goodface

eBook

Convert like Stripe, Revolut & Paypal

30 conversion hacks
from top FinTech websites

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The FinTech world is all about high stakes, so your website isn't just a digital business card. It's your 24/7 sales team, trust builder, and brand ambassador. And it has just 50 milliseconds to make a first impression – faster than a blink of an eye!

To help you build an effective and high-converting website we've analysed the digital DNA of the top 15 FinTech players, unravelling their flows that make users click, convert, and return for more. Let's dive in.

Executive Summary

- We've put 15 top FinTech websites under the microscope;
- Uncovered 30 design tricks that turn visitors into customers;

- You'll learn how to:

  1. Craft headlines that make users go "Tell me more!";
  2. Show off features without boring people to tears;
  3. Use social proof in a smart way;
  4. Speake to different users without giving anyone the cold shoulder;
  5. Create buttons people actually want to click.

- We've got real examples from the likes of Stripe, Revolut, and PayPal;
- We've created training activities for you. If you complete them, by the end you'll have a toolbox of ideas to make your FinTech site shine.

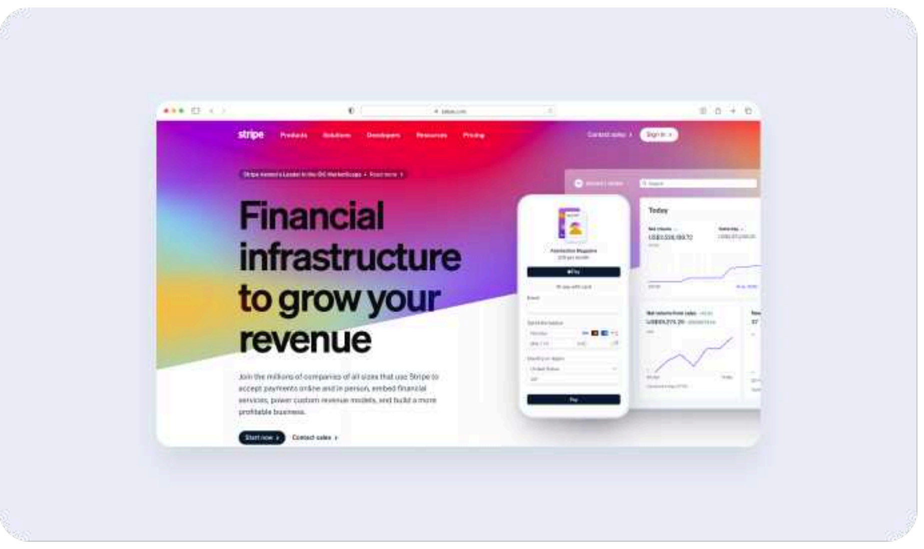
Next page: Value proposition + heroshot.

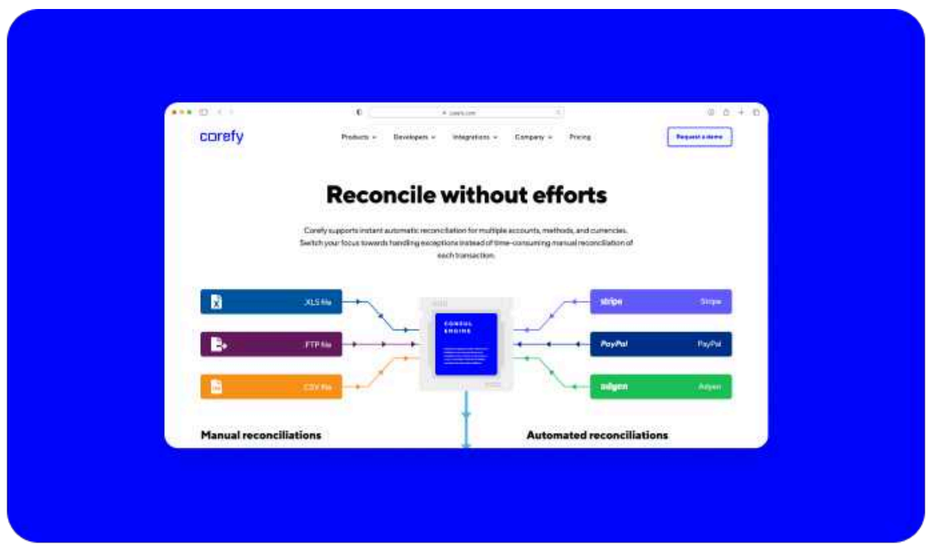
Chapter №1

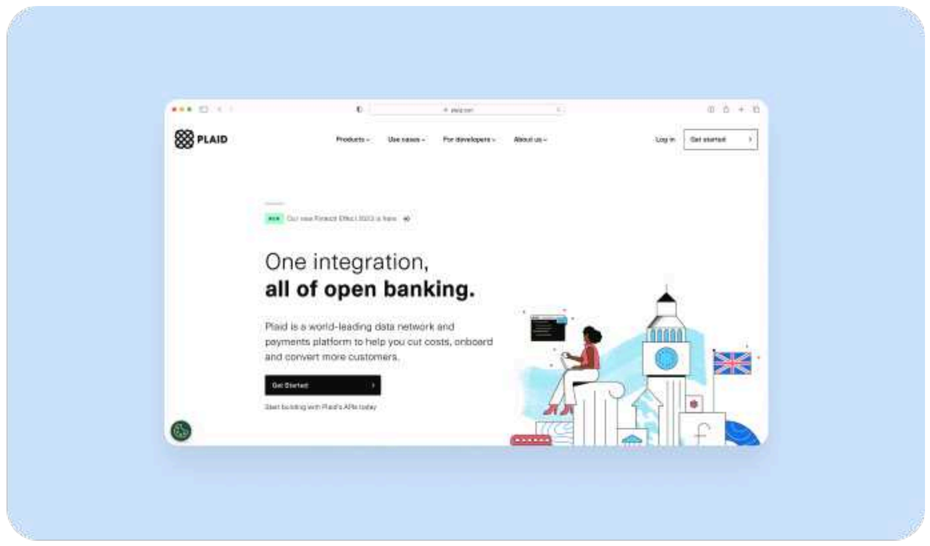
Value proposition + heroshot. How to engage your visitors with the first screen

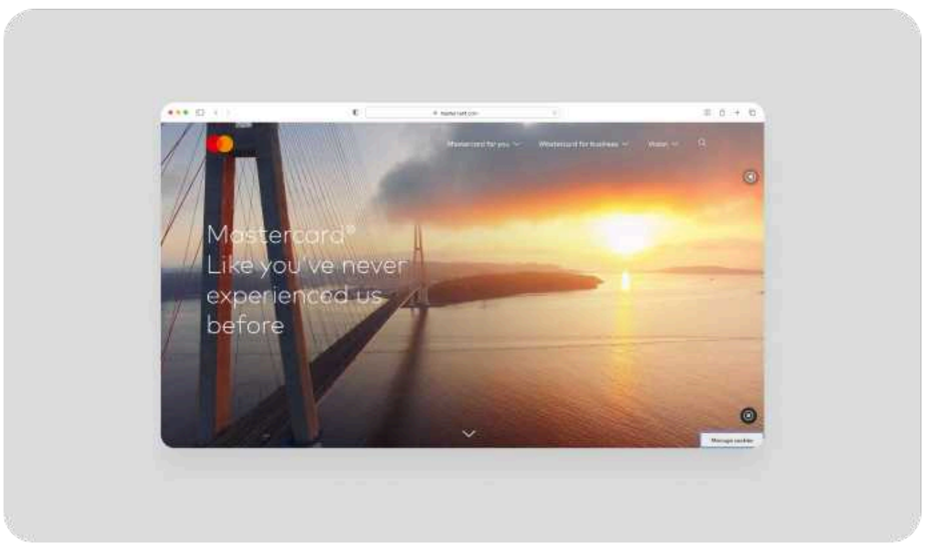
The first section of your website is the most important one. It has a value proposition – short text that describes which value your product provides. And hero shot – an engaging visual that captures a visitor’s attention. These two are the backbone of any FinTech website. Done right, these elements transform the essence of any financial tech into clear, compelling messages that grab their audience's attention.

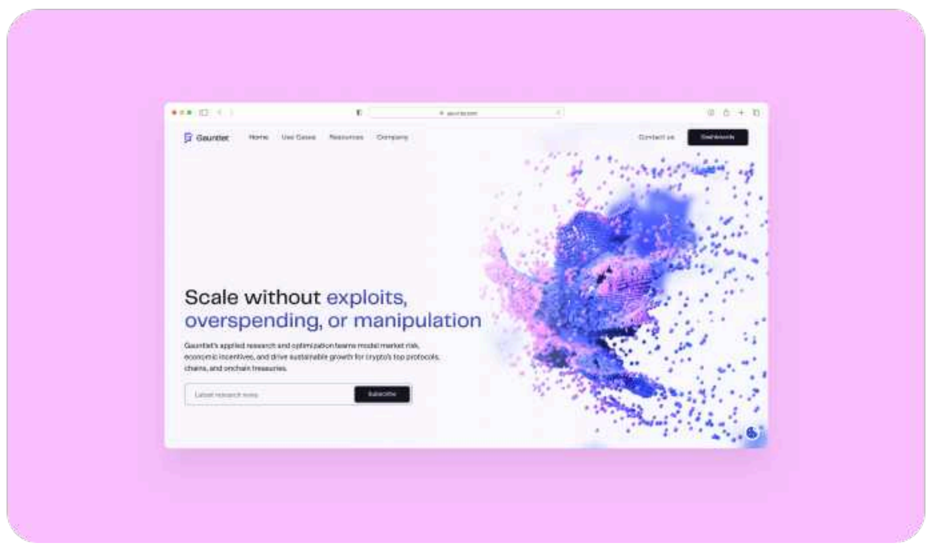
Let’s see how industry leaders like Stripe and Plaid craft these key pieces to stand out, build trust, and showcase their unique offerings. We'll break down their strategies and provide practical tips for your FinTech company.

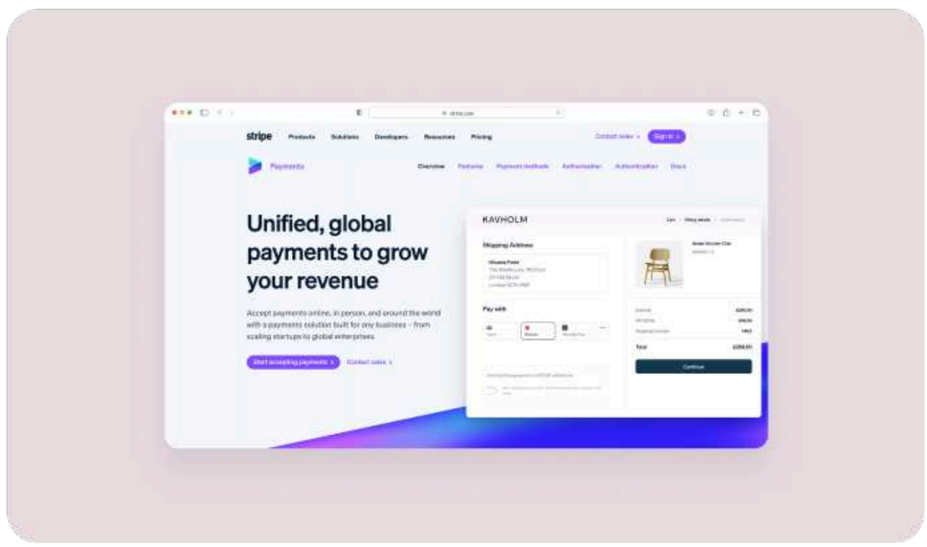




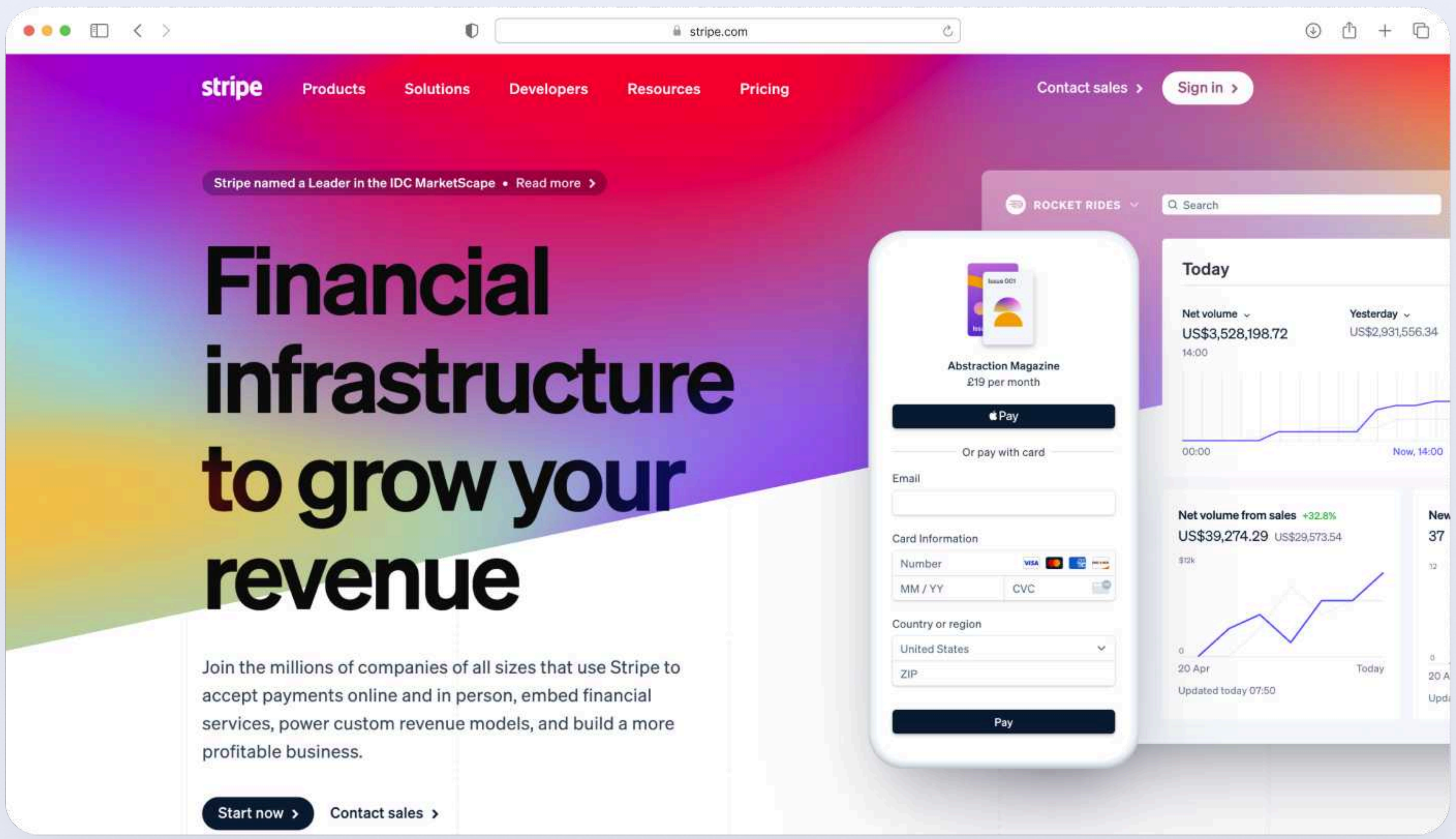








01 Describe how your product benefits your potential customer like Stripe

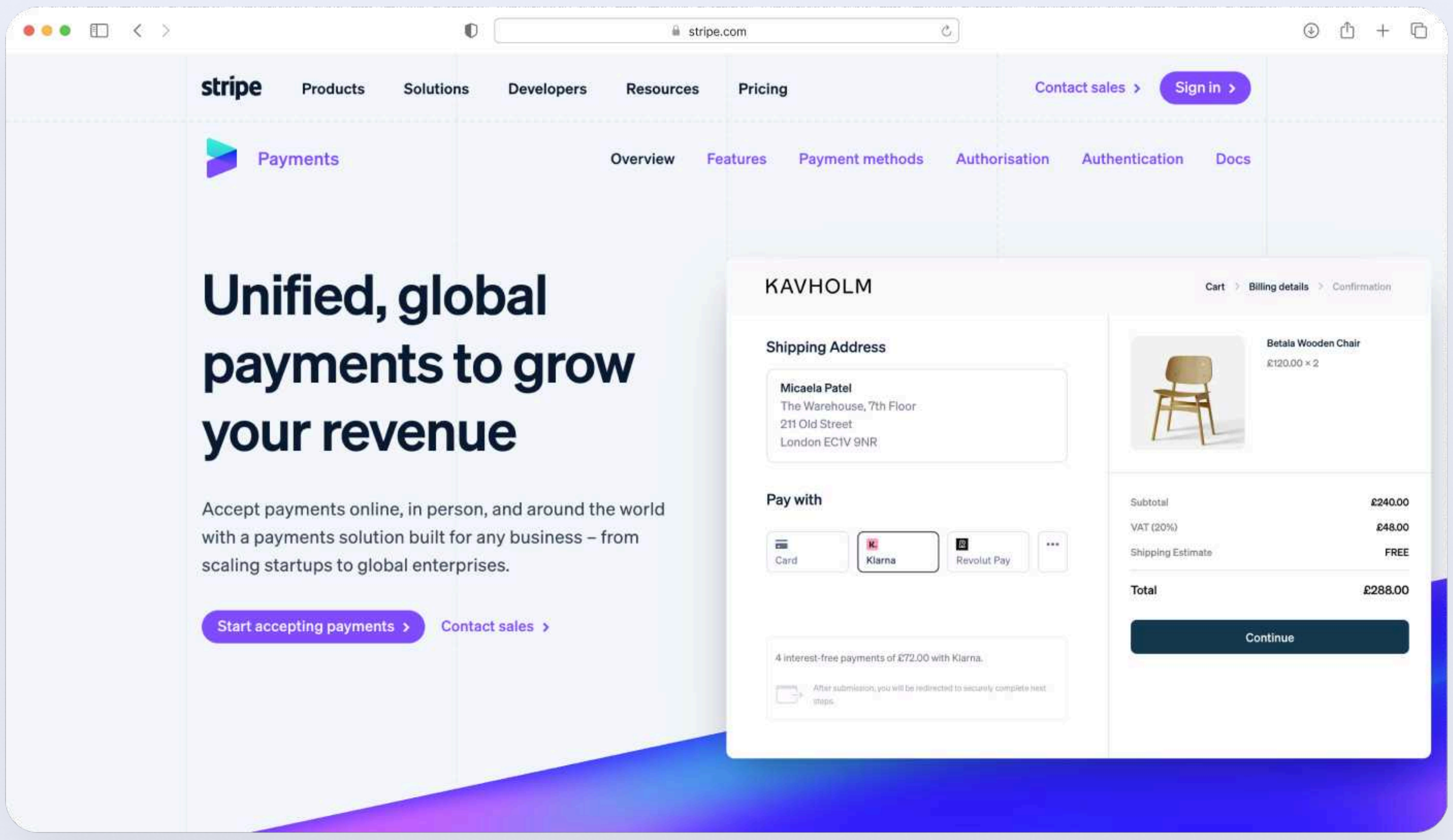


stripe.com ↗

Here's a great example of a Value Proposition from Stripe: 'Financial infrastructure to grow your revenue.' It describes the product in just a few words while clearly conveying its value to users – growing revenue. It's both concise and comprehensive – you don't need anything more.

The description text reinforces the value proposition. 'Join the millions of companies' – a killer social proof that wins a visitor's trust. Even if your product isn't like Stripe, you still can use this method. The social proof is followed by the key tasks (jobs to be done) users can accomplish with Stripe.

Another important piece is the showcase of the product – the hero shot section with screenshots. Stripe brags with the key dashboard showing the simplistic yet powerful design that serves a business that uses Stripe and a mobile version with a payment page for the business's end client. It reinforces the value proposition showing the multiplatformness and simplicity of Stripe.



stripe.com ↗

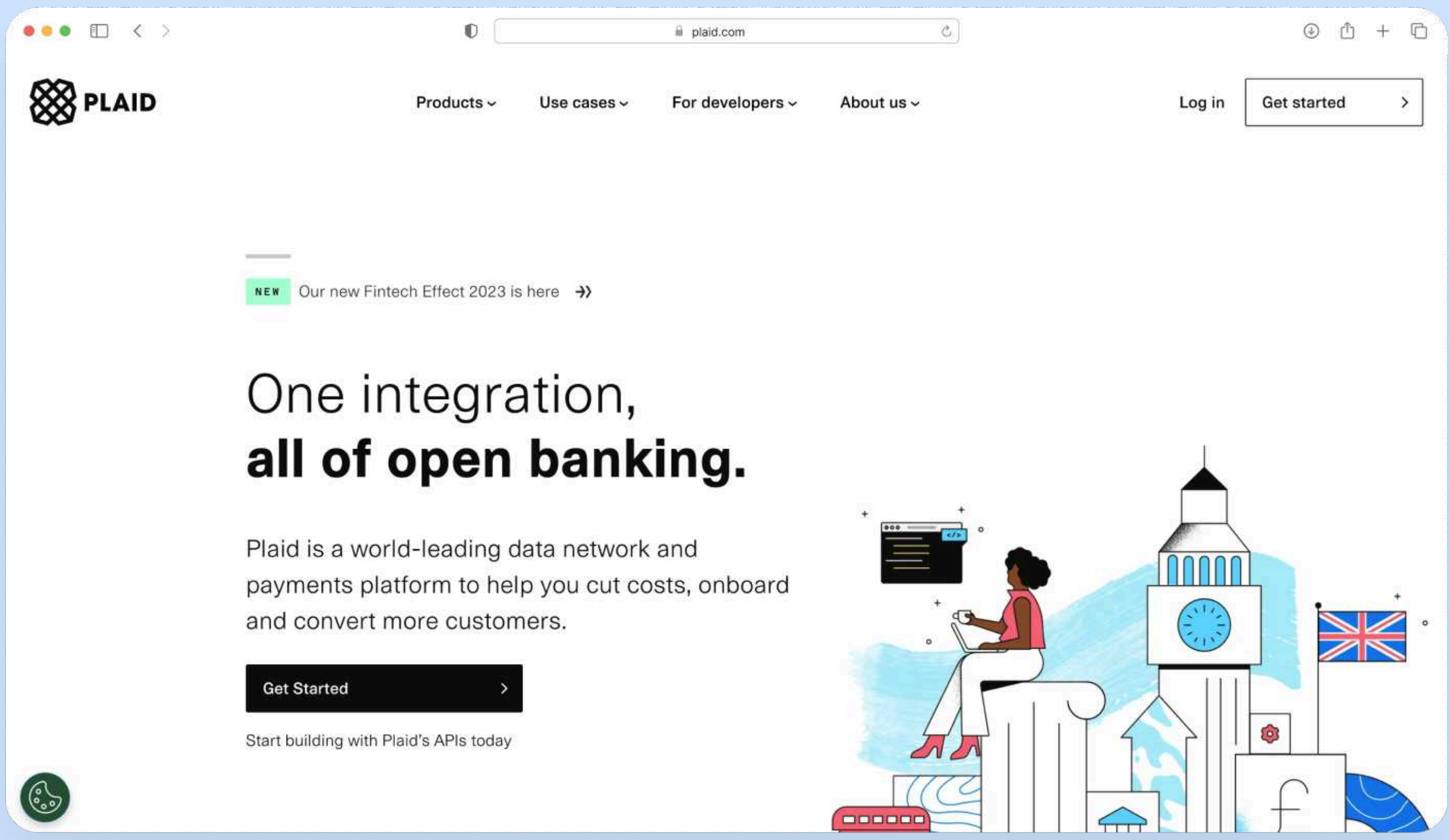
Workshop №1

Throughout the white Paper, you will notice the workshop sections, like this one. Their goal is to help you to better learn the insights from the success cases we have analysed. As a result, you will not just read about but 'own' the tactics explained here. We will start with simple techniques, gradually increasing the 'difficulty' by the end.

Describe your product in two or three words. Add two or three more that state the key benefit for your customer. Well done, you have developed a Value Proposition using Stripe’s structure!

Next page: Show your scale, but be local like Plaid

02 Show your scale, but be local like Plaid



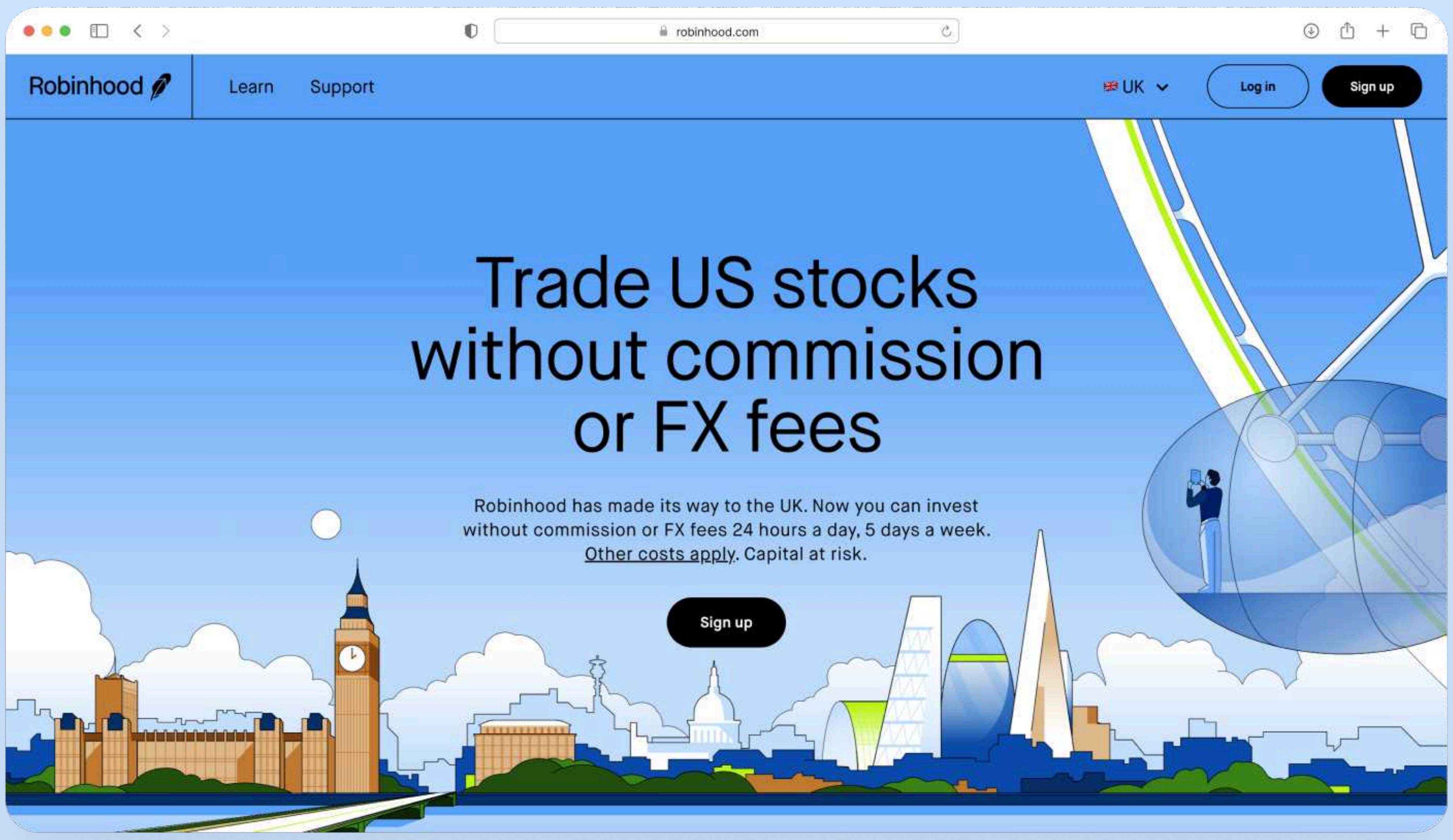
plaid.com ↗

Plaid’s homepage varies based on the location. Below you can see its landing page for the UK audience – when visitors land on the page, they see familiar scenes which unconsciously tell them: we operate on your market and we respect your culture. On top of that, the brand gets trust points by appealing to a visitor’s 'friend or foe' system. Imagine two international FinTech brands, one has the same homepage for all and another one has a unique page for each country. In most cases, visitors will prefer a more personalised version.

