals come from the *How Fincrime software vendors talk to the market after raising a round* records of 3 November. Each counts here only if it was confirmed on 4 November against a live copy of its cited page or, for proof, against a browser capture of the homepage.

- **Logos:** logos count if the browser capture shows three or more images that are labelled as logos or placed near customer, partner or investor wording. Five matches that were only the vendor's own logo, photos or certification badges were removed on review.
- **Case studies:** count if the page links to a case study or customer story.
- **Result numbers:** count if a sentence pairs a number with an outcome word; the sentence can be the vendor's own claim.
- **Executive voice:** a dated public statement in the past 12 months by a founder, executive or named spokesperson, confirmed on its live source. The figure of 244 vendors is out of all 333 tracked vendors; the segment shares are based on the 328 analysed here.
- **Named marketing leader:** a CMO, or a VP, director or head of marketing, confirmed on a live page.

Because each signal must appear both in the 3 November record and on the live page, these are close to lower bounds: a signal shown elsewhere on a vendor's site, or added or removed since, is not counted. The browser rule for logos is broad, so a few logo counts may rest on images other than customer or partner logos.

Limits

- A homepage is one page, and many vendors sharpen their message on product pages or in sales material.
- For a few vendors the top of the homepage showed a service notice, an award banner, an acquisition notice or a group page, and we coded what was shown. Short labels above the headline, such as an analyst ranking or a target market, were generally not coded; for a few vendors the recorded headline begins with one.
- The competitor test is a judgement and the least reliable of the signals. The interval around its kappa score is wide because few headlines in the double-coded sample were distinctive.
- Headlines change. Each coded headline was recorded on 3 November 2026 (or, for the 7 described above, taken from copies dated between 17 October and 4 November 2026) and found on the live page on 4 November. The exceptions are the 11 recoded from the live page and the 2 rotating headlines, whose live page showed another of their wordings.

Evidence and how this report was made

Dated homepage screenshots, live text copies and a claim-by-claim evidence register accompany this report. The research, coding and analysis were carried out with AI research agents working from public sources, under the author's direction and review.

About this report

The author

Derrick Cramer is the founder of Gossamer, a marketing consultancy in Amsterdam that works with B2B software companies in fintech and AI.

How to cite

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Contact

info@gossamergrowth.com
gossamergrowth.com



Gossamer
gossamergrowth.com