Another powerful part of Plaid’s first section is the value proposition. 'One integration – all of the open banking' – how many customer needs it covers! Speed, saving time, convenient infrastructure – you name it. It also appeals to different customer segments: CEOs, CTOs, CPOs and so on.

Their description reveals more details, appealing to the high-level business goals of cutting costs and getting more customers. And this is wonderful.

By the way, Robinhood uses the same trick in the UK:



robinhood.com ↗

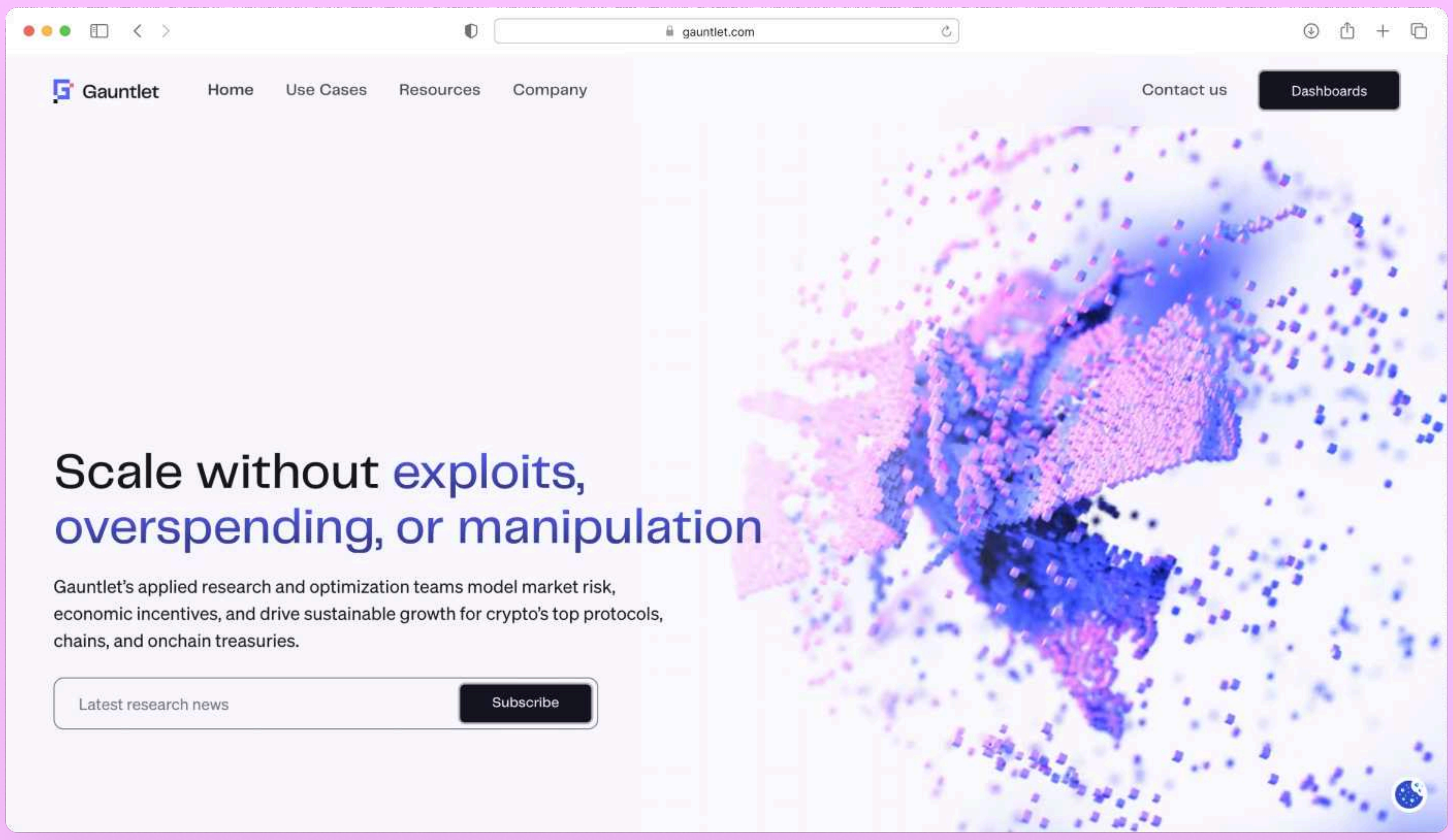
Workshop №2,3

- Check which TOP 3 countries deliver you the most revenue. Design a unique hero shot for each using the county's cultural images.

- Define your key target audience and the key needs of each segment. Brainstorm three variants of the value proposition that cover the needs of all segments.

Next page: Invite for a small step from the start and persuade with numbers

03 Invite for a small step from the start and persuade with numbers like Gauntlet



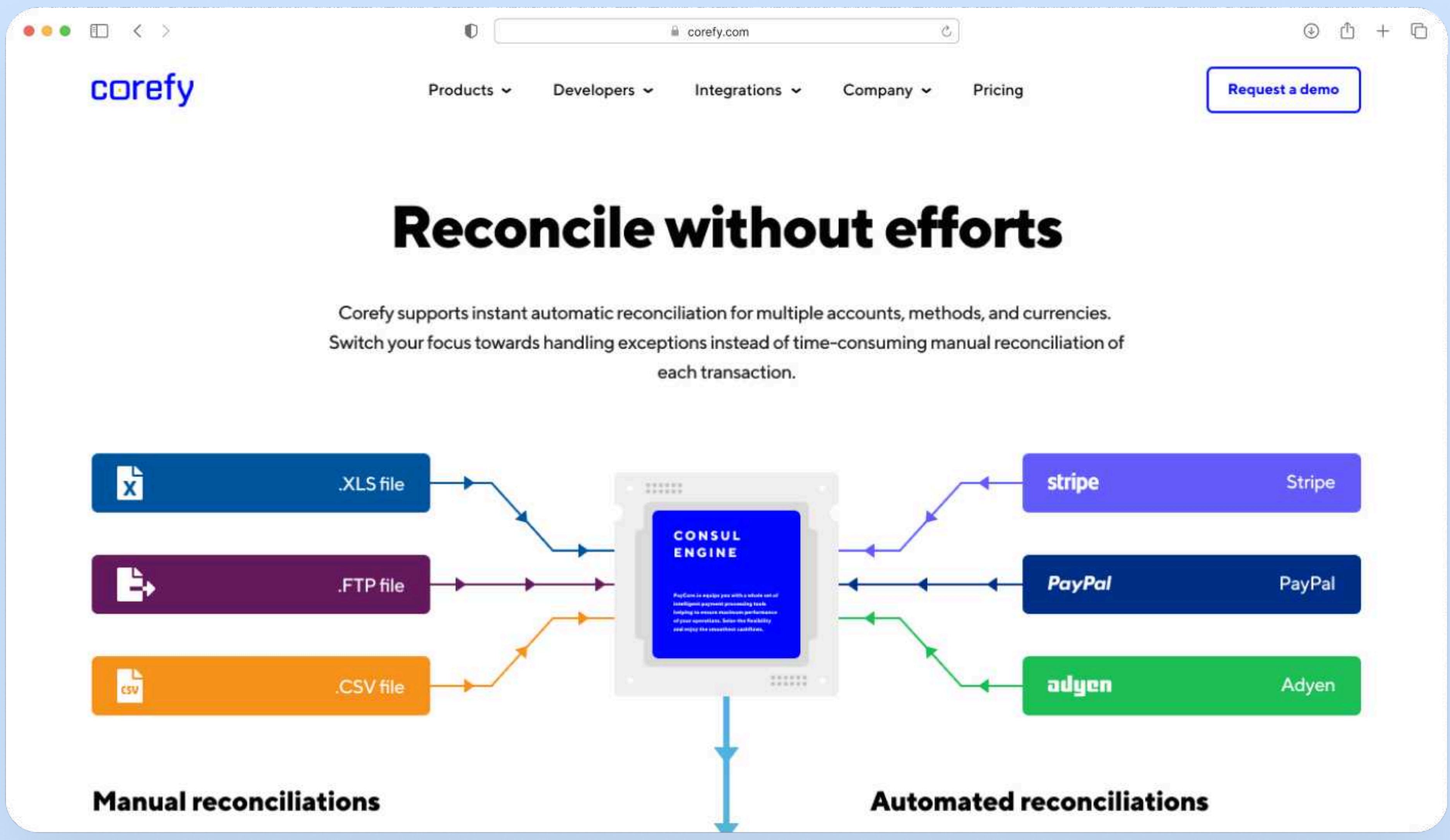
gauntlet.xyz ↗

From the start Gauntlet invites you to subscribe to their newsletter – they've put the subscription form right under the value proposition. But they do it smartly – by inviting you to subscribe to the latest research news, appealing to a visitor's need to keep up with their market.

This is a great example of a micro-conversion when we don't ask a visitor to buy at once. Instead, we start building relationships with them. Do you have a content piece that you could similarly provide to your audience? Try it. It works for Gauntlet.

Another powerful move from the company is to put the key stats on the first screen. Gauntlet's key value for users is to mitigate risks and it shows how much money they have saved for their customers. And the number $43 bln sells better than anything! Also, they show important parameters of their product as well as their influence in the scientific world. Very persuasive!

04 Use a diagram to show how your product is working like Corefy



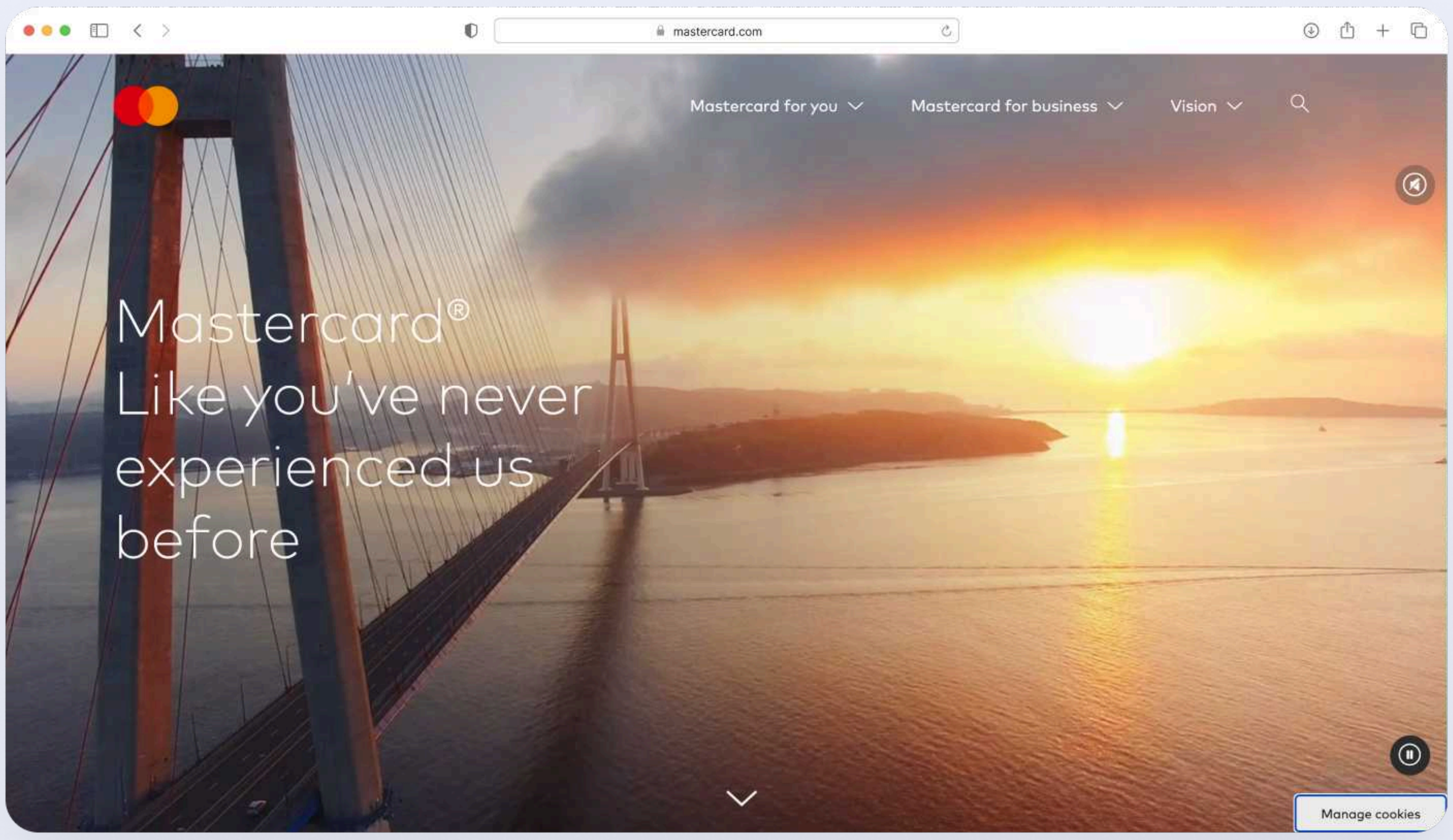
corefy.com ↗

Here is an example our agency Goodface created for Corefy: using an animated chart to show how the product works – it's a visual punch that's hard to ignore. The payment orchestration platform isn't just explained – it's brought to life through a sleek, animated diagram. You can visit its website to check it out.

The copy packs a punch too, positioning the platform as a 'universal feature-rich payment hub' that brings order to the chaos of global online payments. It describes the key feature – integration of different services, and the key benefits: unified communication, control and management. This is another approach you can use in your value proposition: mention the key feature and benefits from it.

Next page: Evoke emotion with an inspiring video like Mastercard

05 Evoke emotion with an inspiring video like Mastercard



mastercard.com ↗

Mastercard is known for its great emotional branding. They don't need to explain what they do, but they need to attract the audience and win the competition. Emotion is one of the ways to do it and when you visit Mastercard's website, they do stun you with breathtaking videos of bridges, waves and people. The trick is quite banal, but still works. If your brand is quite known, you can ~~copy it~~ steal it like an artist.

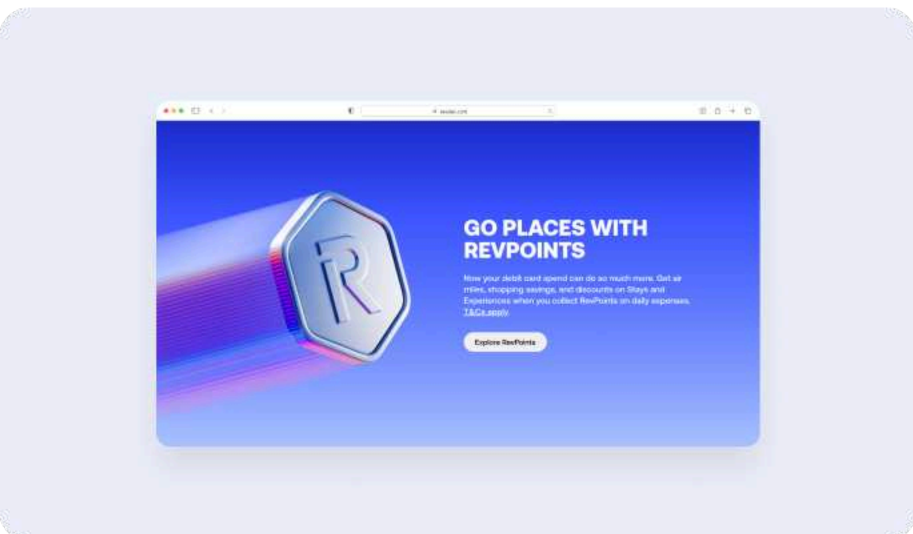
Next page: Benefits. Let's show your value to potential customers

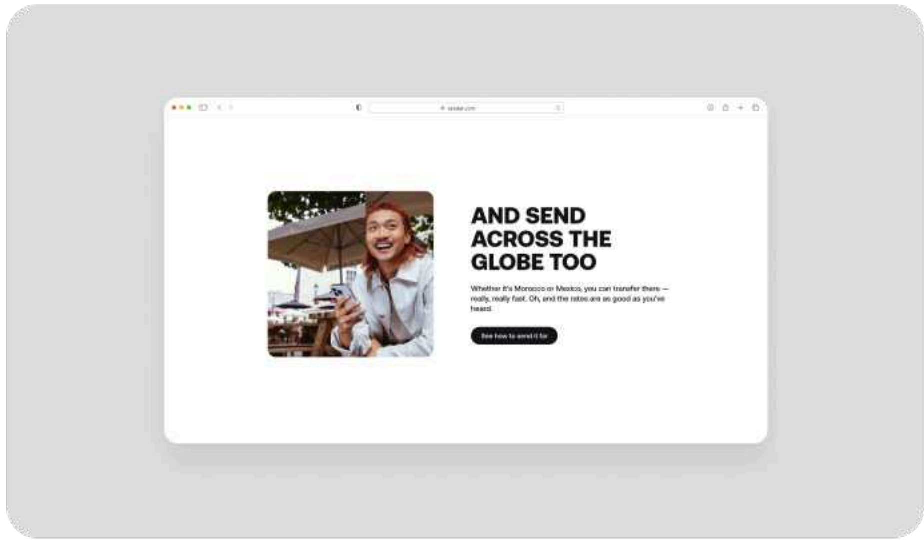
Chapter №2

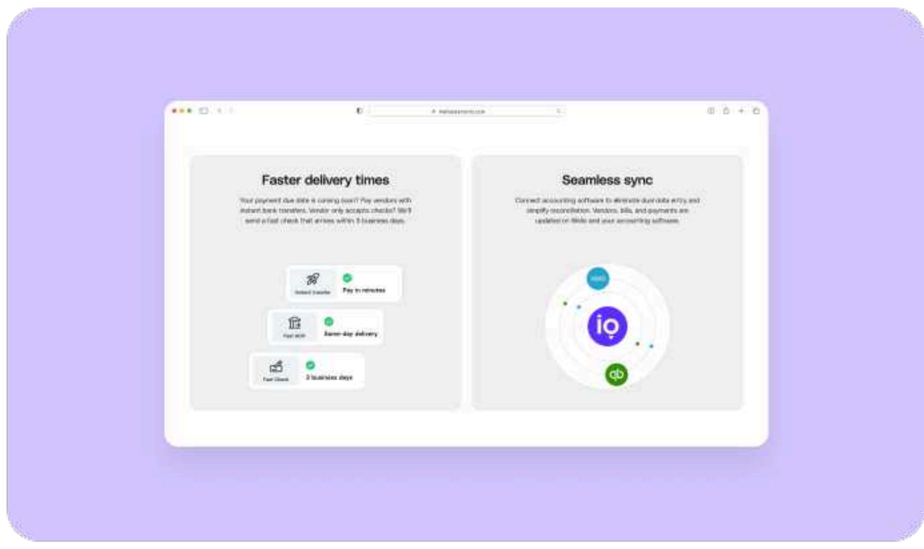
Benefits. Let’s show your value to potential customers

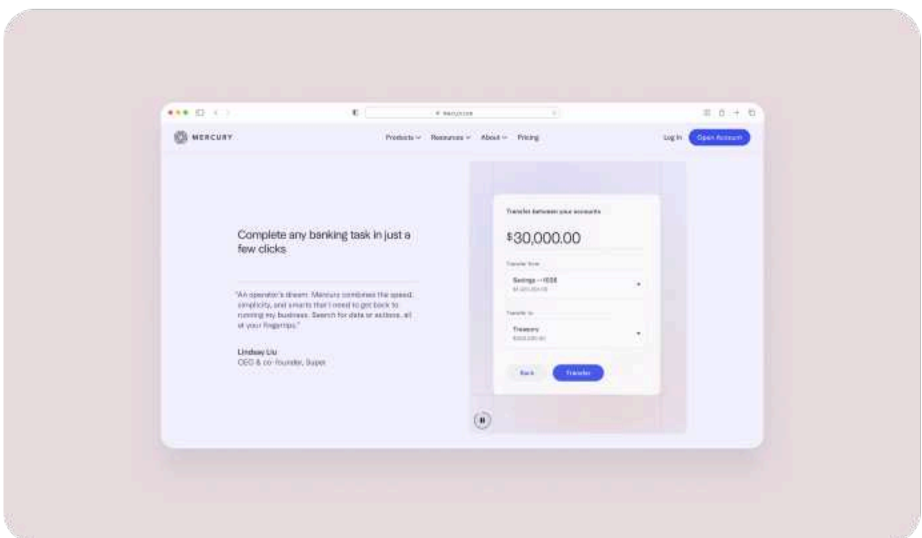
In FinTech, showcasing your product's benefits effectively can make or break your success. This section explores innovative approaches top FinTech companies use to highlight their key benefits to potential users.

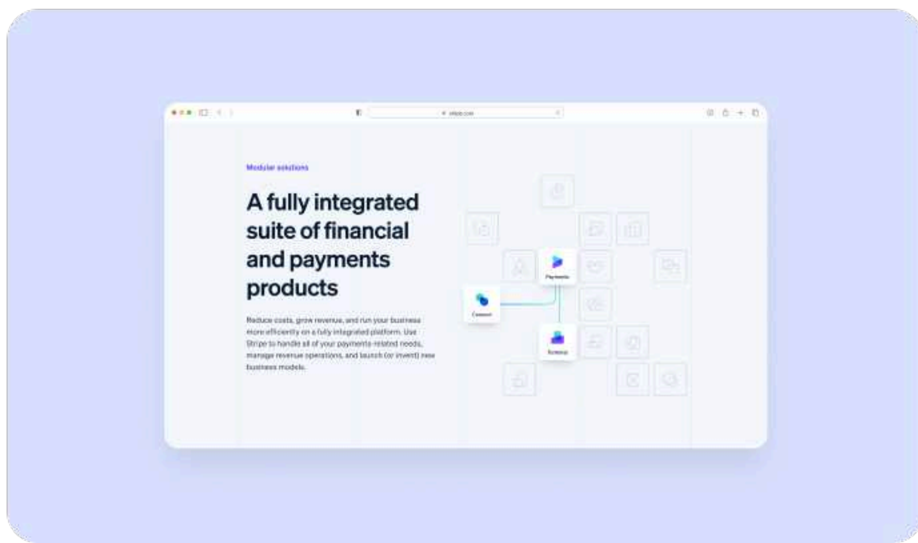
From Revolut's one-benefit-per-section strategy to Stripe's engaging mini-games, we'll dissect these techniques and provide actionable insights. Learn how to transform your benefits into compelling visual stories that resonate with your target audience and drive conversions.

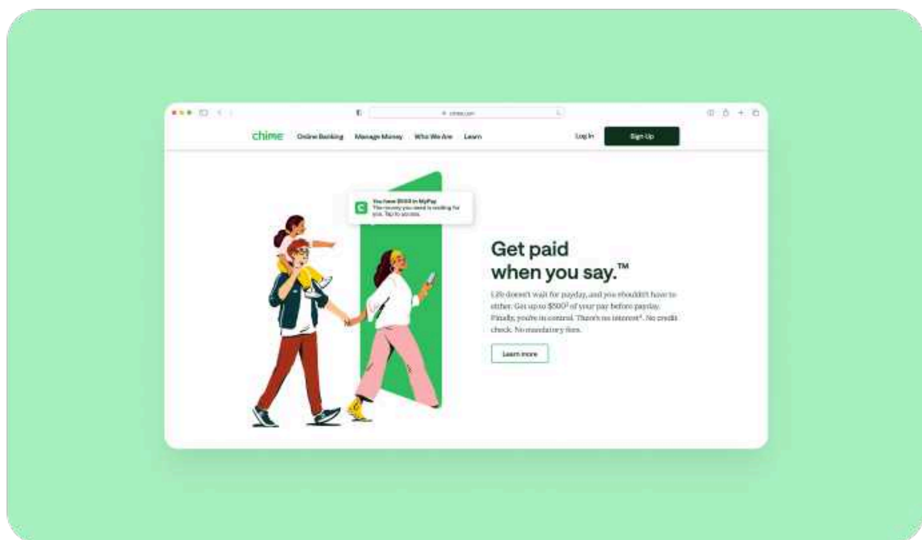




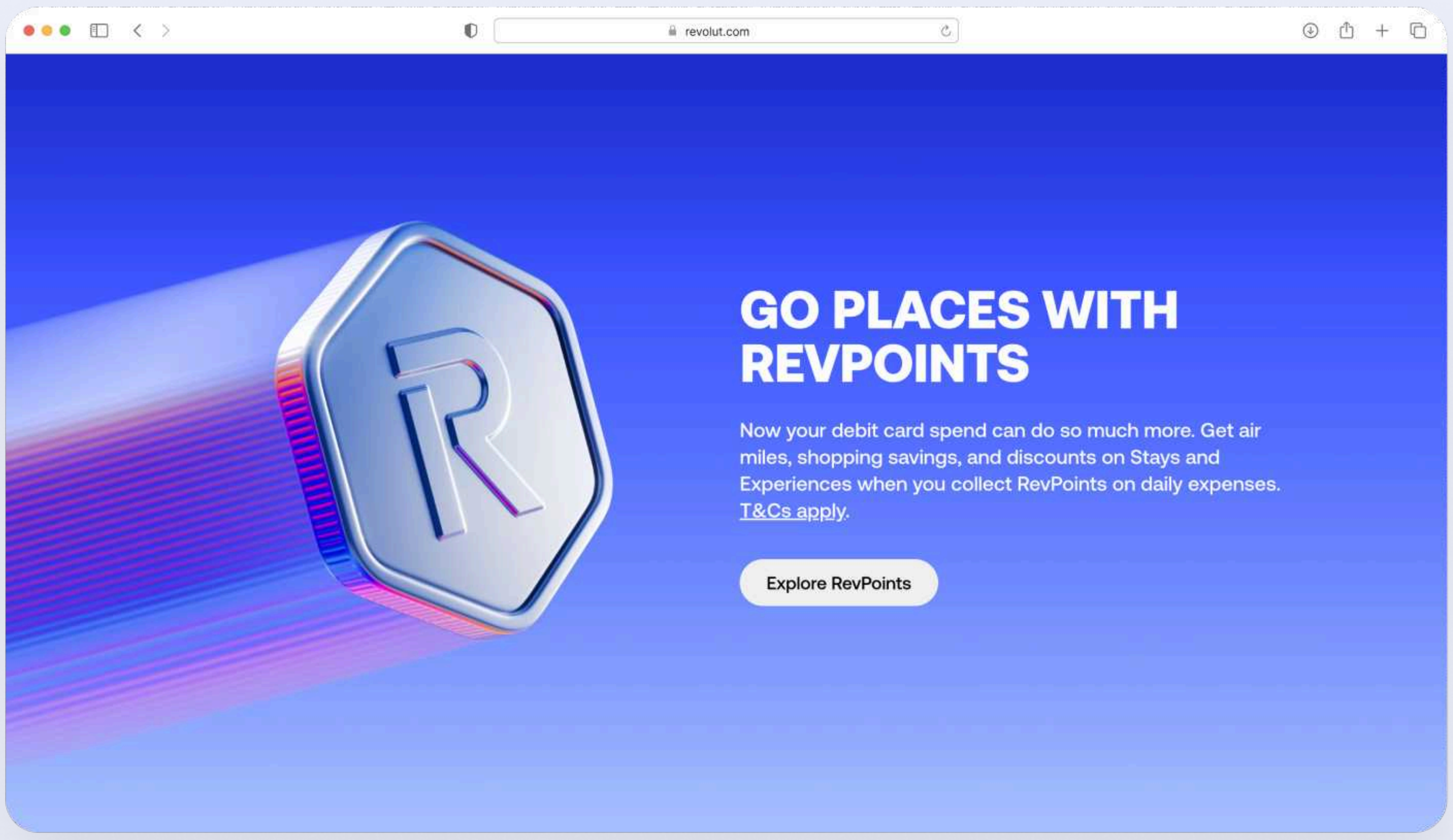






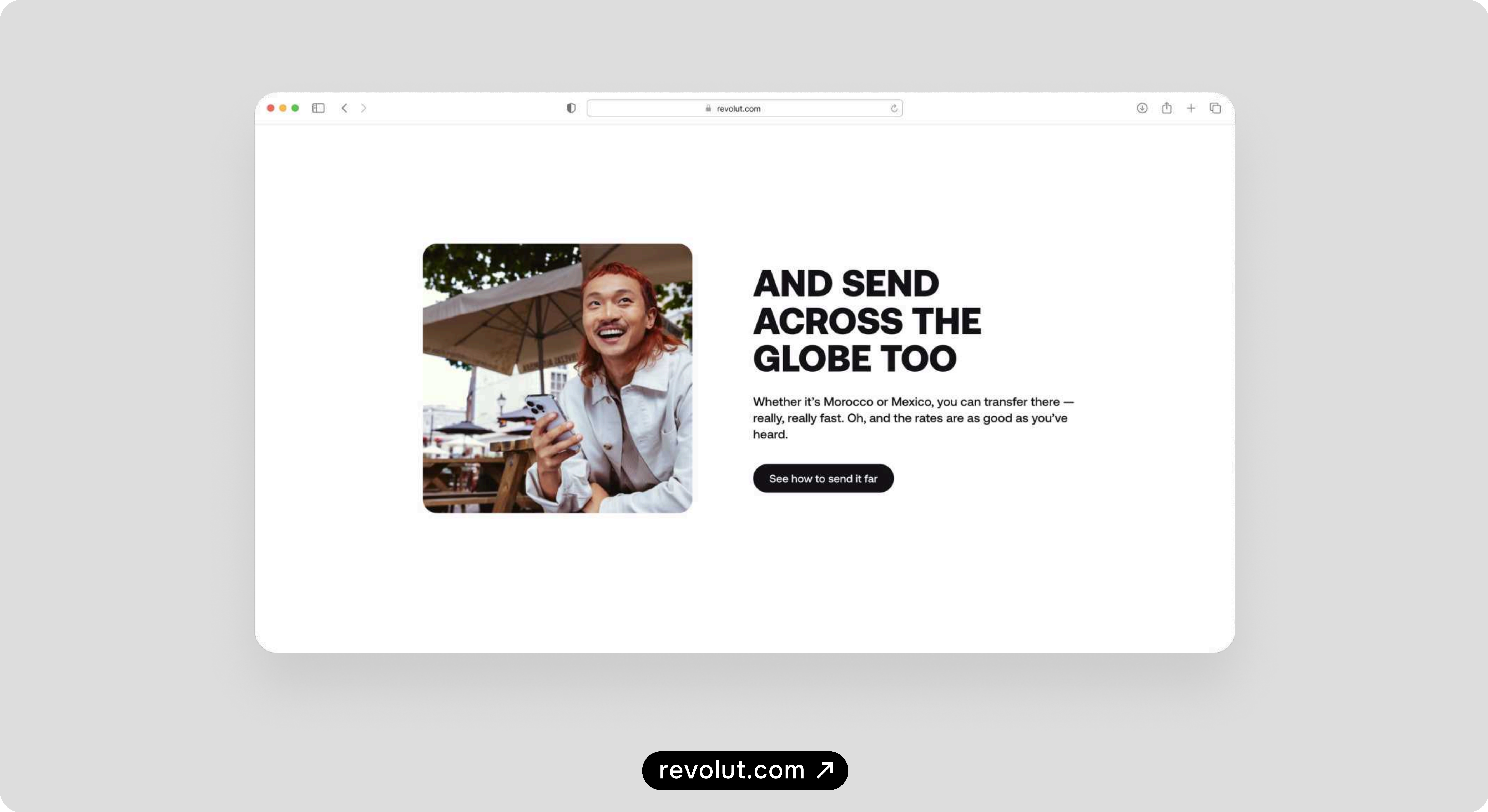


06 Do it in a simple way. One Benefit – One Section, like Revolut



revolut.com ↗

Revolut has outstanding marketing and recognisable visual style, so we can learn a thing or two from it. To showcase their benefits, they use variations of their logotype that symbolise it. For example, the flying 'R' symbol means that this benefit is about travelling. The title bears an emotional message, while the description explains details more rationally. For each benefit there is a unique call to action – this is great, as it bombards a visitor with messages from different angles.



Workshop №4

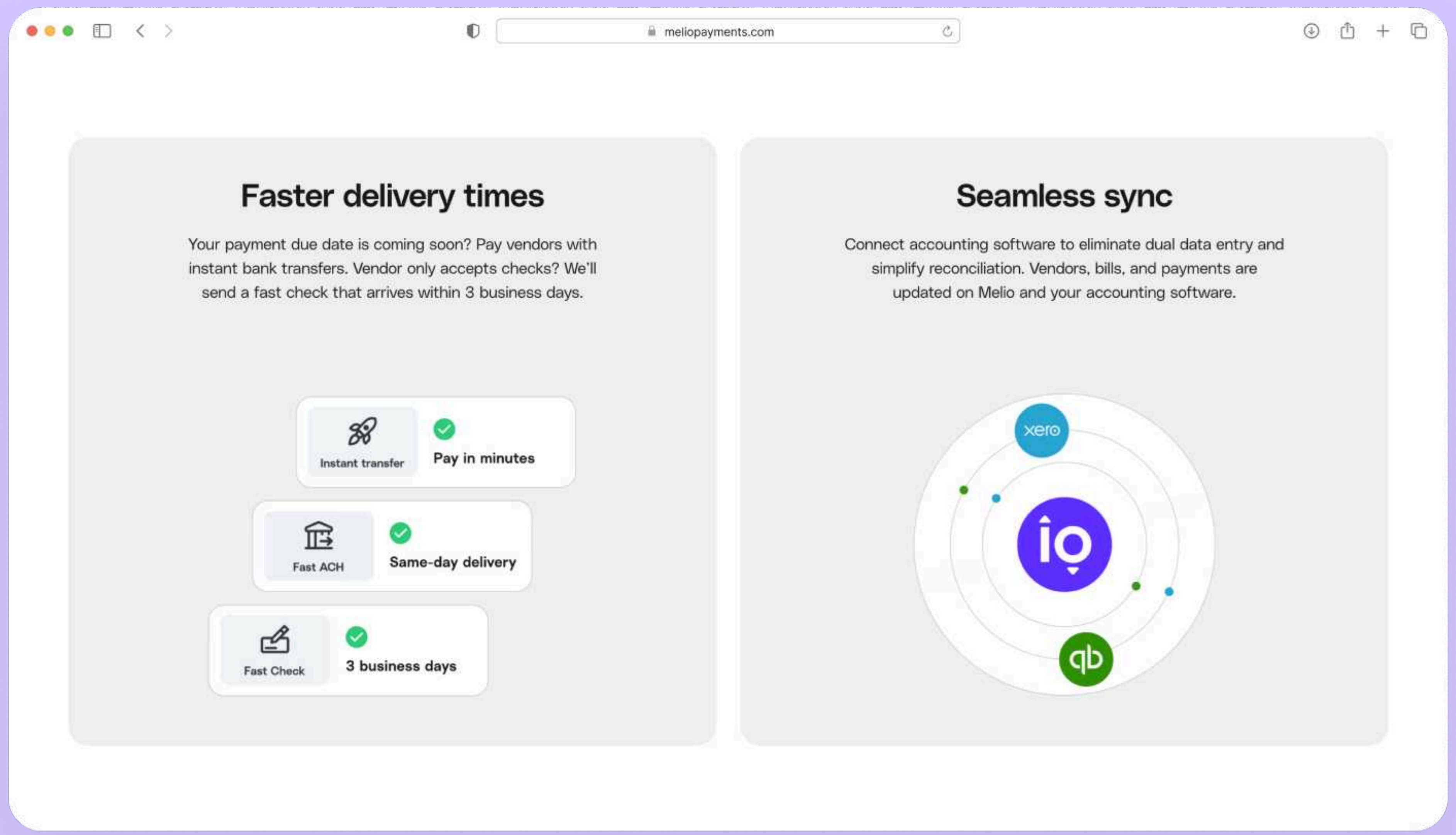
Let's use the Revolute formula for your FinTech product.

1. Define 3-4 key benefits of your product;
2. Write an emotional title that tells about a benefit;
3. Think about how to convey the emotion from a benefit with one of your brand elements;
4. Write a description of the benefit using more rational arguments;
5. Add a custom CTA that urges a person to experience the benefit.

Done! Now you sell your benefits like Revolut.

Next page: Create great animated cards like Melio

07 Create great animated cards like Melio

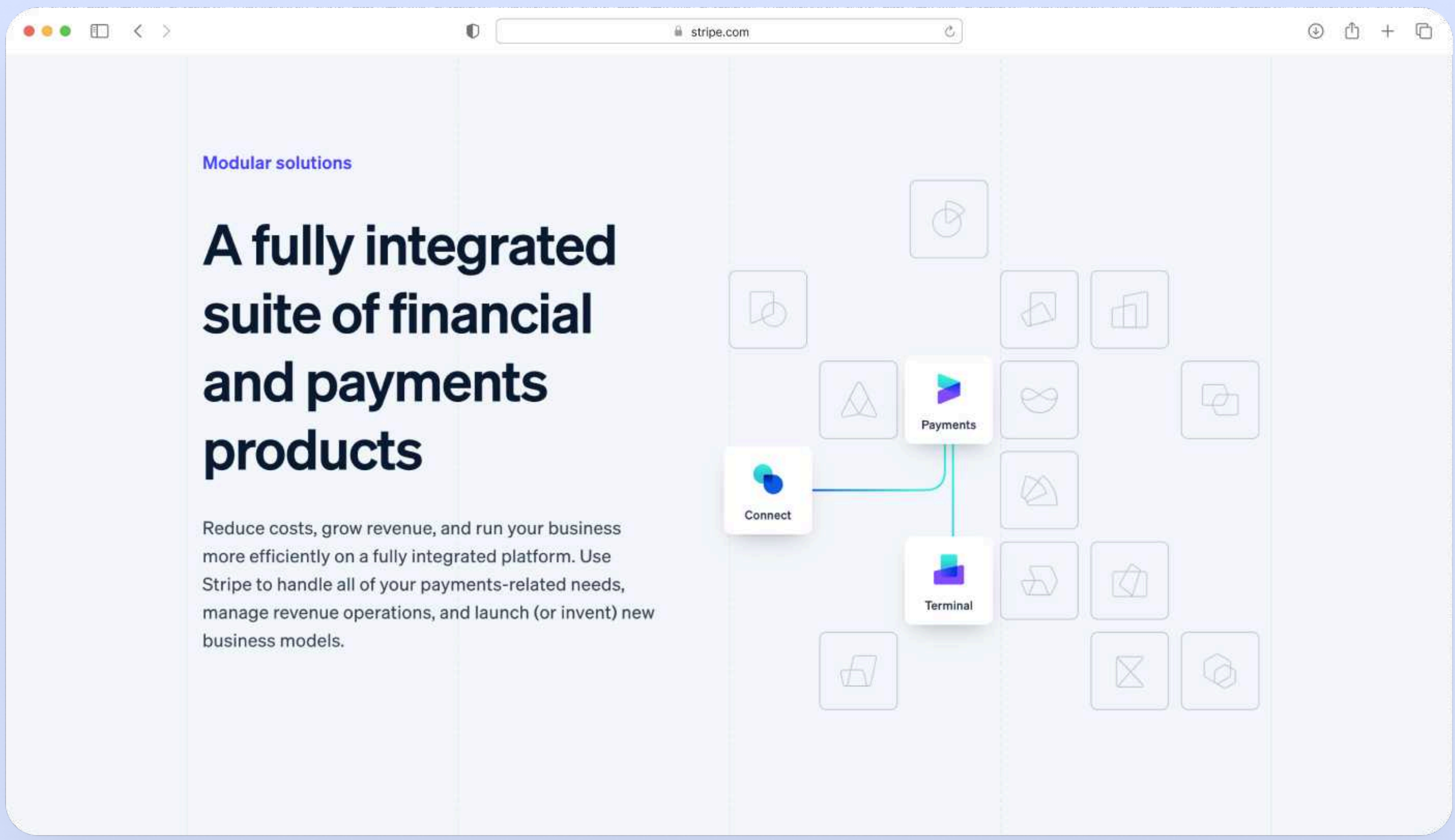


meliopayments.com ↗

Animations draw our attention – we are evolutionally programmed to spot movements and escape that saber-tooth tiger. That's why if we come to a website and see movement, we unconsciously react to it. Melio uses this principle by animating some images that illustrate its benefits. Clear straightforward titles (2-3) words, descriptions that provide details and very smooth animations do their magic – you can't resist reading what the cards say.

Next page: Boost your engagement rate with a minigame like Stripe

08 Boost your engagement rate with a minigame like Stripe

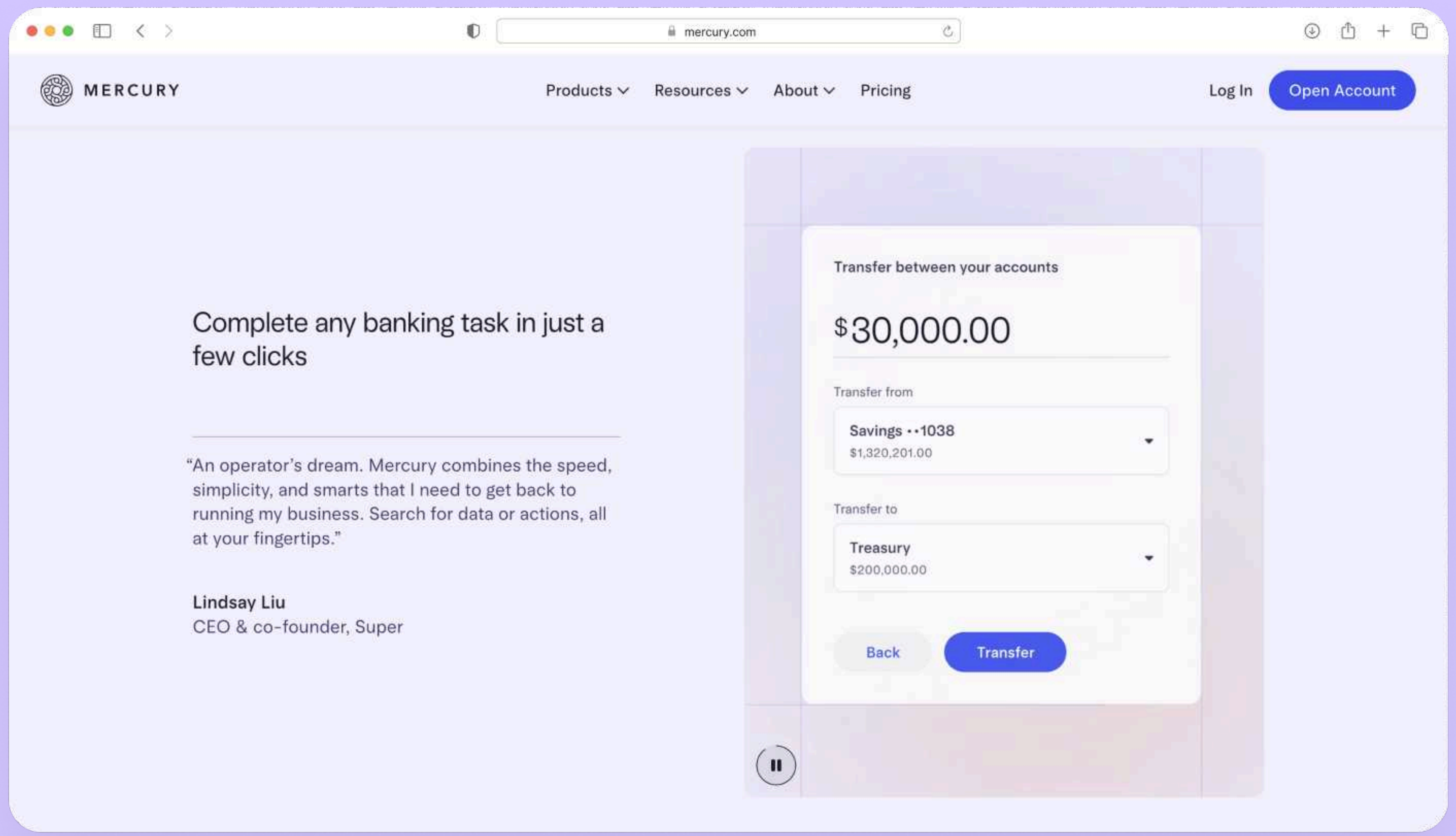


stripe.com ↗

One of the best ways to engage users and bring your bounce rate down is to wow them with a small mini-game. Stripe does it by presenting its ecosystem as a network of small animated blocks some of which are hidden. The thing is that if you hover over a hidden block, it reveals itself as well as others connected to its products. Feels amazing, it makes your inner child click on all of them, concurrently learning about each product.

Next page: Showcase your product with smooth animations and spice it up →

09 Showcase your product with smooth animations and spice it up with relevant reviews like Mercury



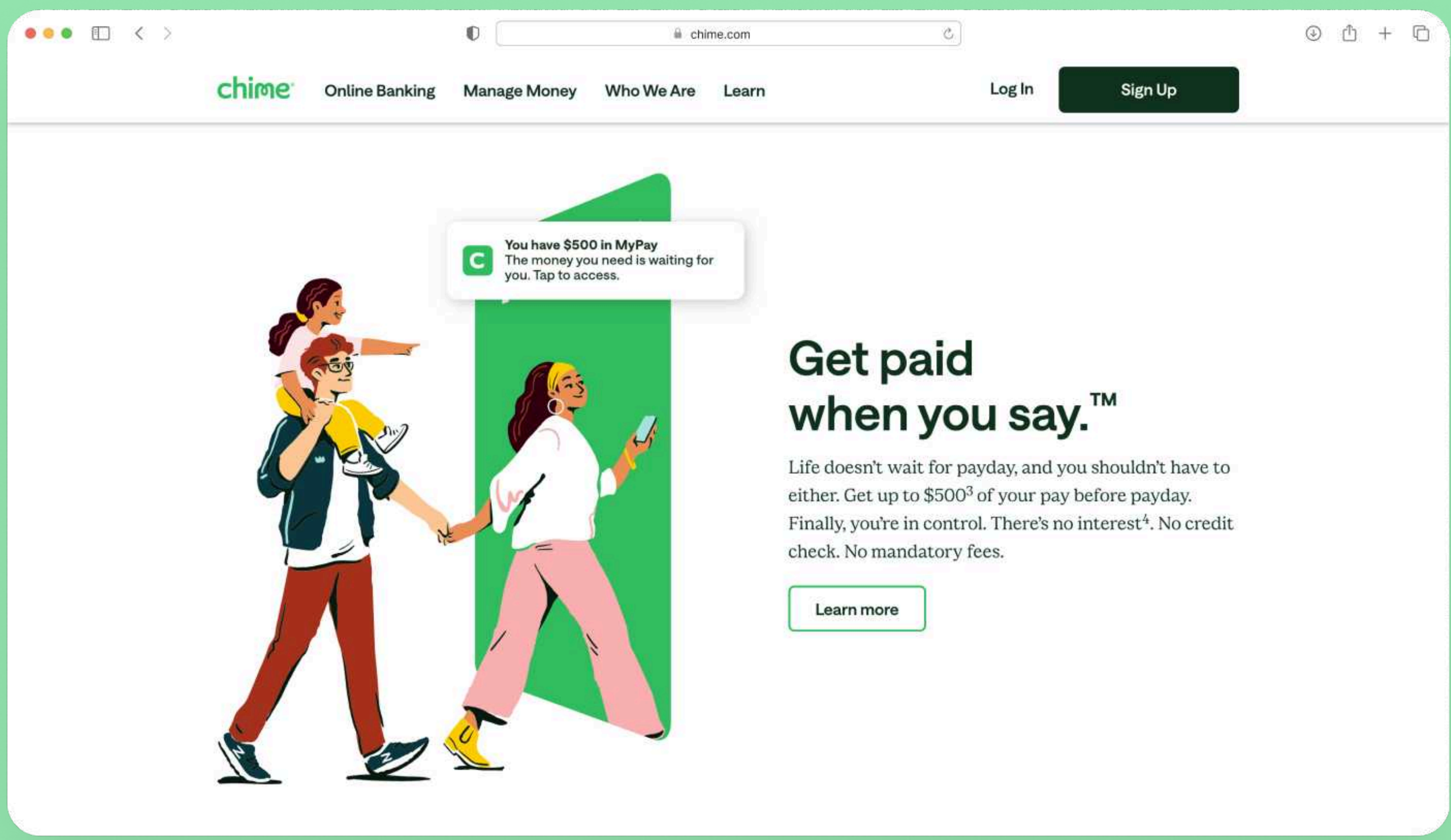
mercury.com ↗

Mercury combines features, benefits and social proof in the best way possible. It showcases features with laconic animated GIFs, describes benefits with easy-to-read headings and supports them with relevant reviews. That's a killer combination!

Workshop №5

Leverage the same mix for your FinTech. Create a set of GIFs that showcase your key features. Describe the benefits users get with a catchy heading. Search for relevant reviews that support the stated benefits. Bingo! You do it the Mercury way.

09 Tell a story with images like Chime



chime.com ↗

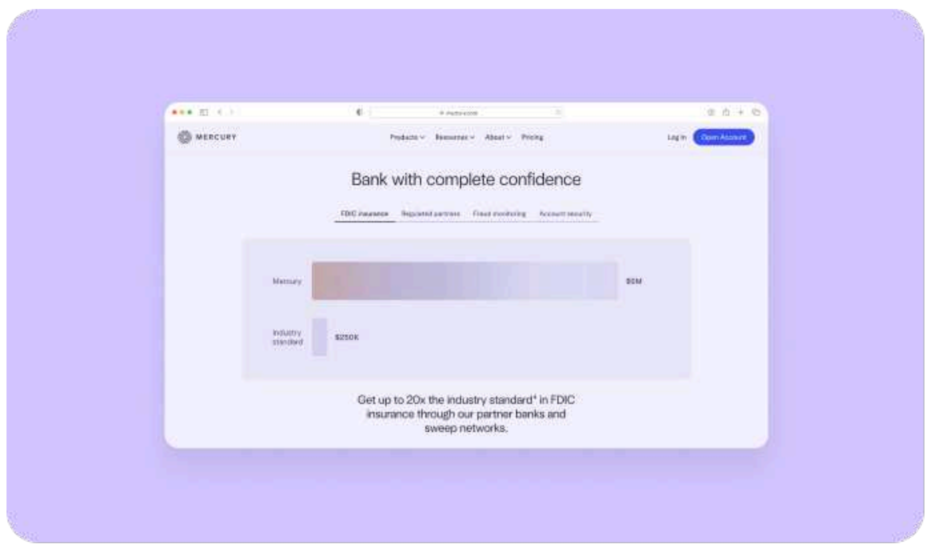
Chime is a great example of visual storytelling. Its branded images are stuck in our visual memory, while its characters tell a certain story about the product. For example, this image shows that the mother leads her family to exciting experiences because she has gotten a part of her salary earlier thanks to Chime. The door looks like a smartphone, meaning Chime's app is convenient. Heading and description support the story. How you can tell something similar with visual storytelling?

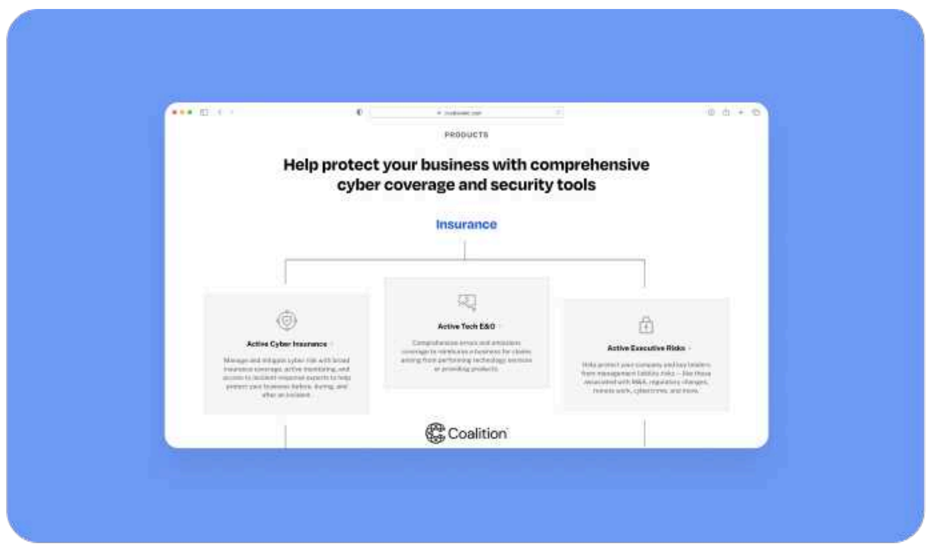
Next page: Features. Show them what you are made of →

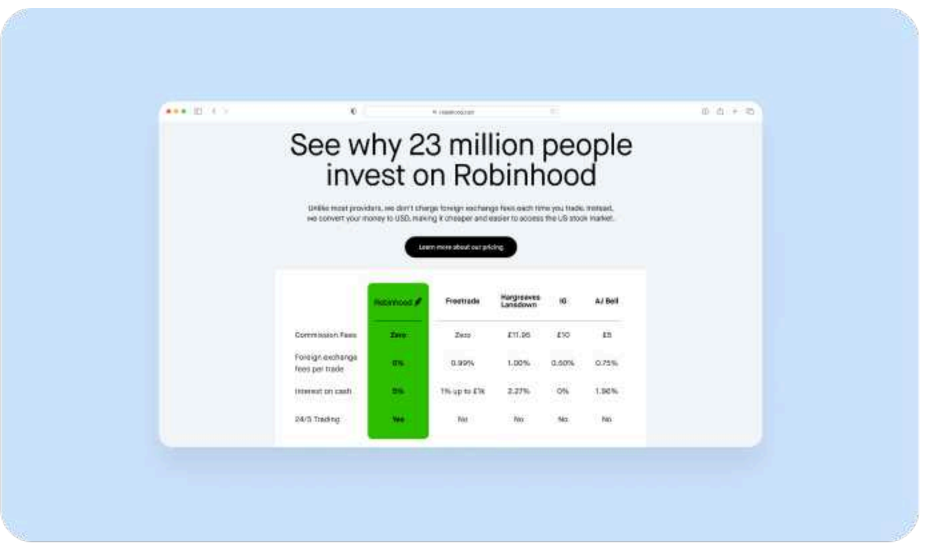
Chapter №3

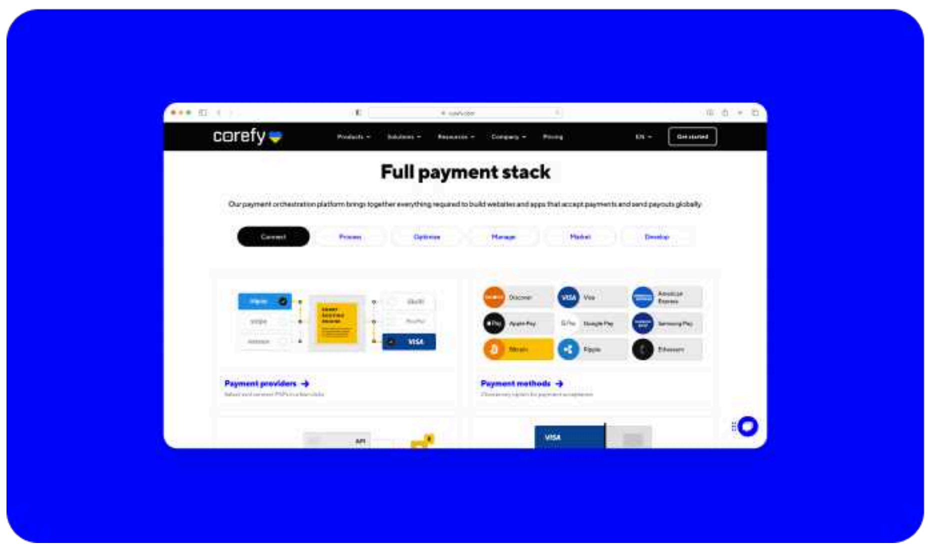
Features. Show them what you are made of

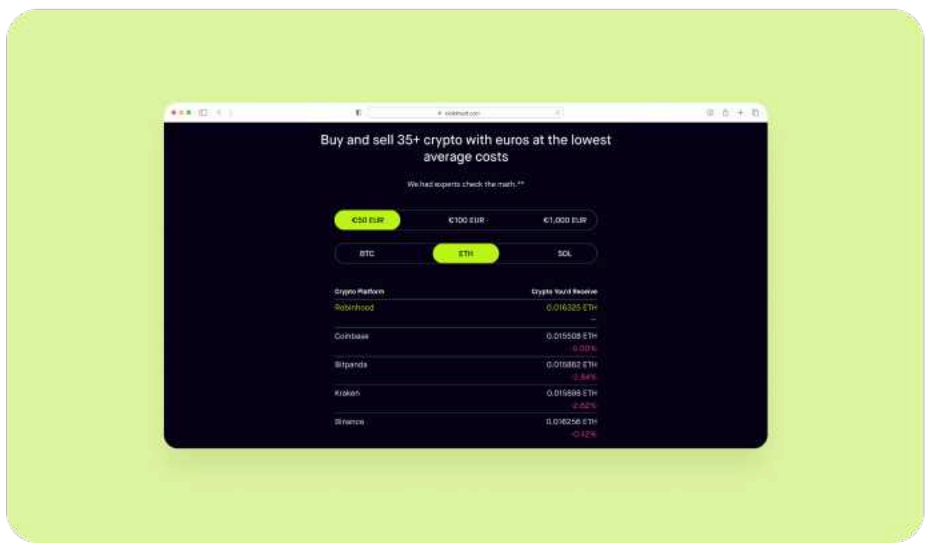
The features section is a more rational description of your FinTech product. We'll unpack how the key players showcase their features in a way that makes users say 'Shut up and take my money!' From interactive product tours to slick comparisons that make the competition look like flip phones, these techniques will help you flex your FinTech muscles and win over even the most sceptical prospects.

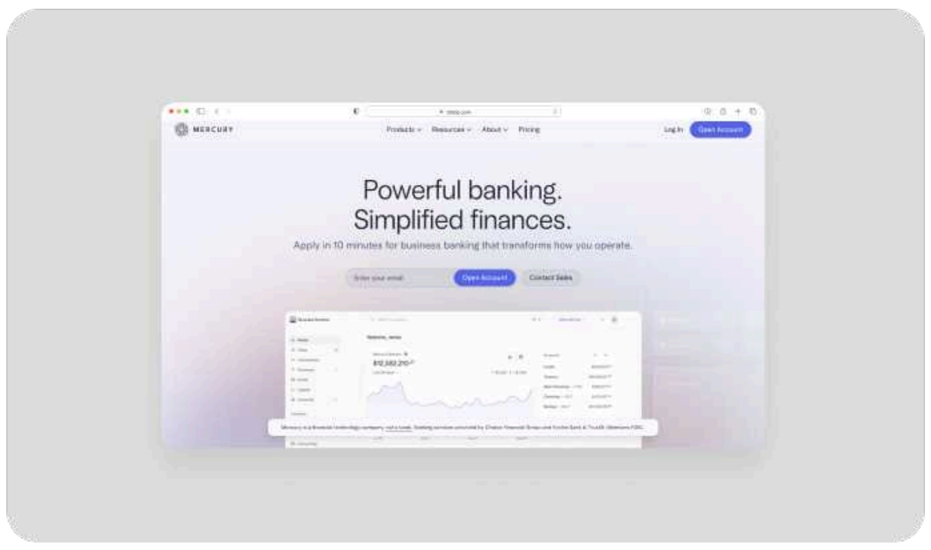




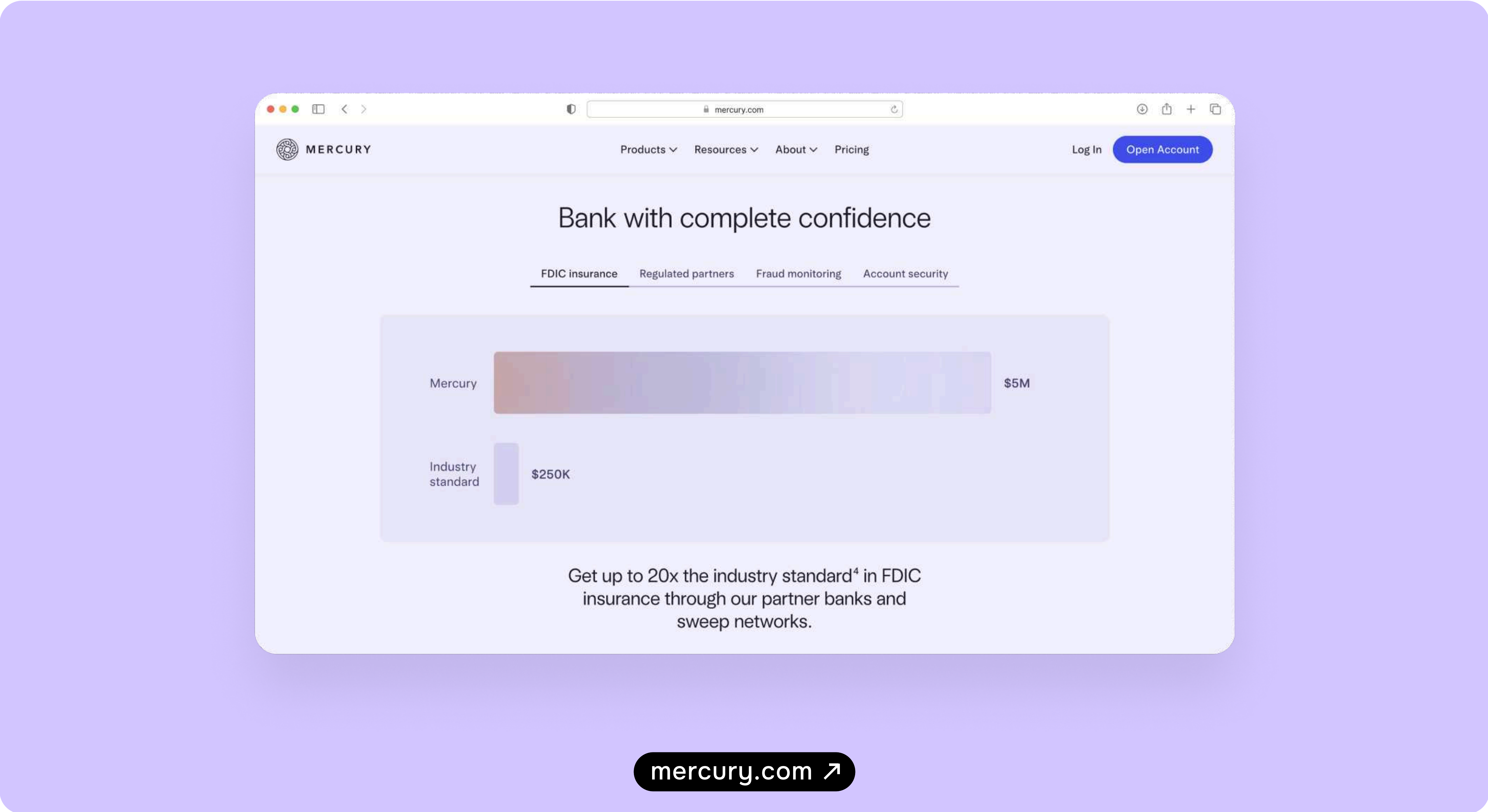








11 Be clear and persuasive like Mercury

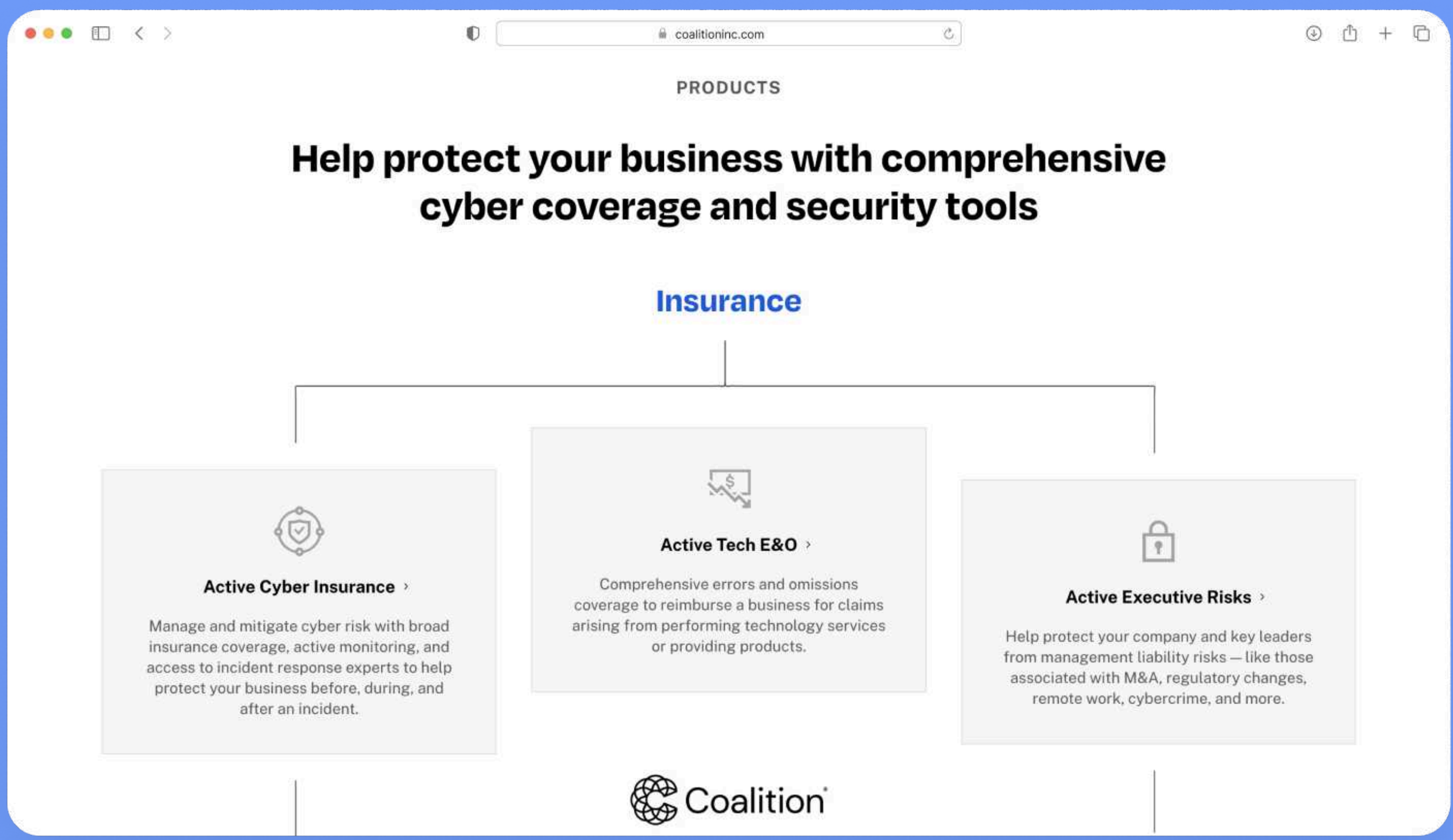


Mercury's web design is a masterclass in using design principles to drive conversions in the FinTech space. The page combines clear, benefit-driven headings with a strong visual hierarchy that guides users to the most important information and actions. Trust markers like FDIC insurance and banking partners are prominently displayed to build credibility, while social proof elements like the '$5M' statistic help overcome potential objections.

The simple, intuitive layout reduces cognitive load and makes the page feel approachable. While the prominent, benefit-focused CTA makes it easy for users to take action. Mercury strategically deploys these design principles to create a page that effectively builds trust, communicates value, and guides users towards conversion.

Next page: Show connections between your features like Coalition

12 Show connections between your features like Coalition

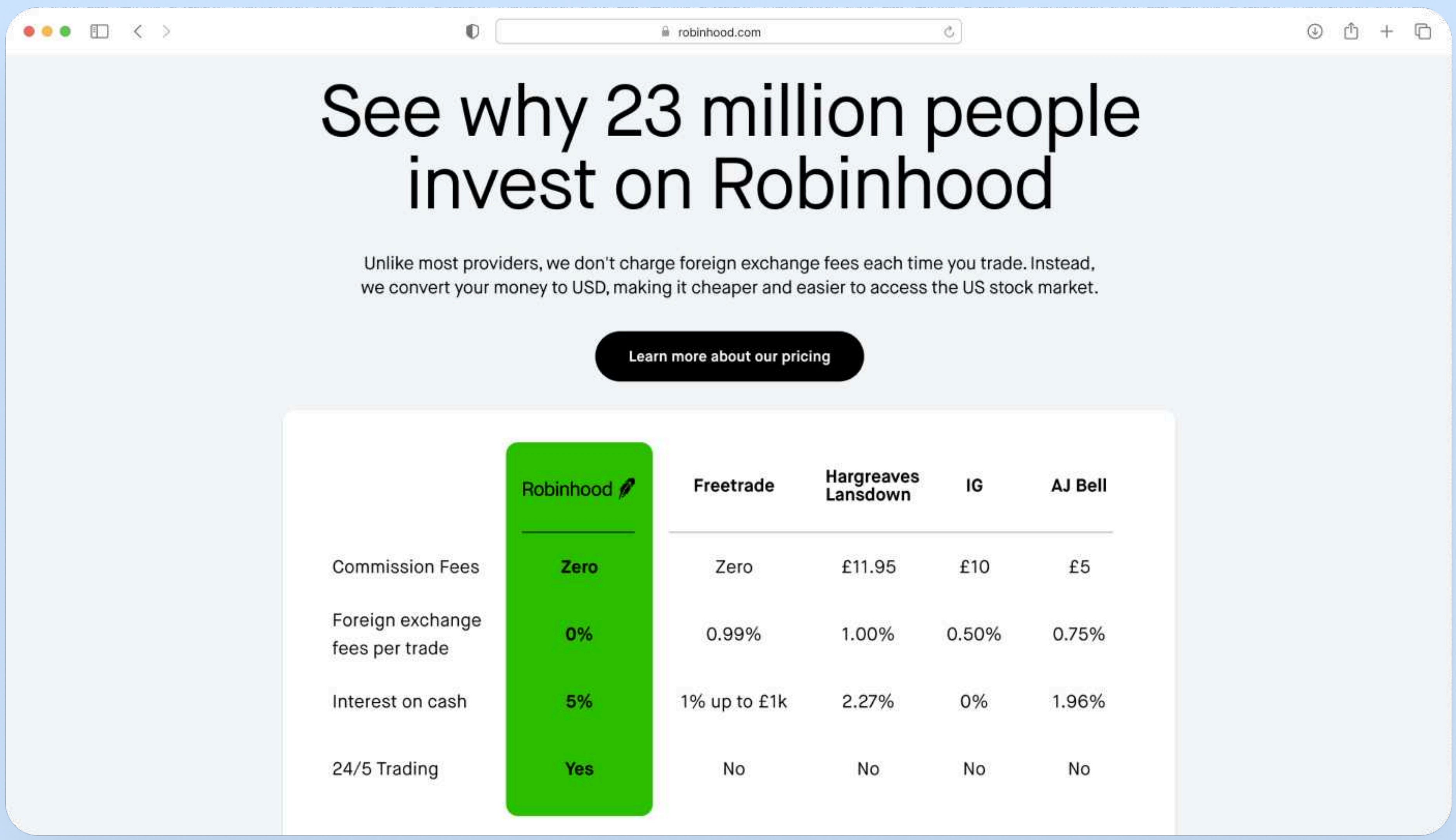


coalitioninc.com ↗

Coalition's website design showcases their cyber security offerings through a concept of modular, icon-driven feature presentation. This a great approach to communicate a complex, product in a digestible way that shows the interconnection between features. Also, Coalition can swap these boxes around like Lego bricks, keeping things fresh without breaking a sweat.

Next page: Shoot competitors like Robinhood

13 Shoot competitors like Robinhood



robinhood.com ↗

Robinhood's comparison table is a standout example of using design to persuade potential customers. They display pricing and features side-by-side with major competitors and make a compelling case for their service.

The table design is clean and easy to scan, with a clear visual hierarchy. Robinhood's column is prominently highlighted in green, immediately drawing the eye. The repeated 'Yes' in their column, contrasted with the 'No's of competitors, creates a strong pattern that favours Robinhood. Key benefits like zero commission fees and 24/5 trading are clearly called out, making it easy for potential customers to see Robinhood's advantages at a glance.

Robinhood leverages the power of direct comparison and clear, benefit-focused design, turning this table into a potent conversion tool. It simplifies the decision-making process for potential customers and visually reinforces Robinhood's value proposition.

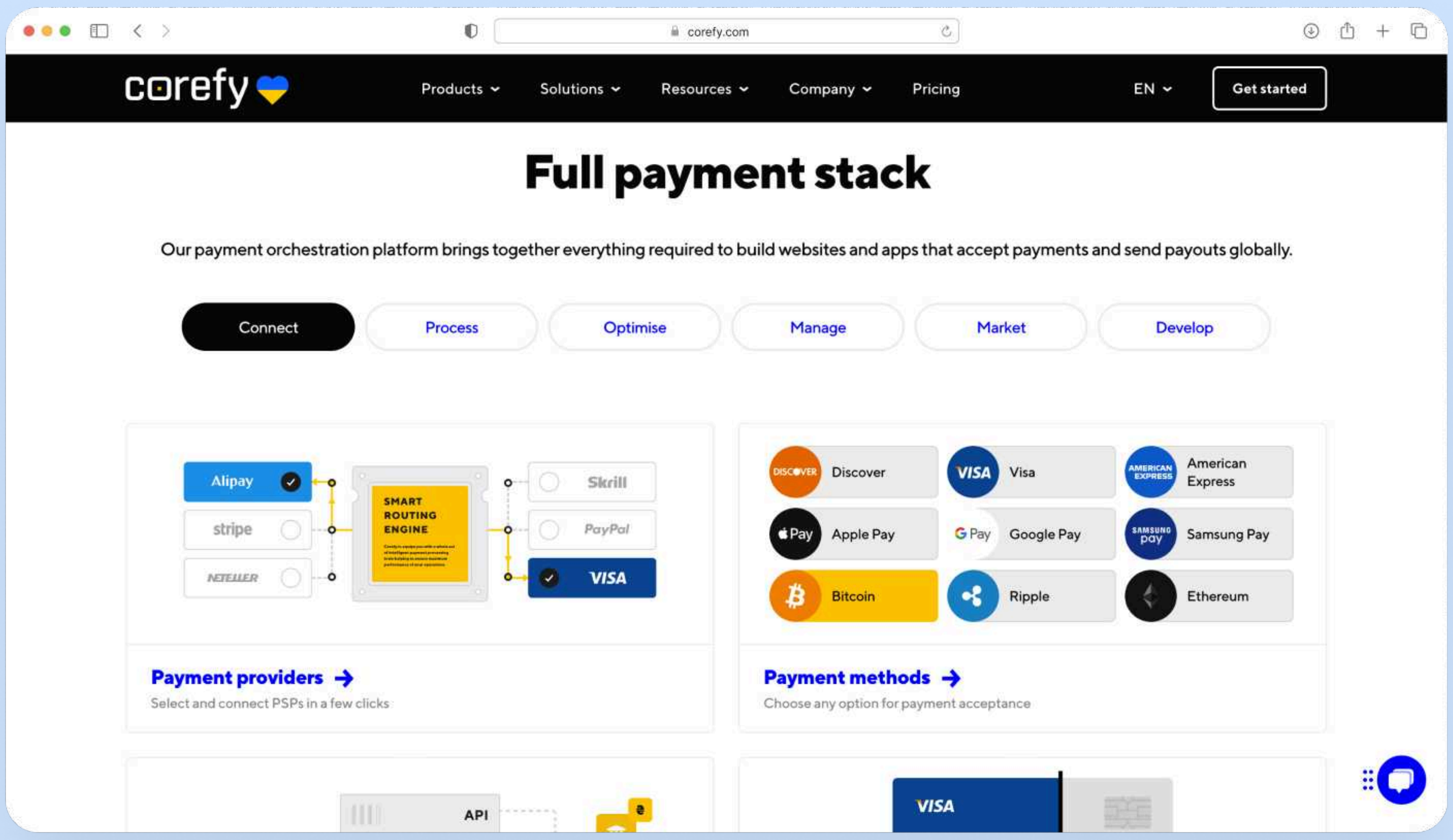
robinhood.com ↗

Workshop №6

Make a list of features where you definitely win over your key competitors. Create a table using the Robinhood principle showcasing your product as the best choice.

Next page: Show the whole workflow of features like Corefy

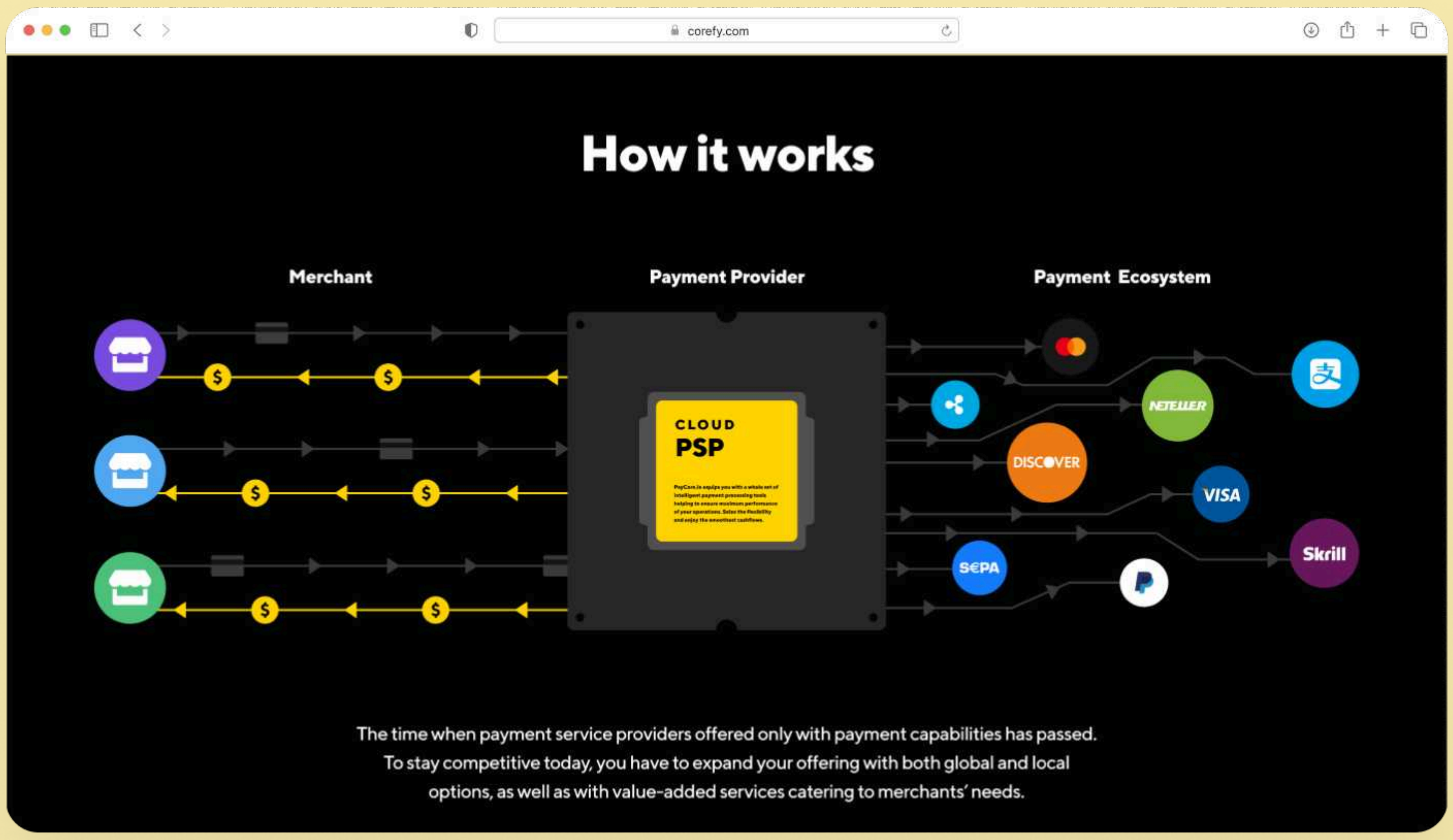
14 Show the whole workflow of features like Corefy



corefy.com ↗

Another example we want to brag about (yes, our agency [Goodface](https://goodface.agency) did it). Corefy showcases its payment orchestration platform through a modular, tab-driven layout. It uses a modular, tab-driven layout to break down its payment orchestration platform into six easy-to-digest pieces: Connect, Process, Optimise, Manage, Market, and Develop.

This logical structure makes it a breeze to understand what Corefy offers and how it all fits together. Also, it shows all the steps of the customer's workflow, logically covering each step. Each tab highlights a key part of the platform, with eye-catching visuals that drive the point home.



corefy.com ↗

Client review

Goodface agency is a team of high professionals. We were always in touch with our project manager and the whole team, they promptly answered all our questions. It was easy and interesting to work and hear their vision on our complex project presentation.

Denys Kyrychenko
CEO Corefy

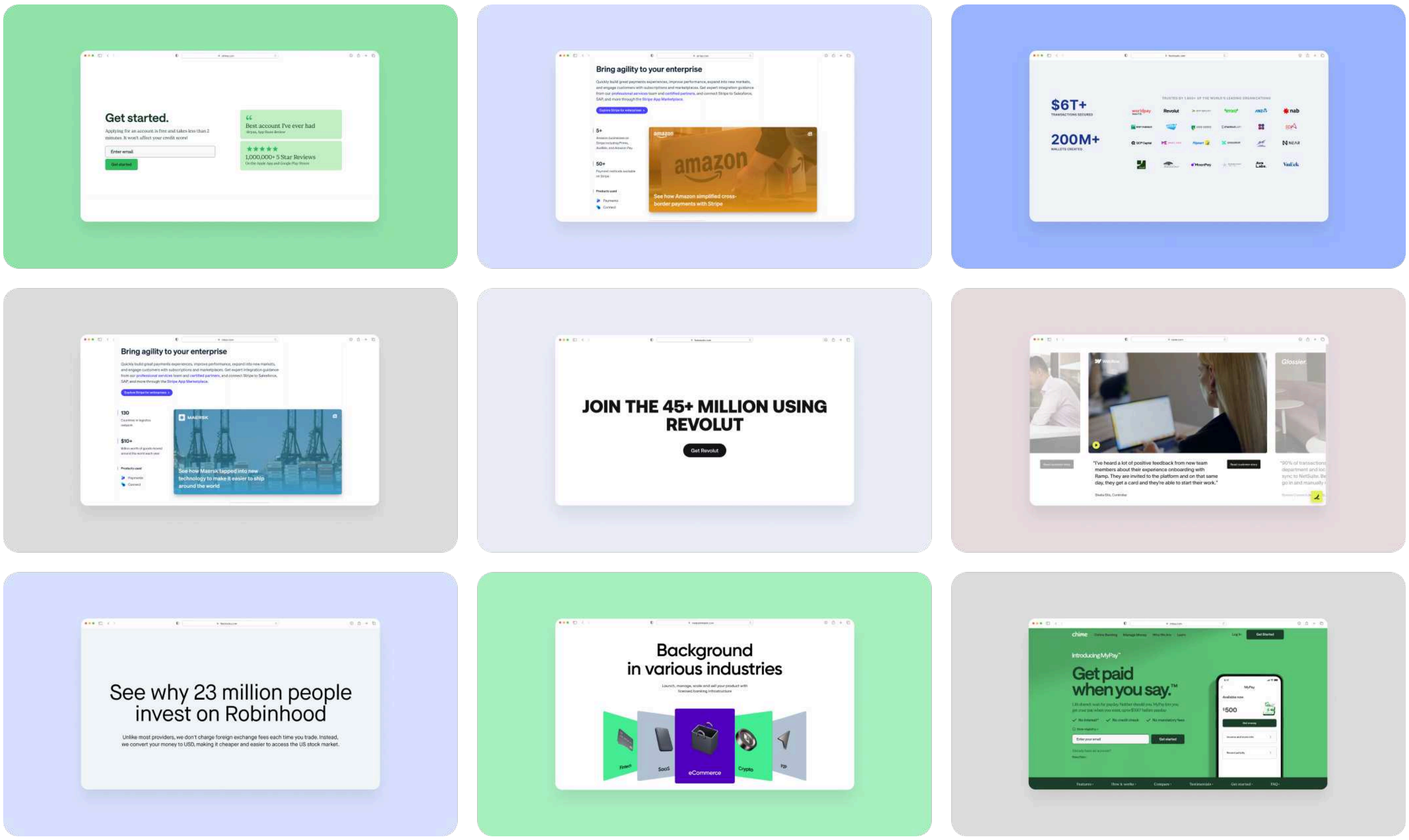
Read on Clutch.co ↗

Next page: Trust Signals: harnessing social proof in fintech design

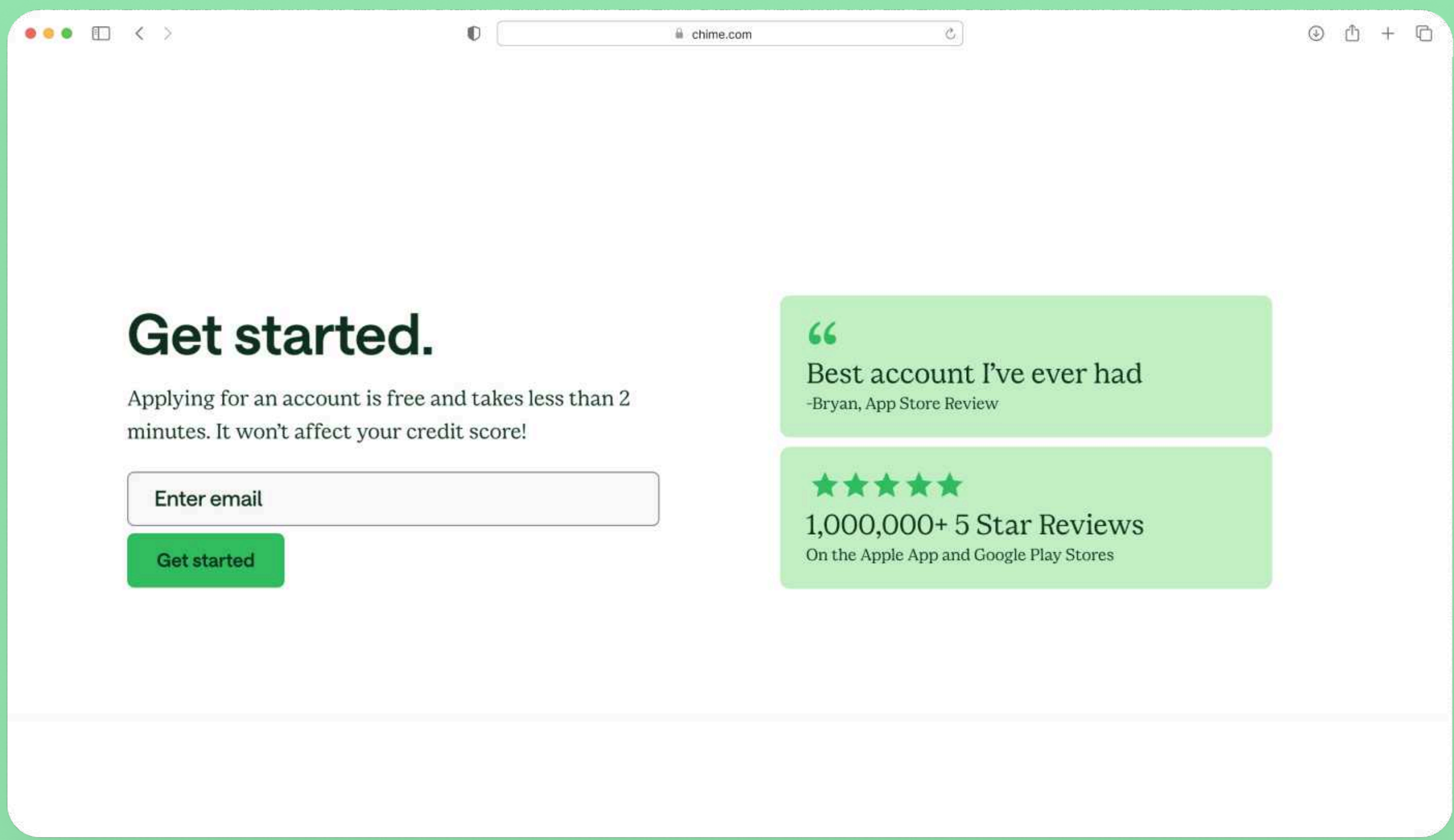
Chapter №4

Trust Signals: harnessing social proof in fintech design

In FinTech, trust is everything. Social proof helps build that trust, turning hesitant visitors into confident users. This chapter examines how top FinTech companies use social proof in their web design. Whether it's customer reviews, success stories, or client logos, you'll learn how to use social proof to boost your credibility and win more customers.



15 Combine social proof and a call to action like Chime

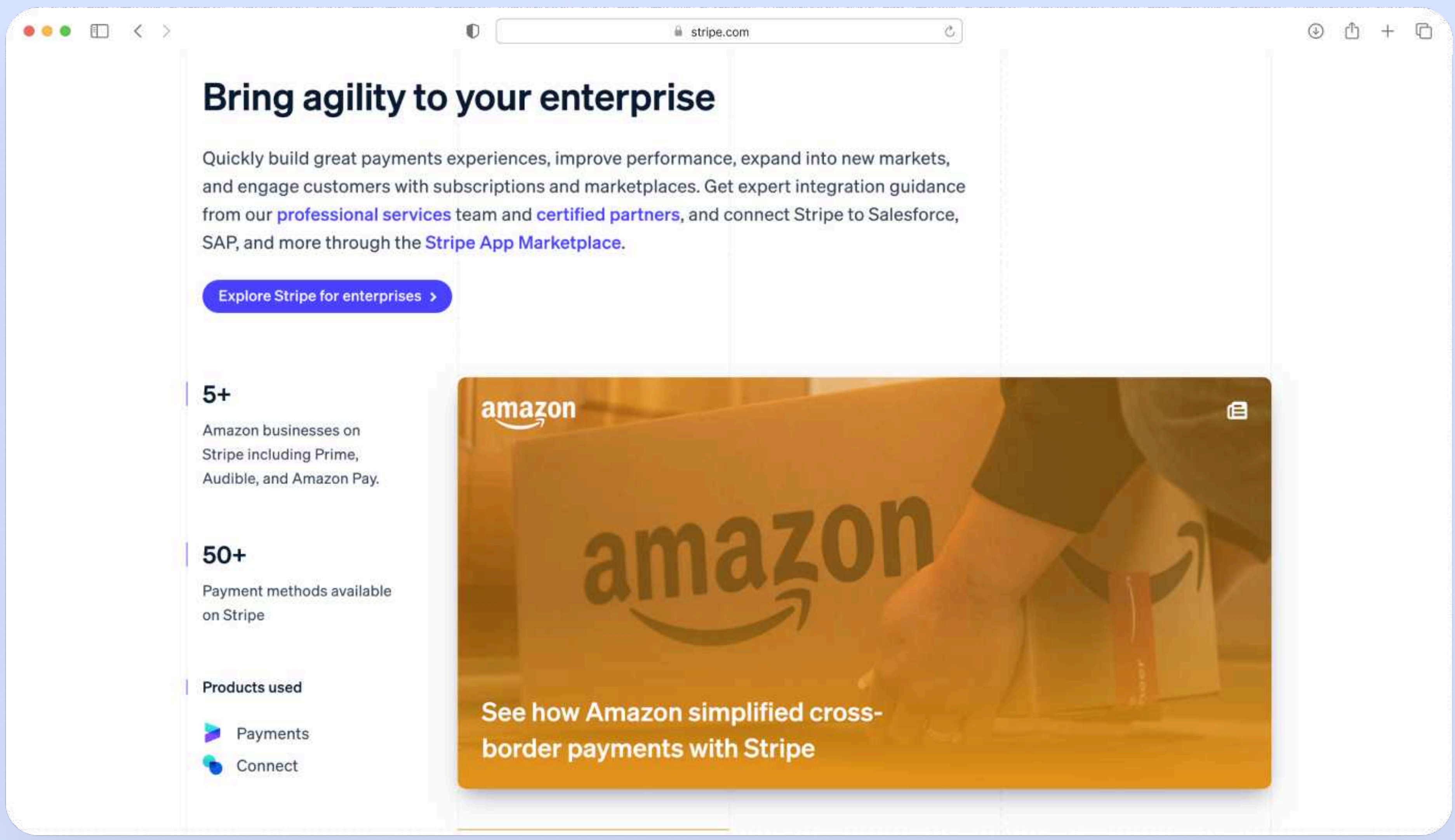


chime.com ↗

Chime's method is brilliantly straightforward, marrying social proof with a clear call to action. They've positioned customer testimonials and app store ratings directly alongside the sign-up form, creating a powerful one-two punch of persuasion. The contrast between the actionable green 'Get started' button and the softer green of the social proof boxes draws the eye whilst maintaining visual cohesion. Only one field to complete leaves no choice but to sign up. This layout reduces friction in the sign-up process as it addresses concerns about credibility right at the conversion point.

Next page: Mention results and metrics in your testimonials like Stripe

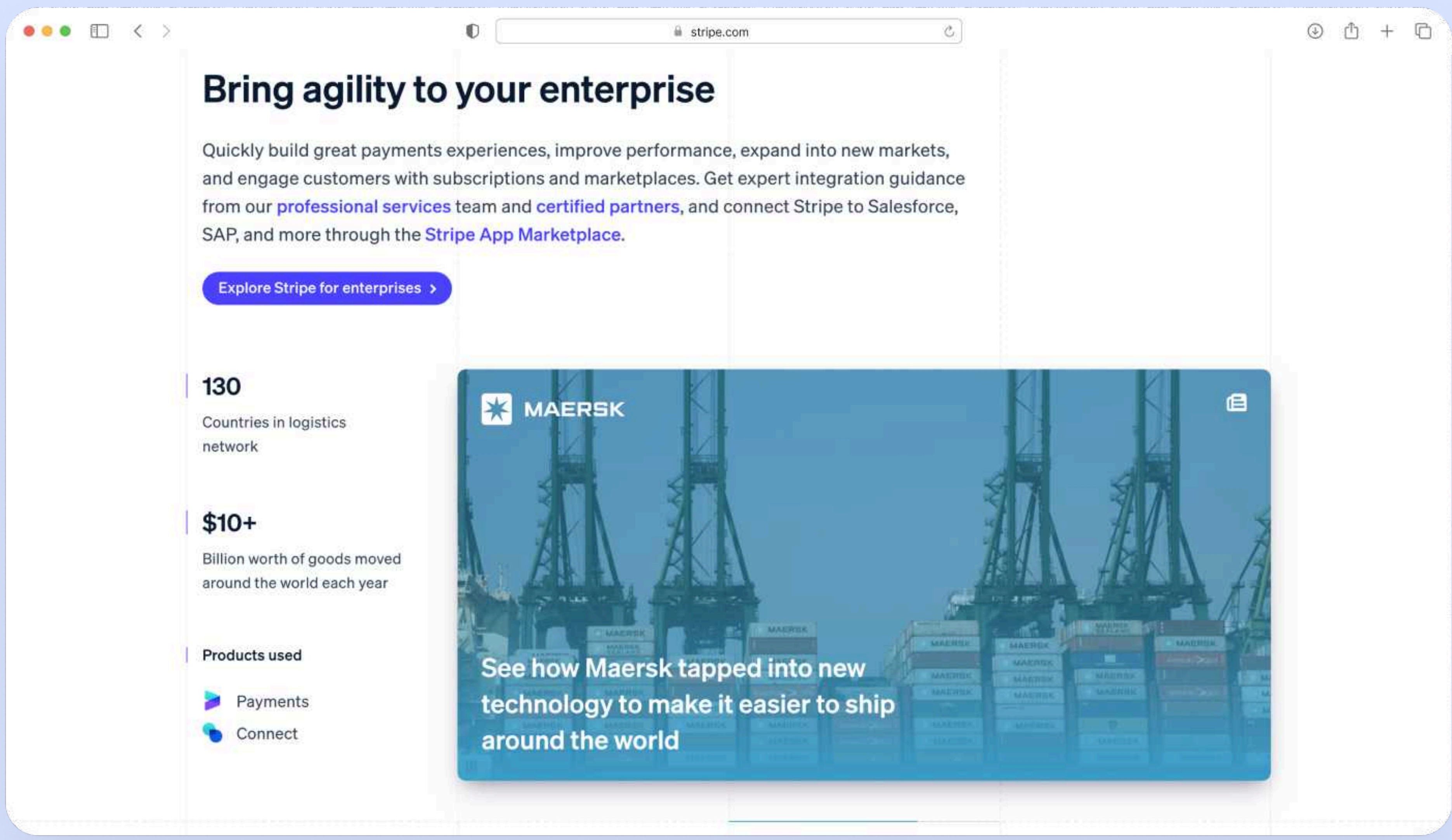
16 Mention results and metrics in your testimonials like Stripe



stripe.com ↗

Stripe's approach to client success stories sets a gold standard for B2B FinTech social proof. Their section tells a compelling narrative, starting with a benefit-driven headline. It's followed by a concise service overview and culminates in a prominent case study that features tangible metrics and specific product usage details.

It builds credibility while cleverly cross-promoting various services. This structure not only fosters trust but also educates potential clients about the practical applications and benefits of the product.



stripe.com ↗

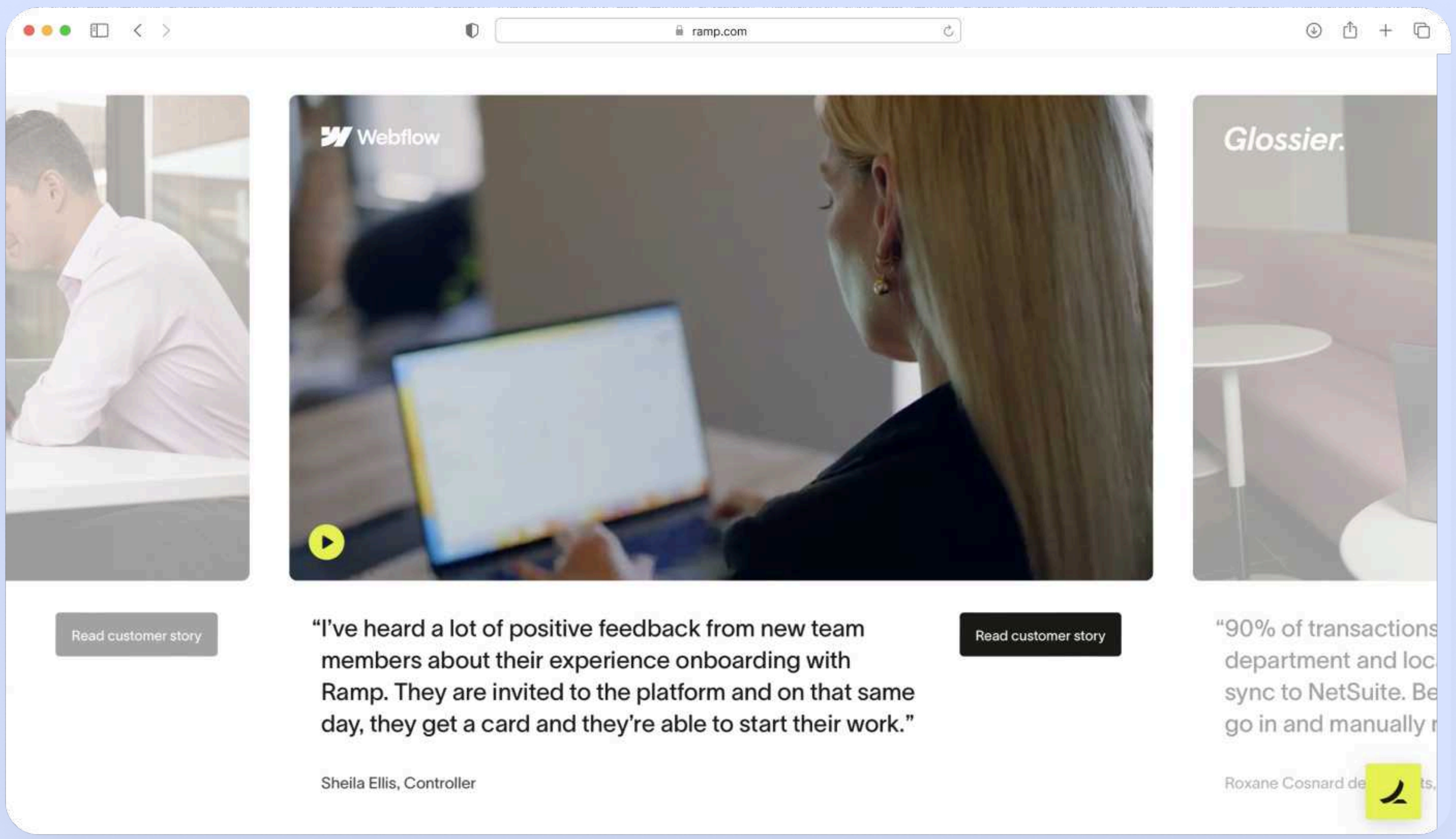
Workshop №7

Stripe-style social proof

1. Identify your most impressive client success story;
2. Extract 2-3 key metrics that showcase the impact of your solution;
3. Write a brief, benefit-driven headline summarising the success;
4. Craft a concise overview of how your service solved their problem;
5. Design a simple layout combining these elements, with the metrics as the focal point.

Voila! You've created a Stripe-worthy social proof section that'll have potential clients clamouring to sign up faster than you can say 'payments'.

17 Use high-quality video testimonials like Ramp

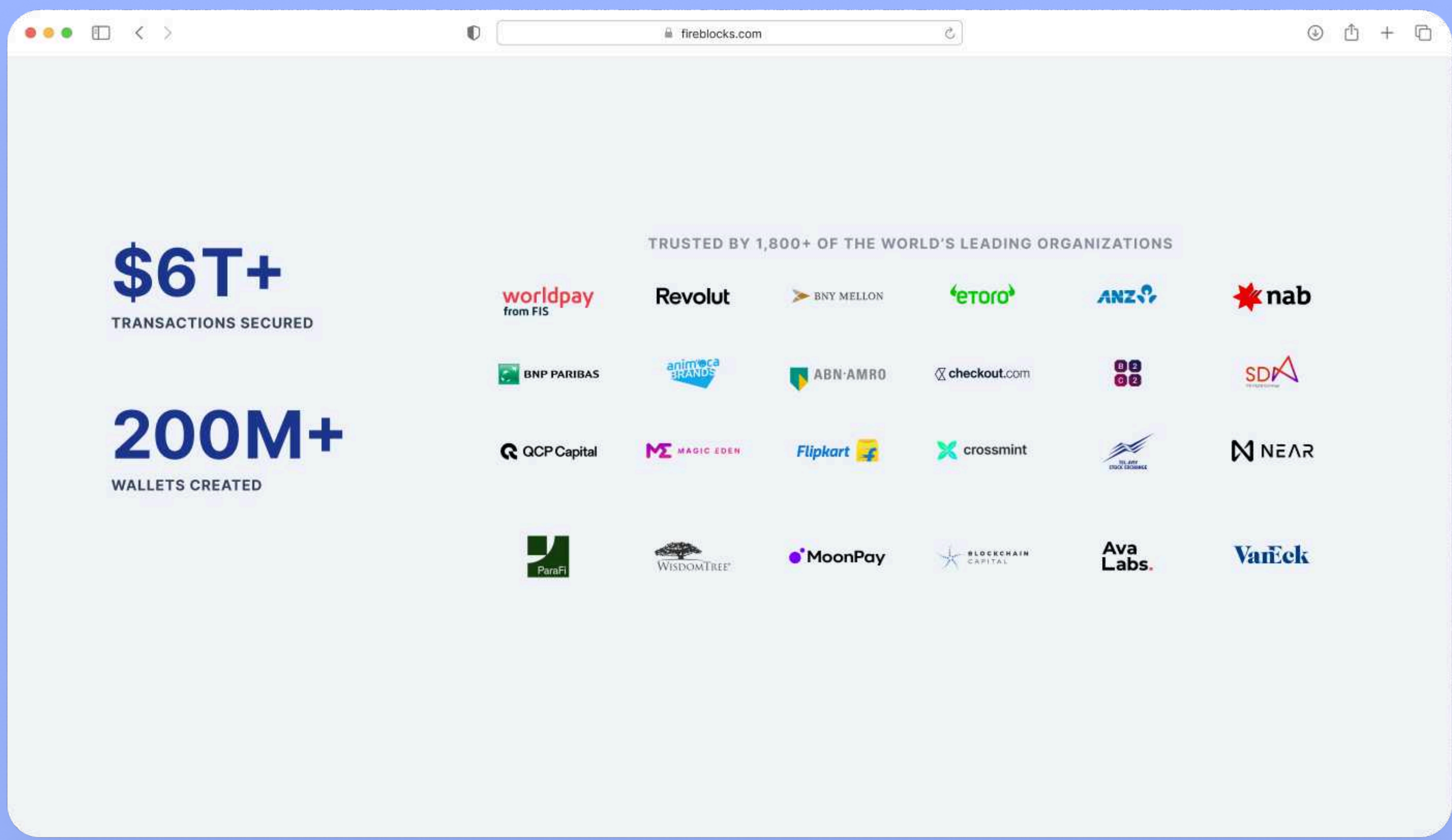


ramp.com ↗

Ramp's use of video testimonials demonstrates a great approach to showcasing social proof. The high-quality imagery and play button invite engagement, while the carousel suggests an abundance of positive feedback. Ramp features recognisable brands and job titles to appeal to a specific audience. Another good element is the CTA, which invites visitors to read the whole customer story.

Next page: Overwhelm them with logotypes and numbers like Fireblocks

18 Overwhelm them with logotypes and numbers like Fireblocks

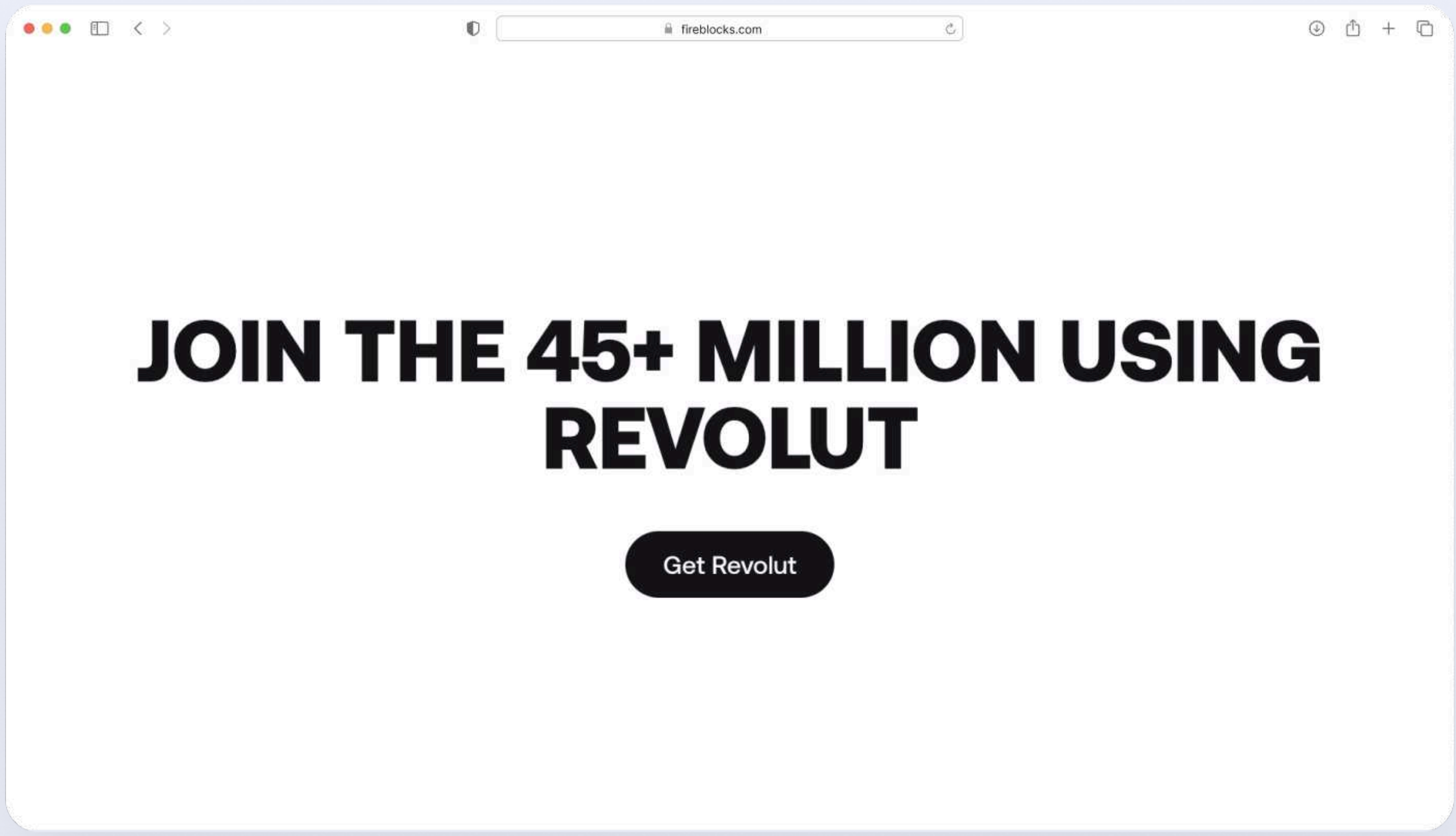


fireblocks.com ↗

This technique may sound clichéd, but it still works. Fireblocks uses a 'shock and awe' approach to social proof. It showcases an impressive number of client logos that overwhelm visitors with many recognisable brands showing the industry endorsement. Bold statistics ($6T+ transactions secured, 200M+ wallets created) reinforce Fireblock's position as a major player. A clean, spacious layout keeps the abundance of logos from cluttering the page. This strategy helps B2B FinTech companies quickly establish credibility with potential enterprise clients.

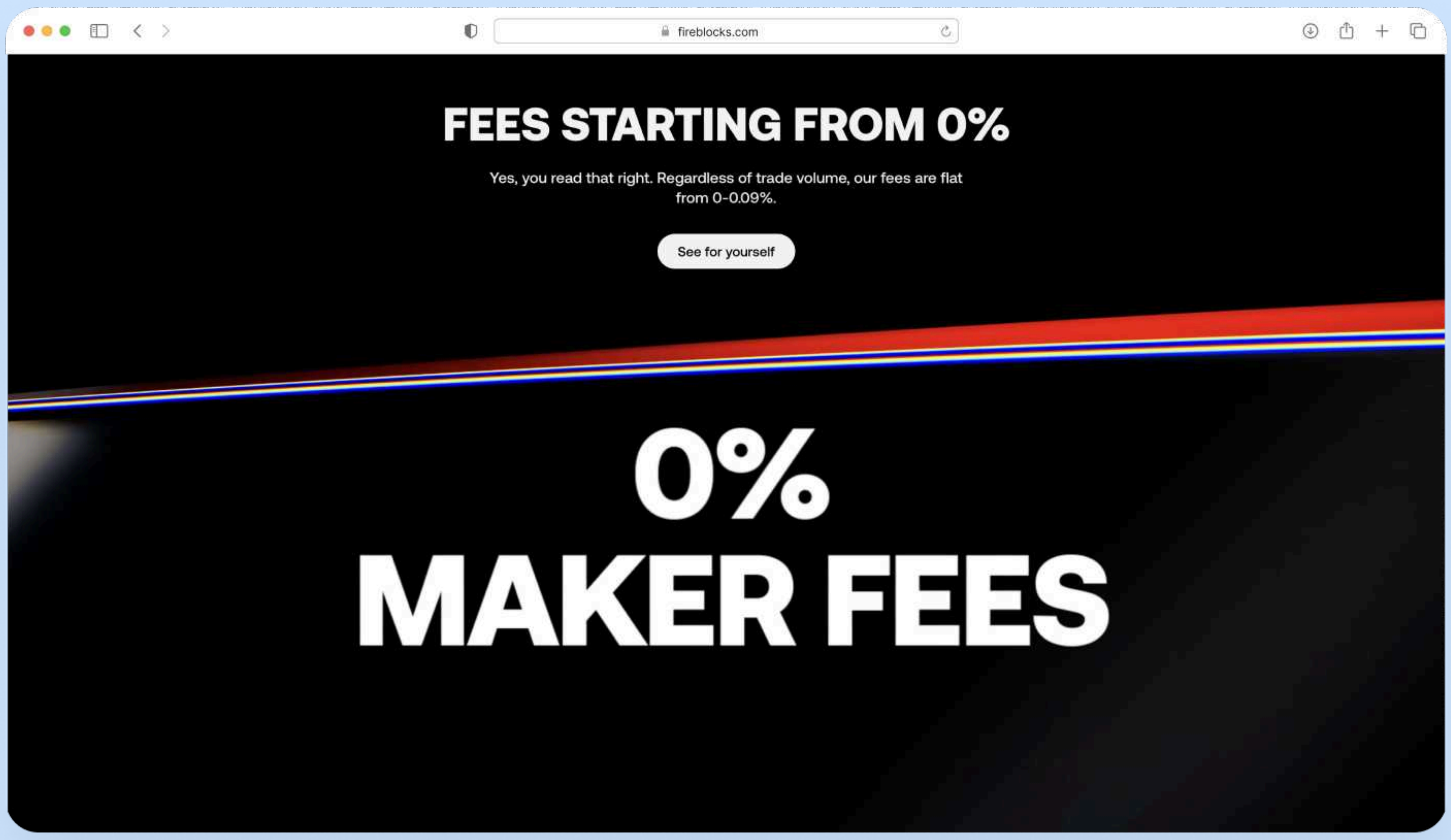
Next page: Be simple and to the point like Revolut

19 Be simple and to the point like Revolut



revolut.com ↗

Revolut's approach is a study of minimalist effectiveness. The stark, bold headline immediately grabs attention, while the impressive '45+ million' figure serves as powerful social proof. It uses the phrase 'JOIN THE' to create a sense of community and FOMO (fear of missing out). The prominent, high-contrast 'Get Revolut' button provides a clear next step for interested visitors. This streamlined design, free from distracting elements, creates a focused path to conversion. It's an excellent example of how sometimes, in FinTech web design, less truly can be more.



revolut.com ↗

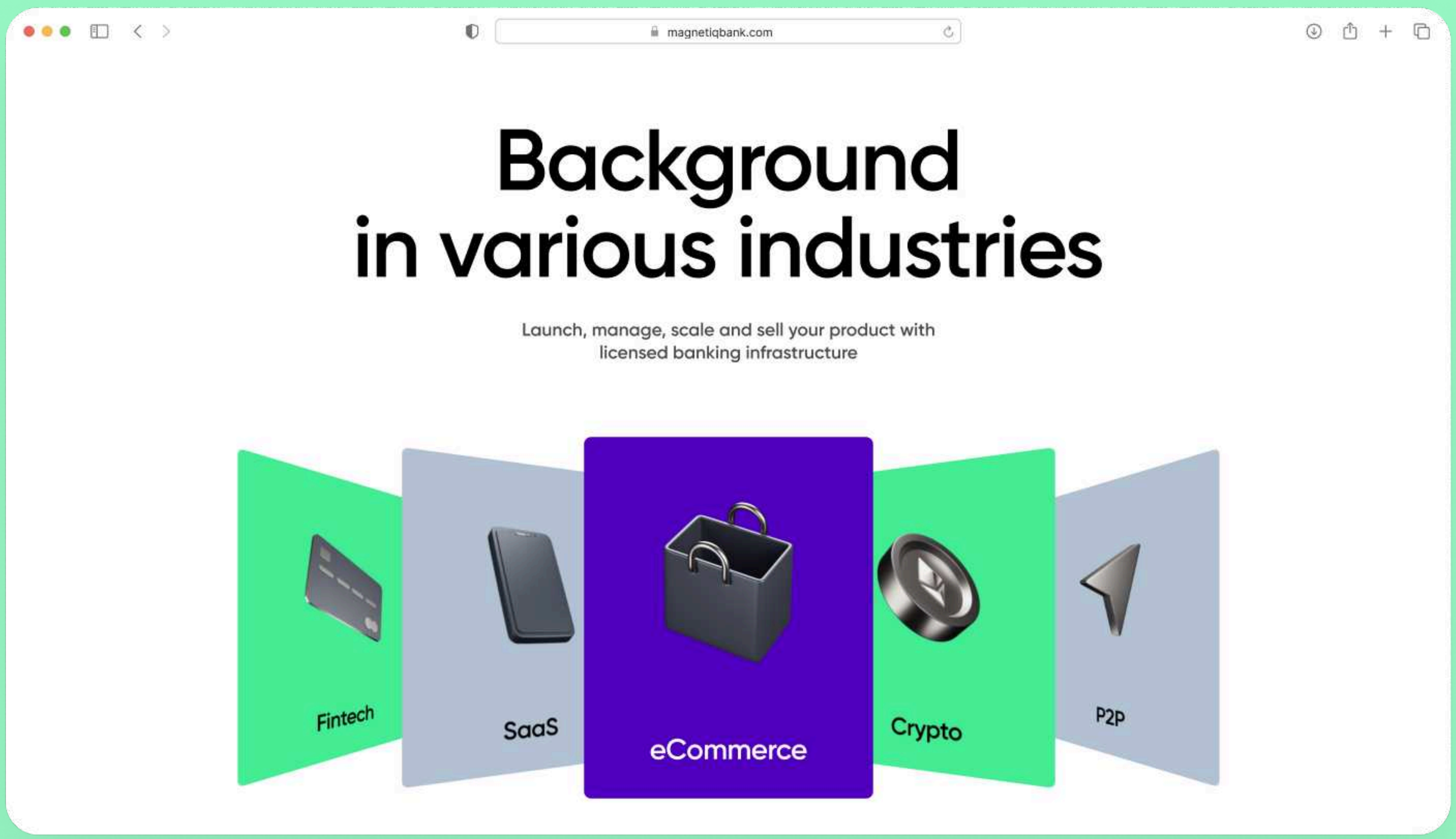
Workshop №8

Revolut's minimalist magic

1. Determine the single most impressive statistic about your user base or transaction volume;
2. Craft a short, punchy headline incorporating this number (e.g., 'Join the 45+ million');
3. Choose a bold, attention-grabbing font and colour scheme;
4. Create a clear, high-contrast call-to-action button;
5. Remove all other elements from this section of your page.

There you have it – a Revolut-inspired, clutter-free conversion machine. It's so streamlined, that even Marie Kondo would be impressed.

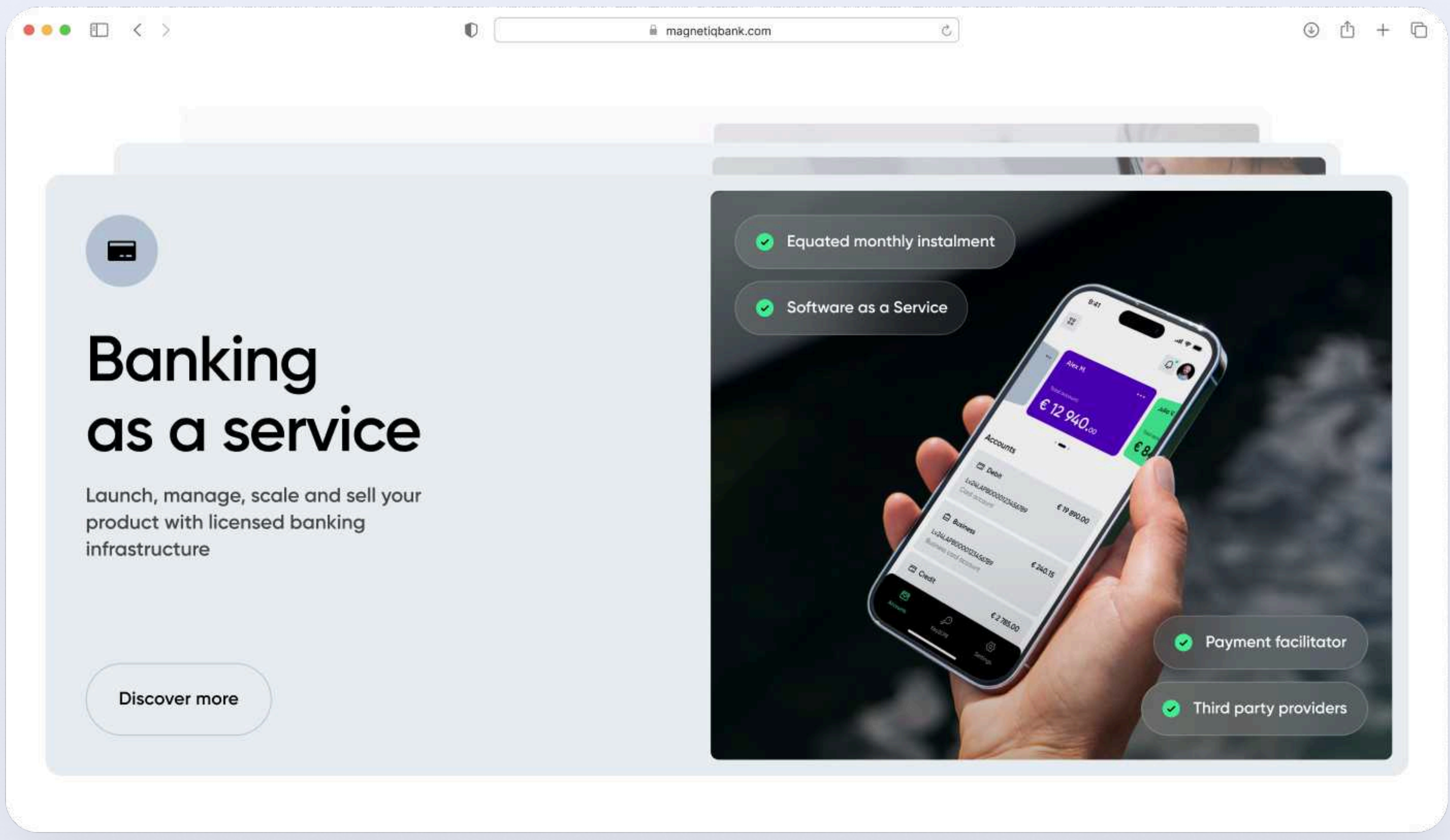
20 Grid of trust: use data-driven design like Magnetiq



magnetiqbank.com ↗

Another case from our agency [Goodface.](#) For Magnetiq Bank we designed a powerful grid layout to showcase key statistics and social proof. A clean, monochromatic colour scheme with varying shades of grey creates a professional and trustworthy appearance. Large, bold numbers grab attention immediately, while concise descriptions provide context. This approach at a glance communicates the bank's financial strength, market presence, and capabilities.

The layout balances hard financial data with softer metrics to demonstrate scale and reach. It includes the number of professionals on their team and adds a human touch to Magnetiq Bank's presentation. This mix of quantitative and qualitative information paints a full picture of the bank's stability and capabilities, appealing to individual and corporate clients.



magnetiqbank.com ↗

Client review

We hired Goodface Agency for a rebranding project and website development. We've chosen them for their impressive range of projects within the FinTech sector. They exceeded our expectations, leading to high stakeholder satisfaction. Goodface team was tasked with a comprehensive scope of work. They handled everything effectively from market analysis to designing visual elements and implementing a brand launch strategy, meeting all deadlines.

Julija Fescenko
Head of marketing, Magnetiq Bank

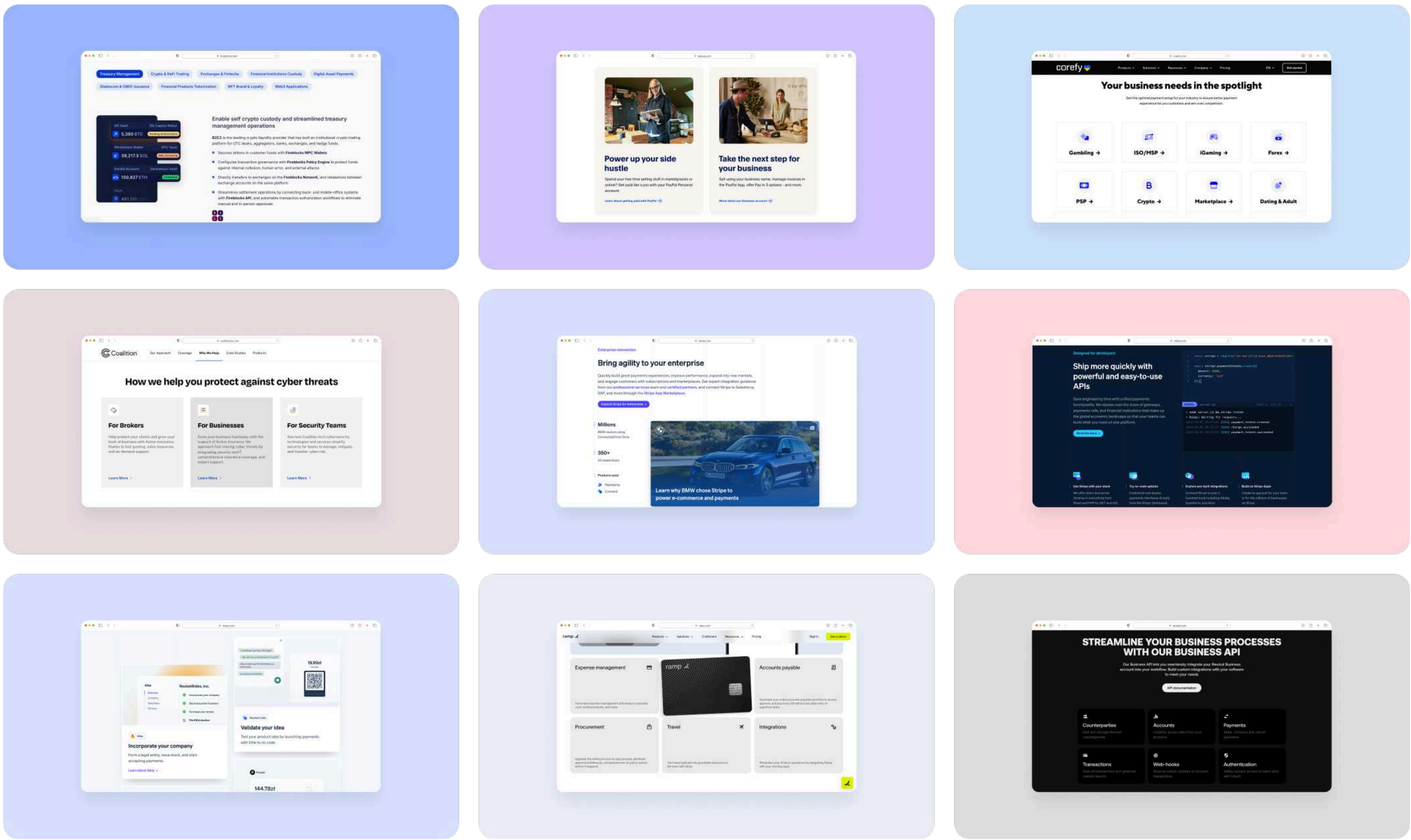
Read on Clutch.co ↗

Next page: Different segments. How to win customers across the board

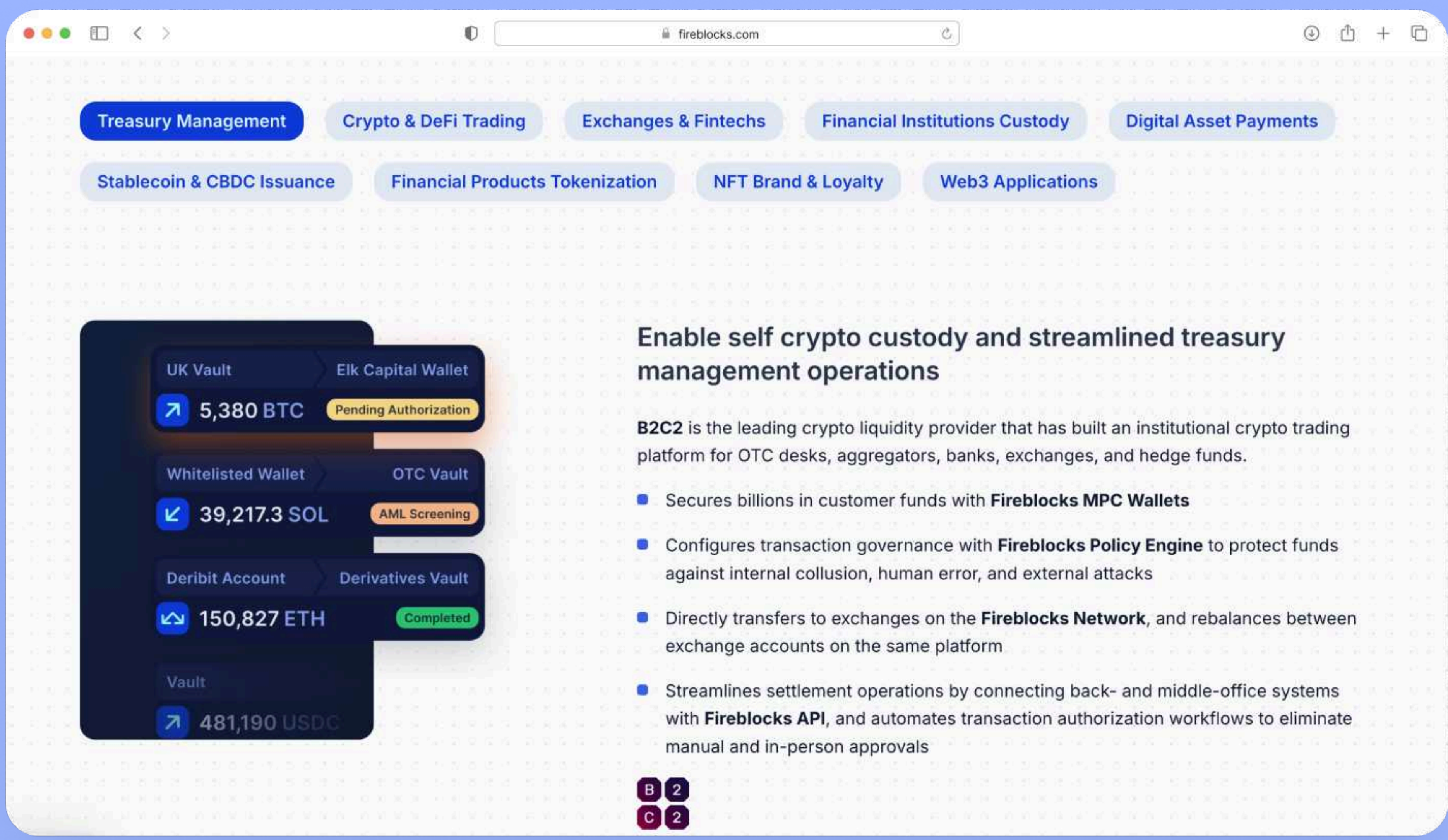
Chapter №5

Different segments. How to win customers across the board

FinTech websites often face a unique challenge: they must appeal to a broad spectrum of users, each with distinct needs and priorities. This section delves into the techniques top FinTech companies use to create websites that speak effectively to startups, established businesses, developers, and individual users – all on the same page. Let’s see how.



21 Go complex & cover all segments like Fireblocks



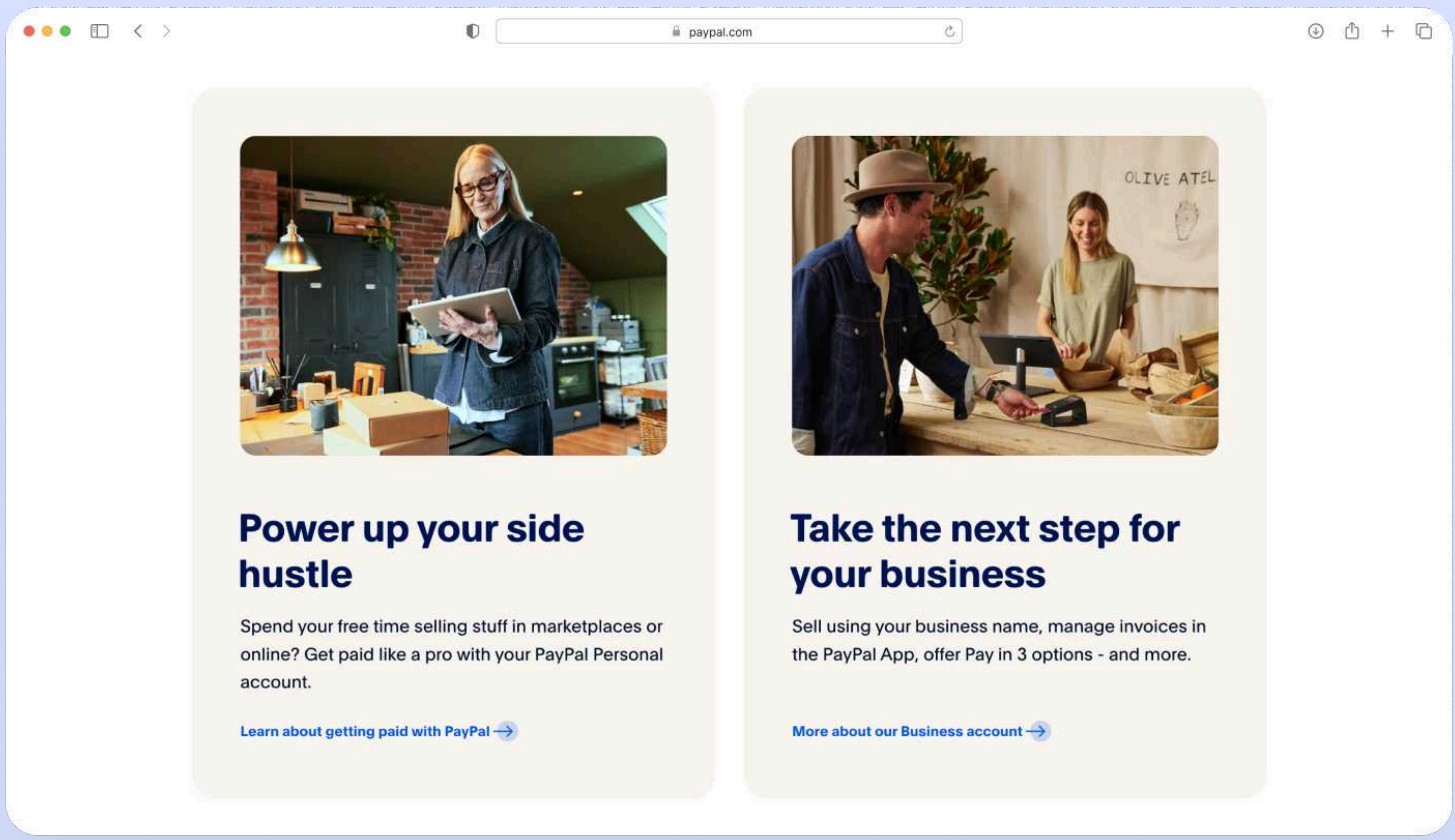
fireblocks.com ↗

Fireblocks employs a sophisticated multi-level structure to appeal to various customer types. They use categorised tags at the top to cover different use cases, then dive deeper with specific examples.

The combination of product visuals, client logos, and detailed case studies creates an exhaustive showcase. That's how they address both broad industry segments and niche applications.

Next page: Or go simple like Paypal →

22 Or go simple like Paypal

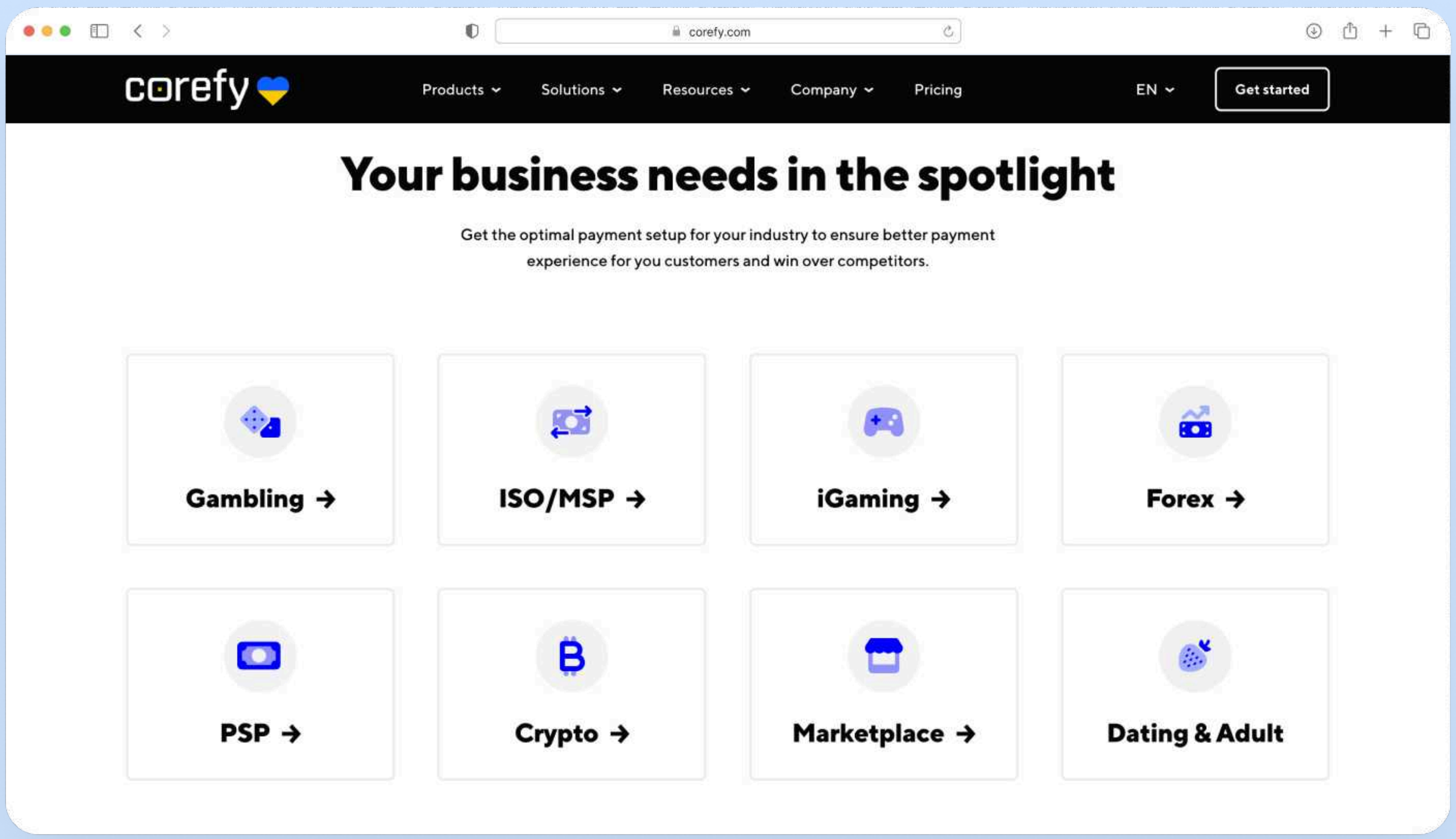


paypal.com ↗

PayPal segments its audience using a straightforward, binary approach. They present two clear options – 'side hustle' vs established business – to quickly guide users to the most relevant offering. Relatable imagery and concise copy help each segment quickly identify its fit. This simple yet effective method works well if you're at FinTech with distinct products for different business stages.

Next page: Make it minimalistic first, but lead to a separate landing page →

23 Make it minimalistic first, but lead to a separate landing page second like Corefy

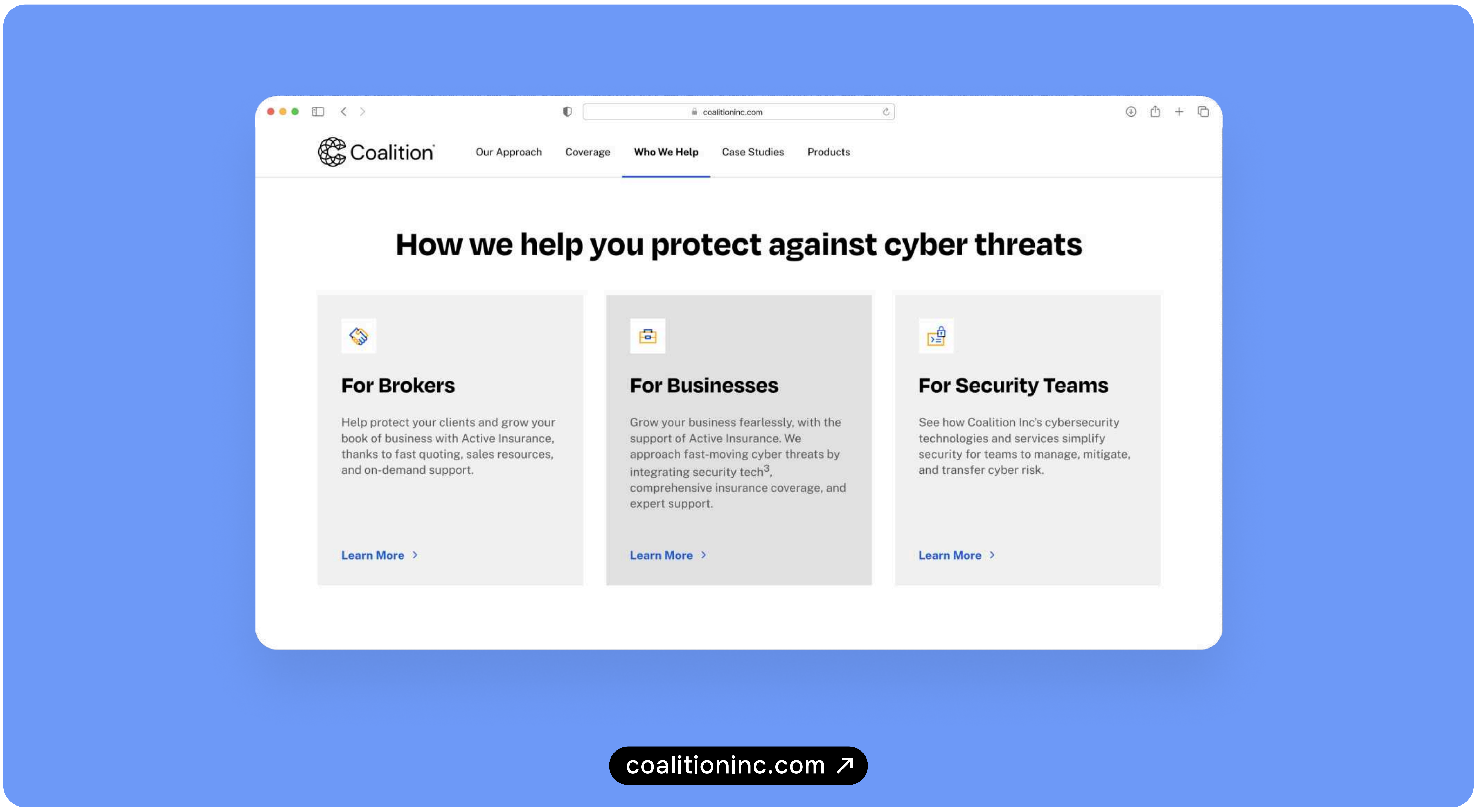


corefy.com ↗

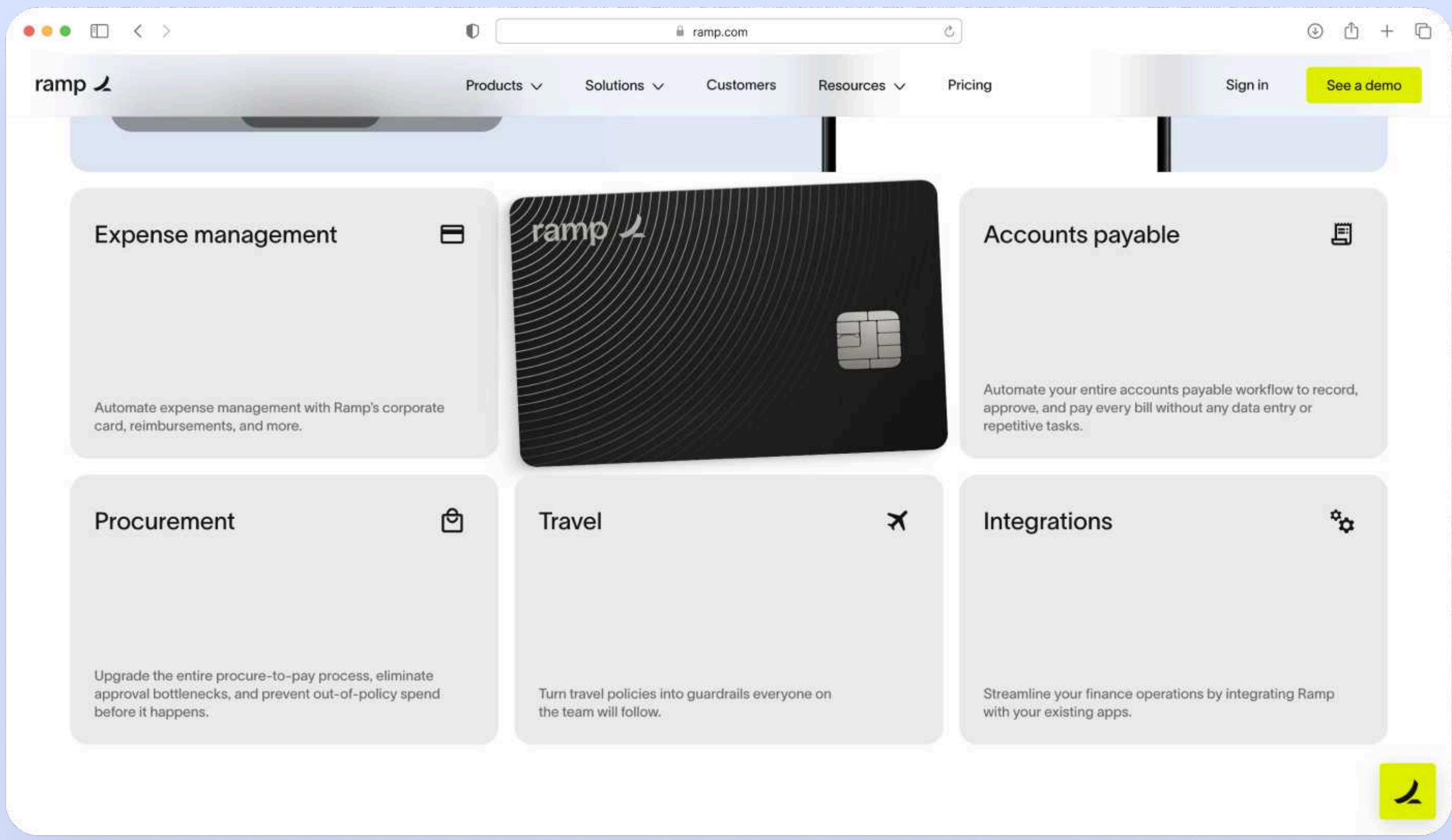
Here is another solution we at Goodface agency implemented for Corefy. It appeals to diverse segments using a grid of industry icons. This modular structure enables easy scanning and selection. It links each icon to a dedicated landing page, catering to specific industry needs while potentially boosting SEO. The clean, icon-based design keeps the main page uncluttered while still showcasing breadth. Your FinTech could adopt this approach to efficiently target multiple industries.

Next page: Put your cards on the table like Coalition →

24 Put your cards on the table like Coalition



Coalition targets distinct customer segments with a clean, card-based layout. Each card showcases a specific user group (Brokers, Businesses, Security Teams) using tailored messaging and icons. This approach helps visitors quickly identify their relevant category and proceed to a relevant landing page.



ramp.com ↗

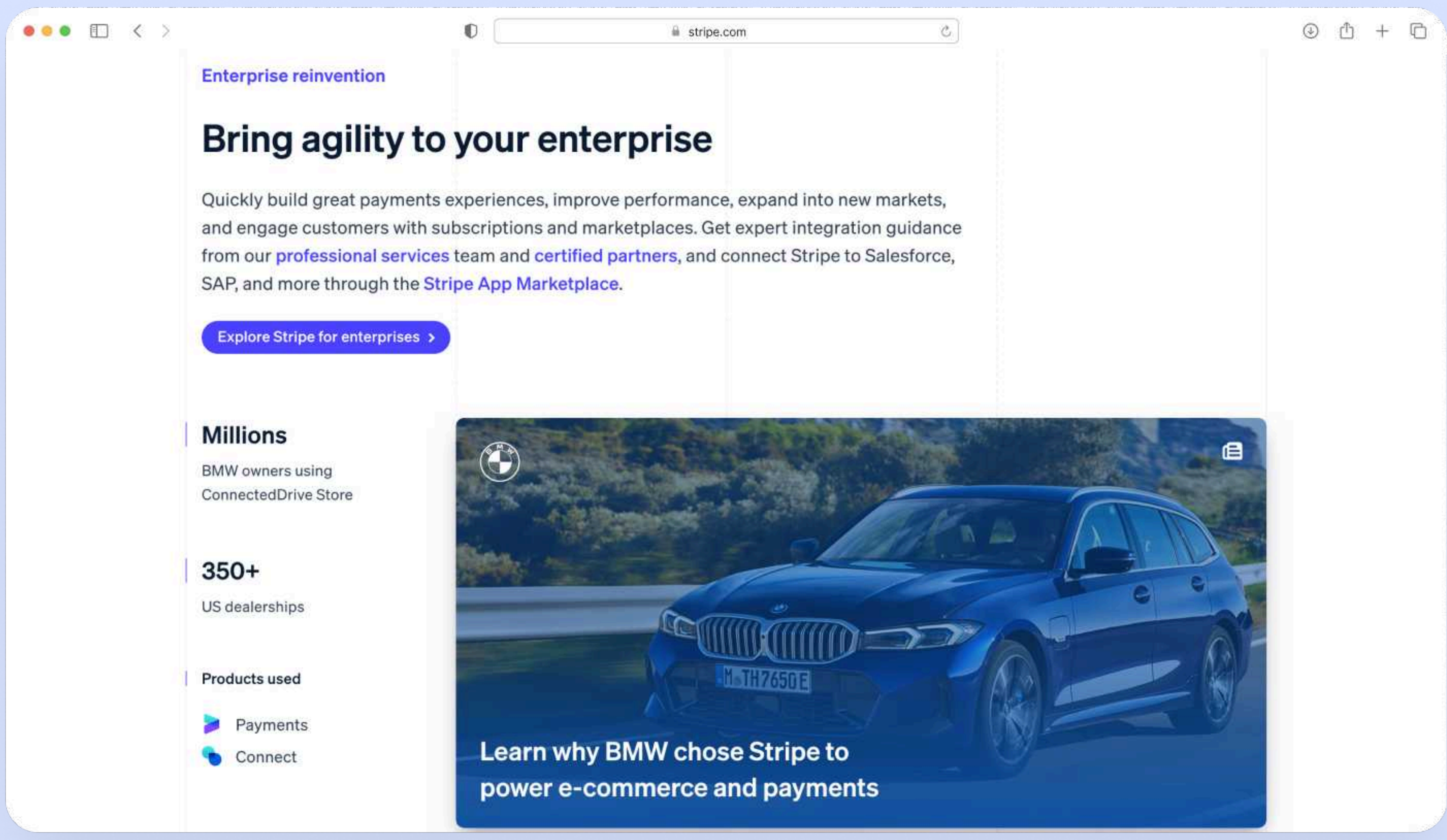
Workshop №9

Coalition's iegment targeting cards:

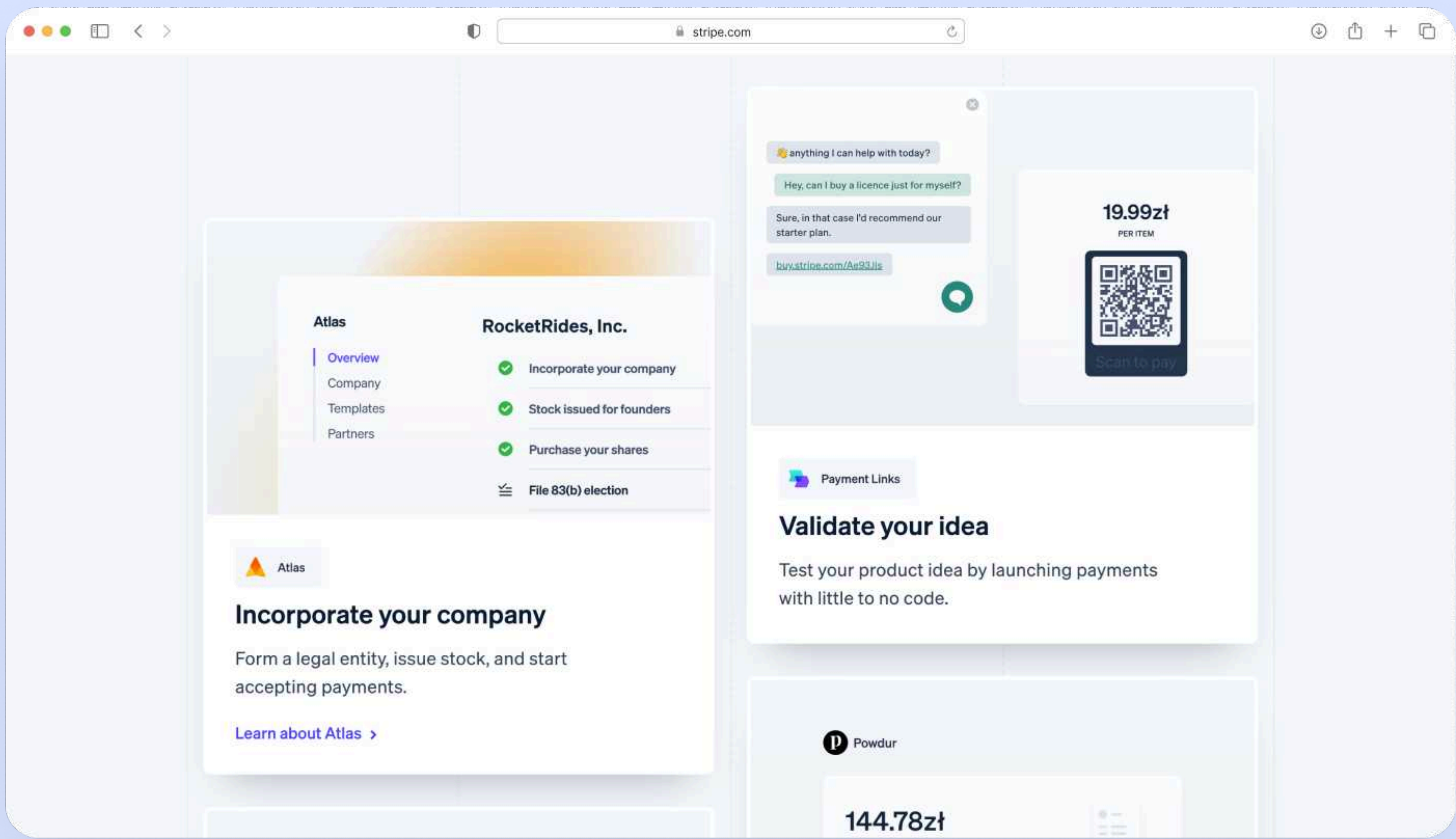
1. Identify 3-4 distinct customer segments for your FinTech product;
2. For each segment, list their primary pain points and how your product solves them;
3. Create a catchy headline for each audience (e.g., 'For Brokers: Streamlined Risk Management');
4. Design a simple card representing each segment;
5. Arrange these elements into a card-based layout, and ensure consistent structure across all cards.

Bravo! You've just segmented your audience more precisely than a Swiss watch splits seconds. Your visitors will feel like you're reading their minds – in a non-creepy, GDPR-compliant way, of course.

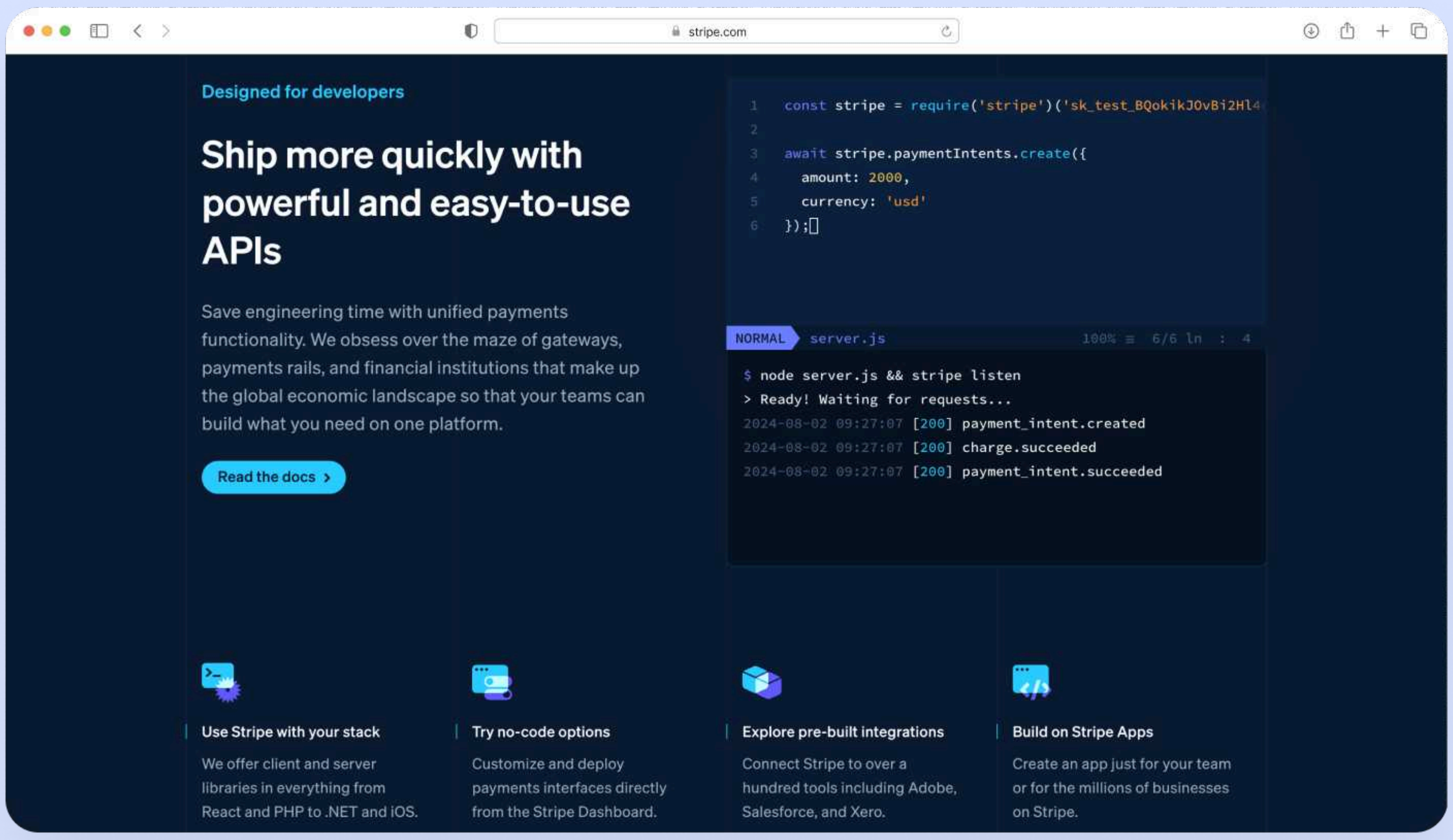
25 Be perfect and go big like S Stripe



stripe.com ↗



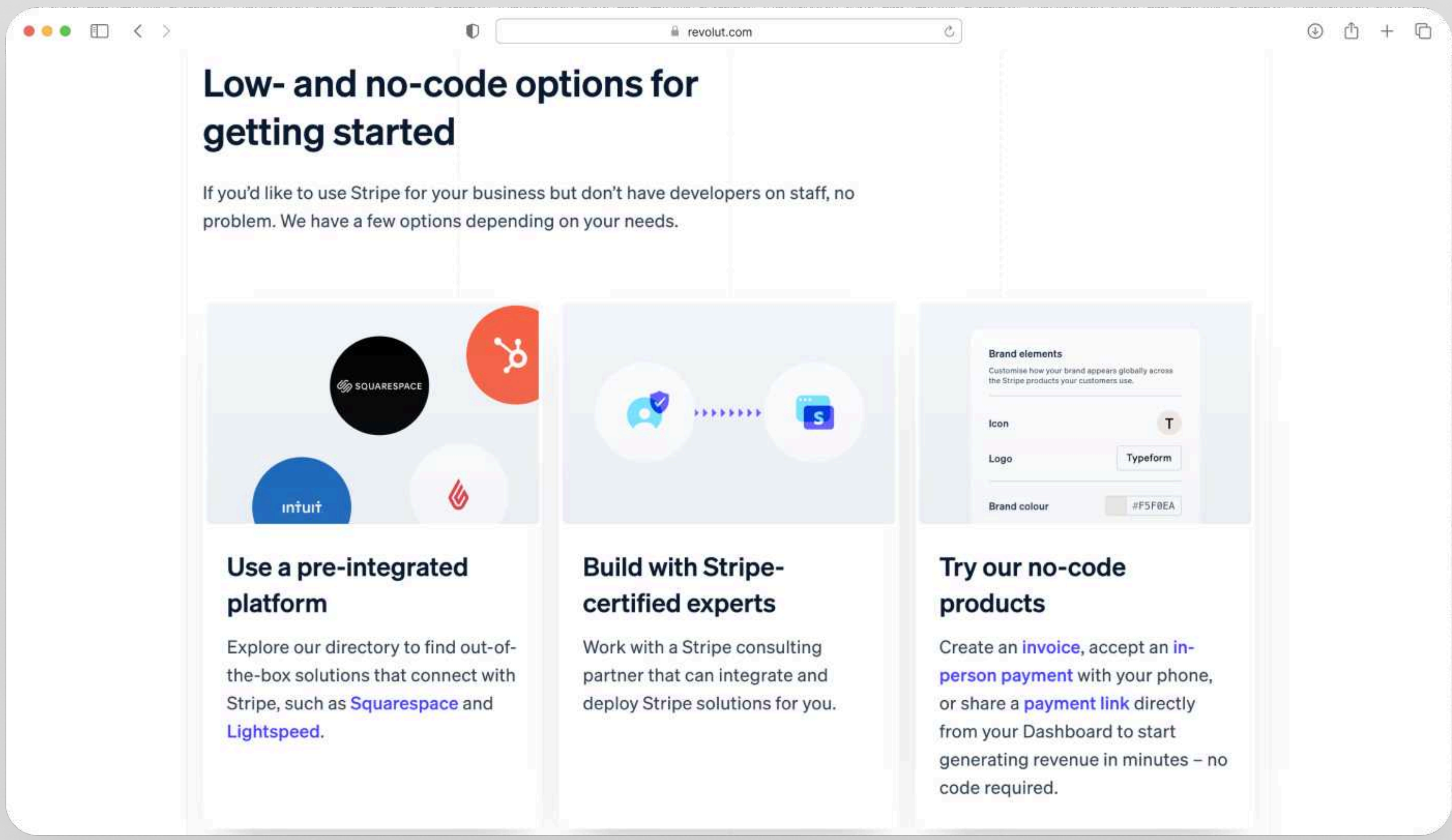
stripe.com ↗



stripe.com ↗

Stripe dedicates entire sections to each key audience. For example, they showcase a BMW case study that targets enterprises, highlighting their solution's scale and impact. Sections for startups and developers follow, each with tailored messaging and visuals that speak directly to specific needs and challenges.

The enterprise section uses social proof and impressive metrics to appeal to large businesses. The startup section focuses on growth and ease of use, with product screenshots demonstrating simplicity. For developers, Stripe displays code snippets and API documentation, emphasising speed and power. This approach allows Stripe to communicate its value proposition effectively to diverse audiences without diluting its message or cluttering the design.



stripe.com ↗

Workshop №10

Create Stripe-like multi-audience masterpiece:

1. Identify your three main audience types (e.g., enterprises, startups, developers).

---

2. For each audience:
   - List their specific needs and challenge;
   - Highlight how your product addresses these uniquely;
   - Choose a visual element that resonates (e.g., case study, product screenshot, code snippet).

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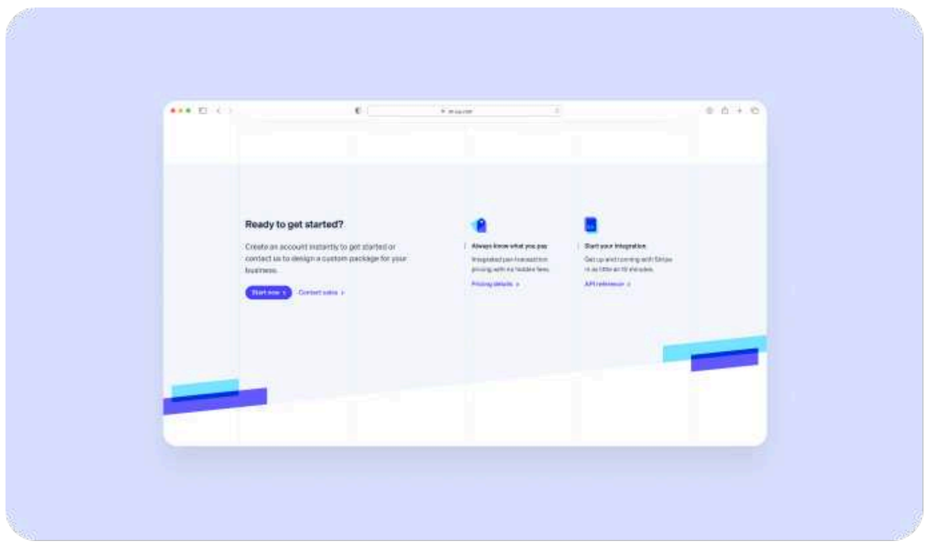
3. Craft tailored messaging for each segment.
4. Design a layout that clearly separates these sections while maintaining overall cohesion.

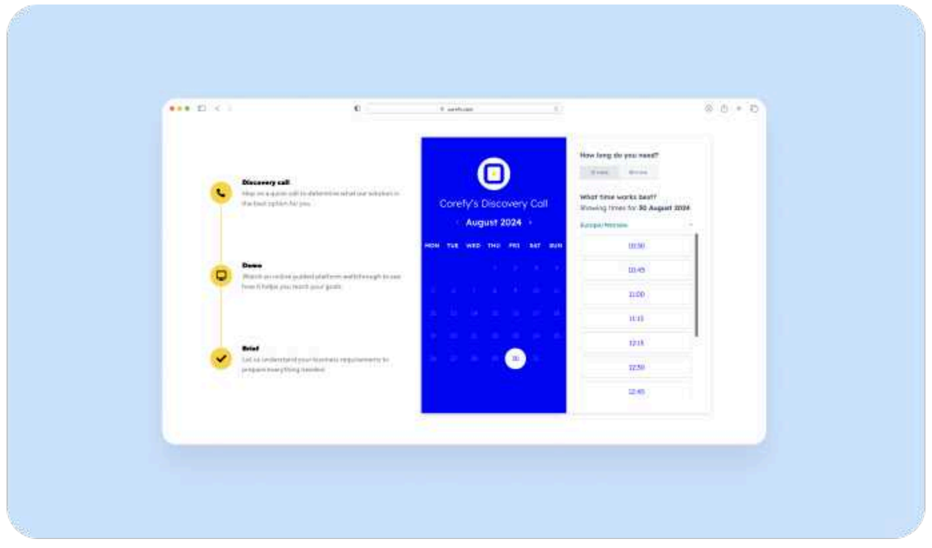
Well done! You've just created a Stripe-worthy multi-audience appeal.

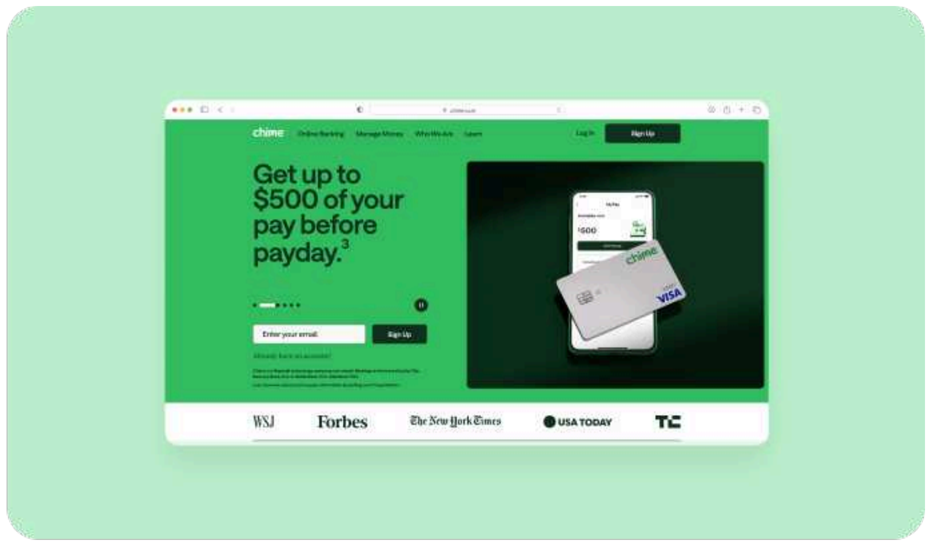
Chapter №6

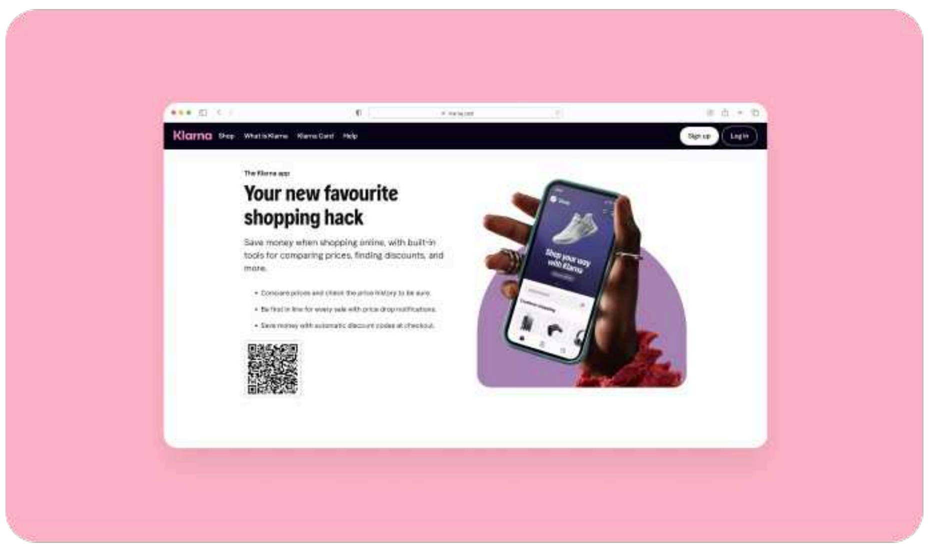
Call to Action for fintech websites. How to invite potential clients with style

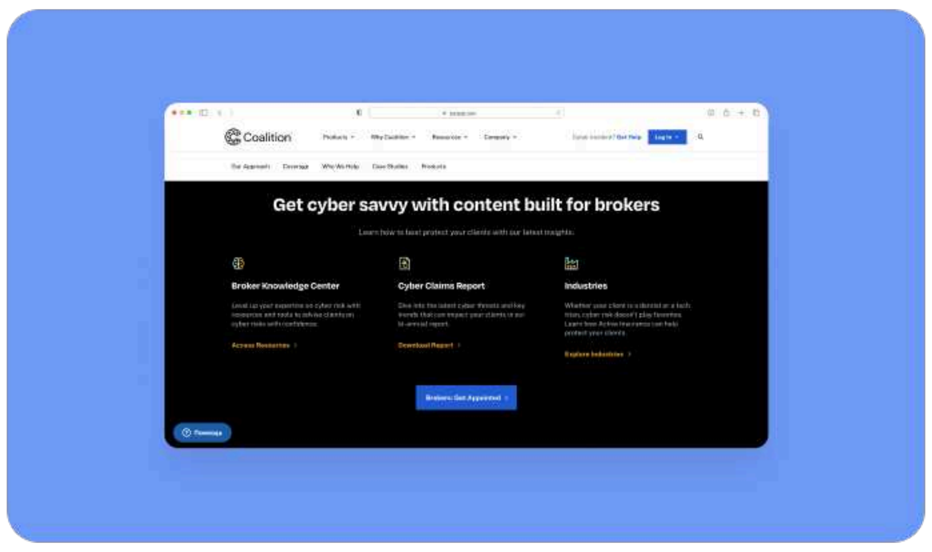
Great CTAs don't just happen. They're carefully crafted to speak directly to user needs and wants. We'll examine how Corefy, Stripe, and other FinTech leaders design CTAs that resonate with their target audience, and show you how to apply these principles to your own site.

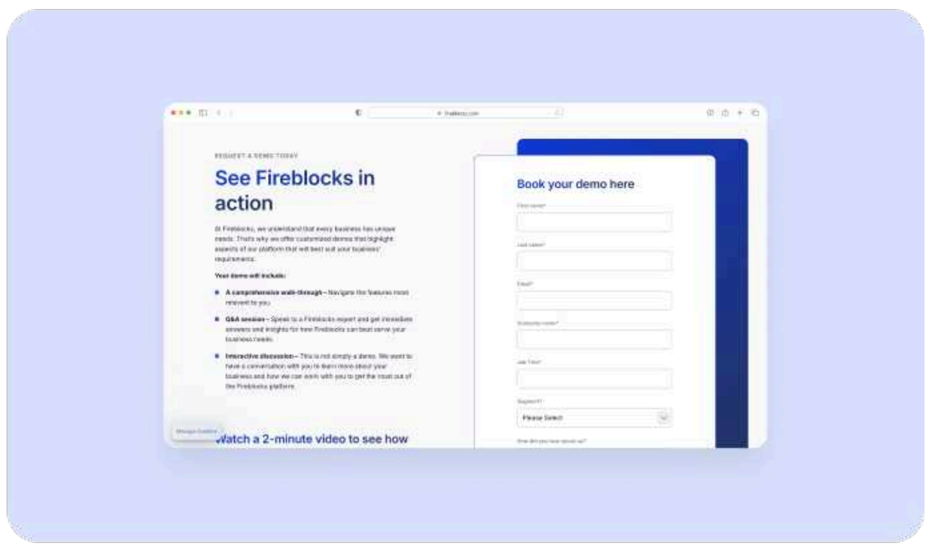


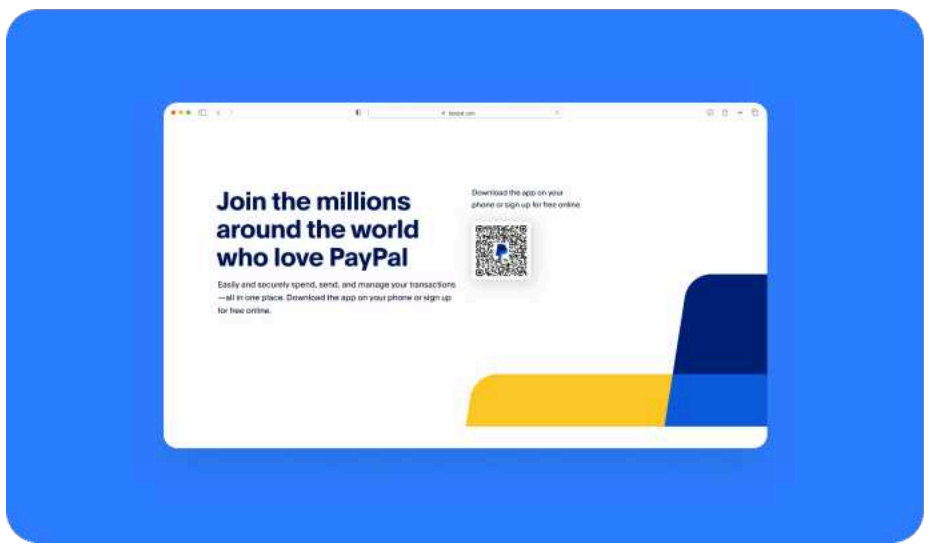


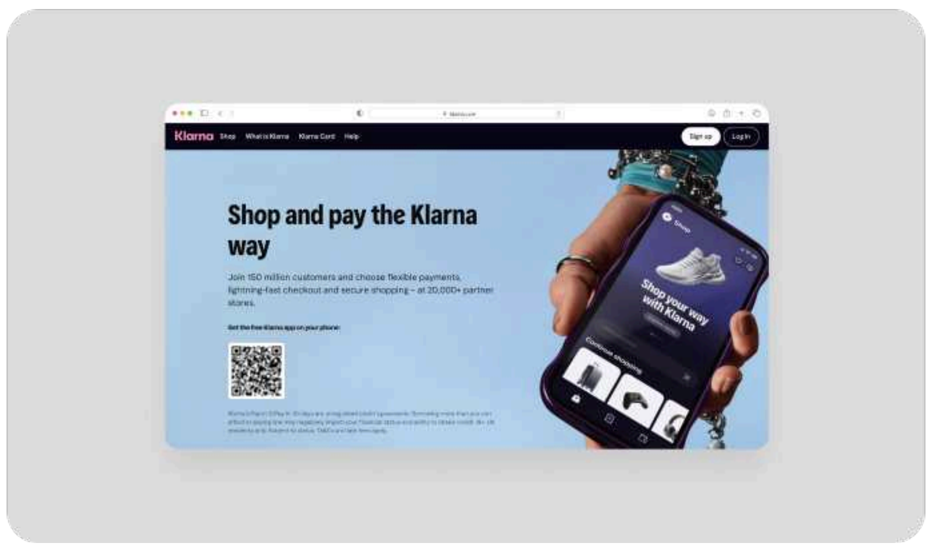


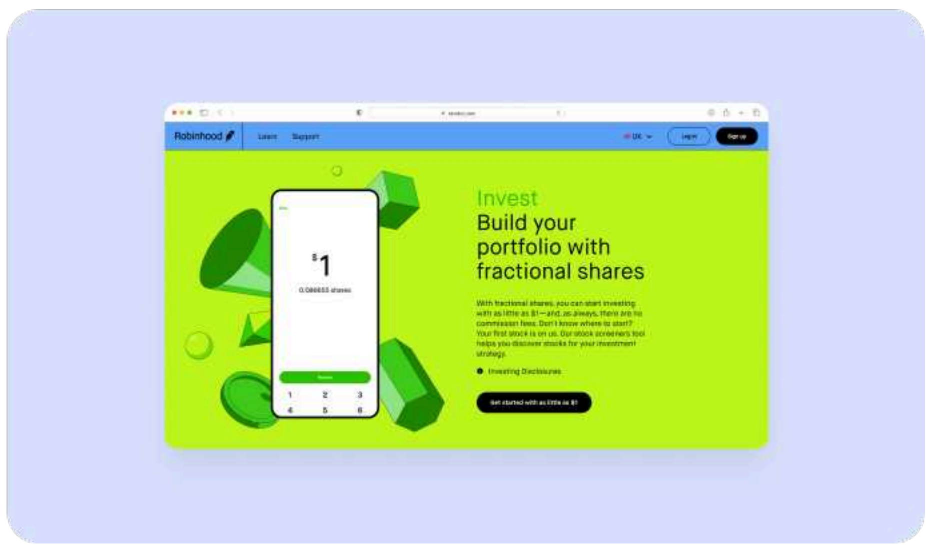




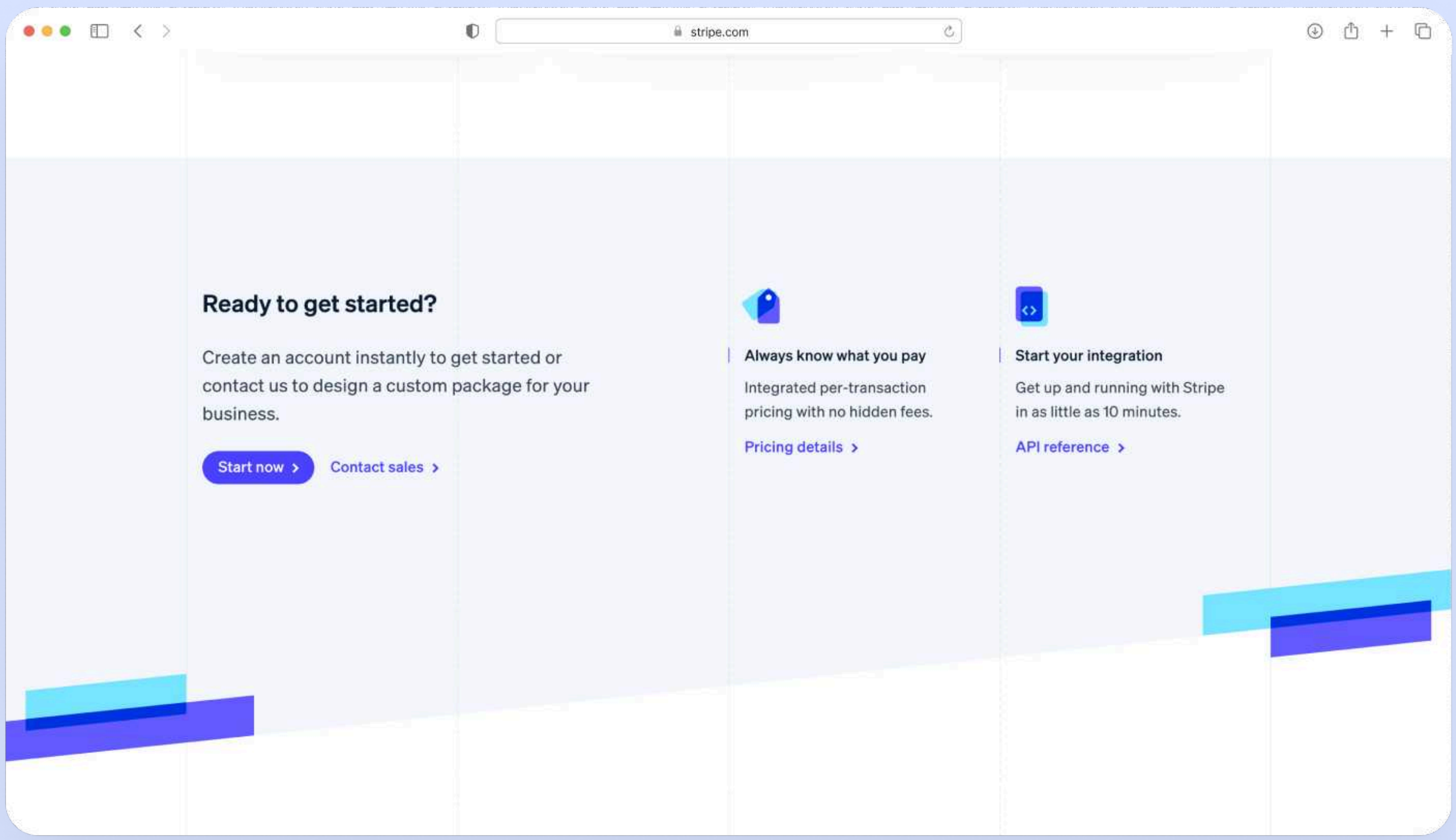








26 Tackle objections like Stripe



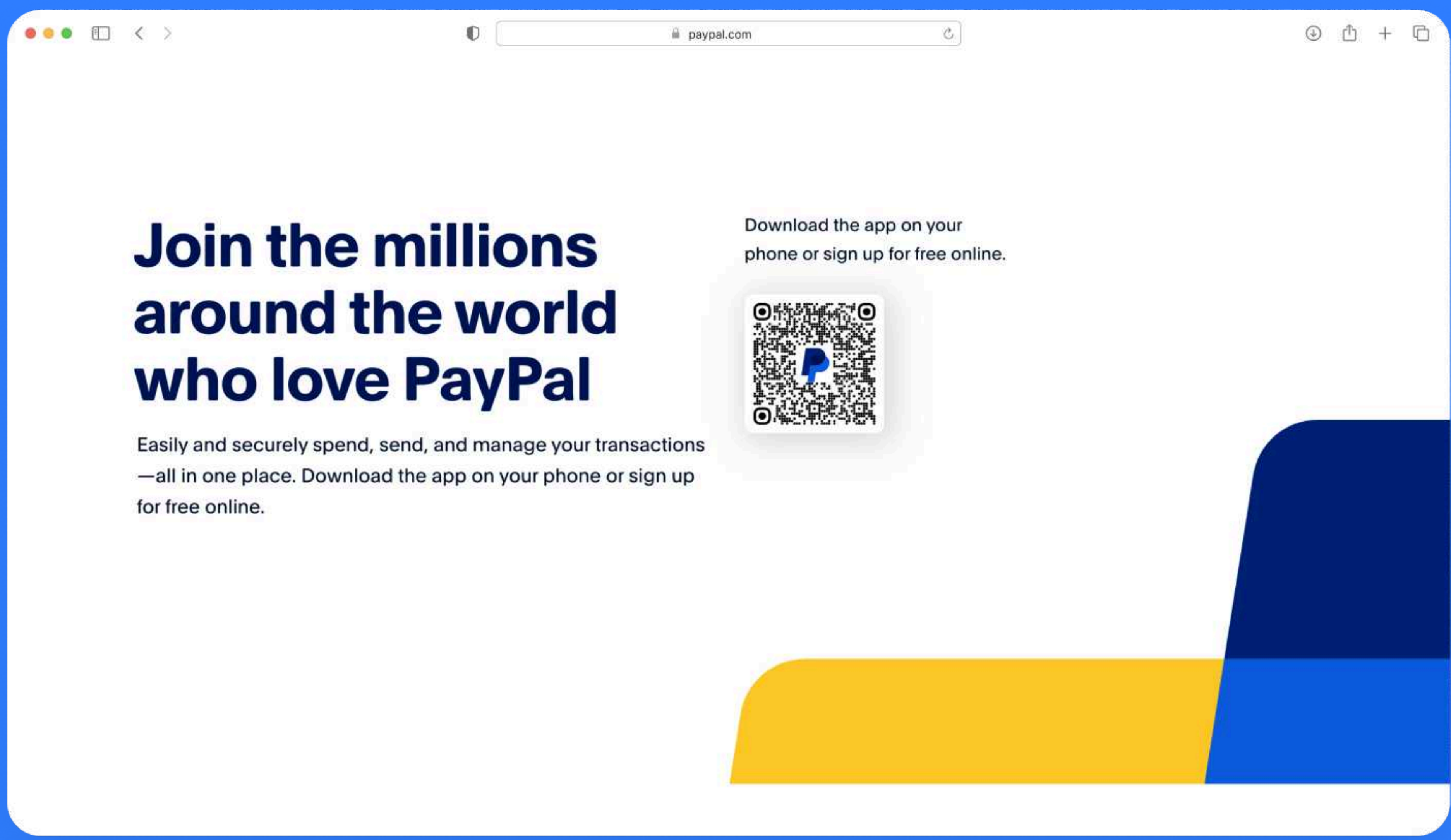
stripe.com ↗

Stripe tackles common objections with a clever three-part layout. It addresses two big concerns in the FinTech industry: hidden fees and complex integrations. Many users fear unexpected costs that can eat into their profits, so Stripe's promise of 'Always know what you pay' directly counters this anxiety. They emphasise transparent, per-transaction pricing with no hidden fees – this reassures potential customers about cost predictability.

Another common objection is that many businesses hesitate to adopt new financial solutions because they fear complex integrations. Stripe deals with this head-on with a bold, specific claim: 'Get up and running with Stripe in as little as 10 minutes'. This powerful CTA makes integration sound quick and easy. The precise '10 minutes' promise packs more punch than a vague 'quick setup' claim and makes the whole process feel manageable.

They also add a link to their API documentation, catering to tech-savvy users who want more details. This smart mix of simple promises and technical resources speaks to different types of customers in one compact section. Doing so, Stripe builds trust, smooths out doubts, and nudges users towards taking the next step.

27 Simplify action & add social proof like PayPal

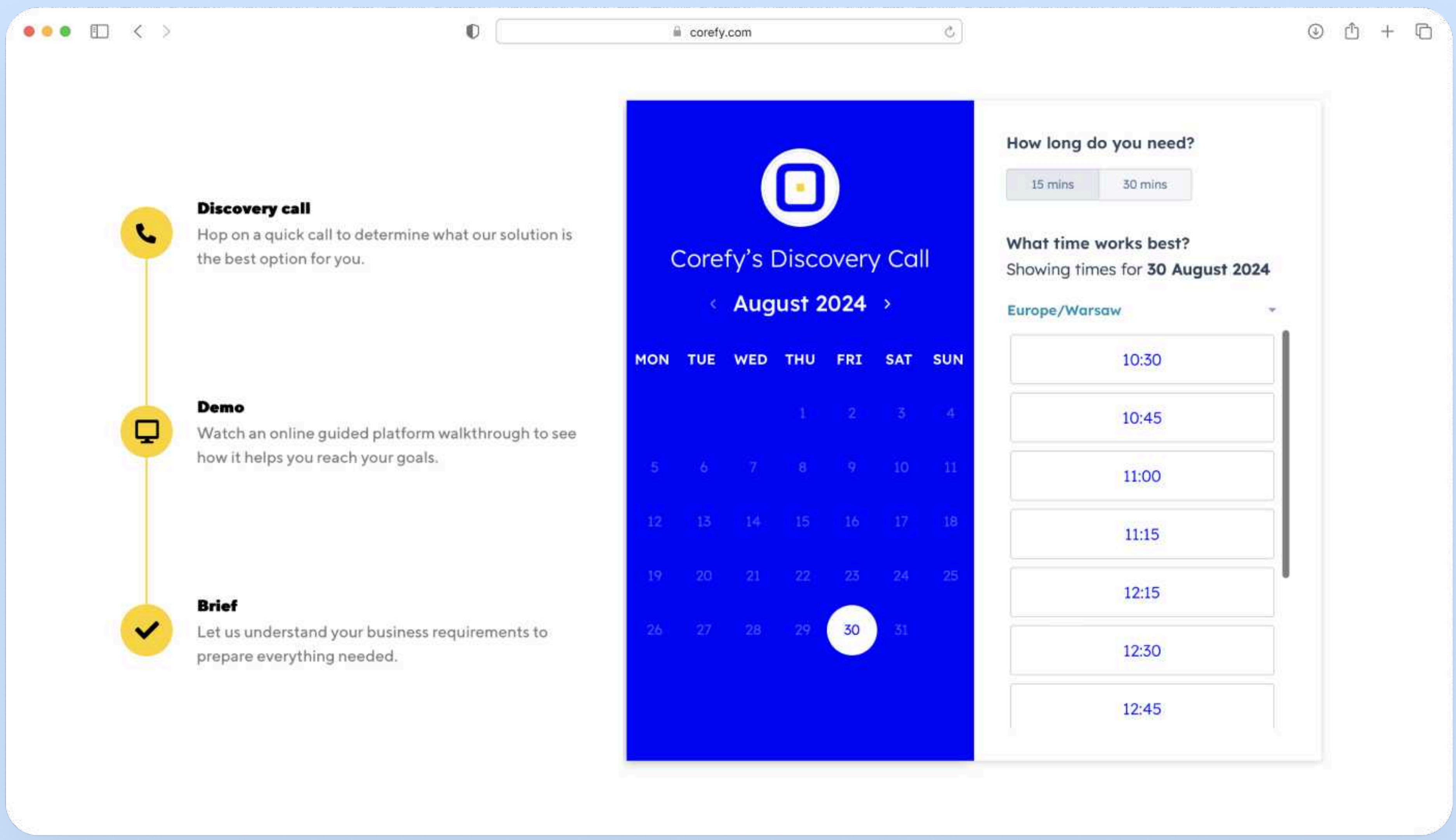


paypal.com ↗

PayPal employs a bold, benefit-driven headline to appeal to potential users. The phrase 'Join the millions around the world who love PayPal' creates a sense of community, trust and social proof. They follow this with a clear, concise explanation of their core benefits, emphasising ease of use and security. The QR code provides a quick path to download the PayPal app, which seems to be the main goal for the company. This approach works well for established brands that look to expand their user base by highlighting their global reach and user satisfaction.

Next page: Personalise onboarding like Corefy

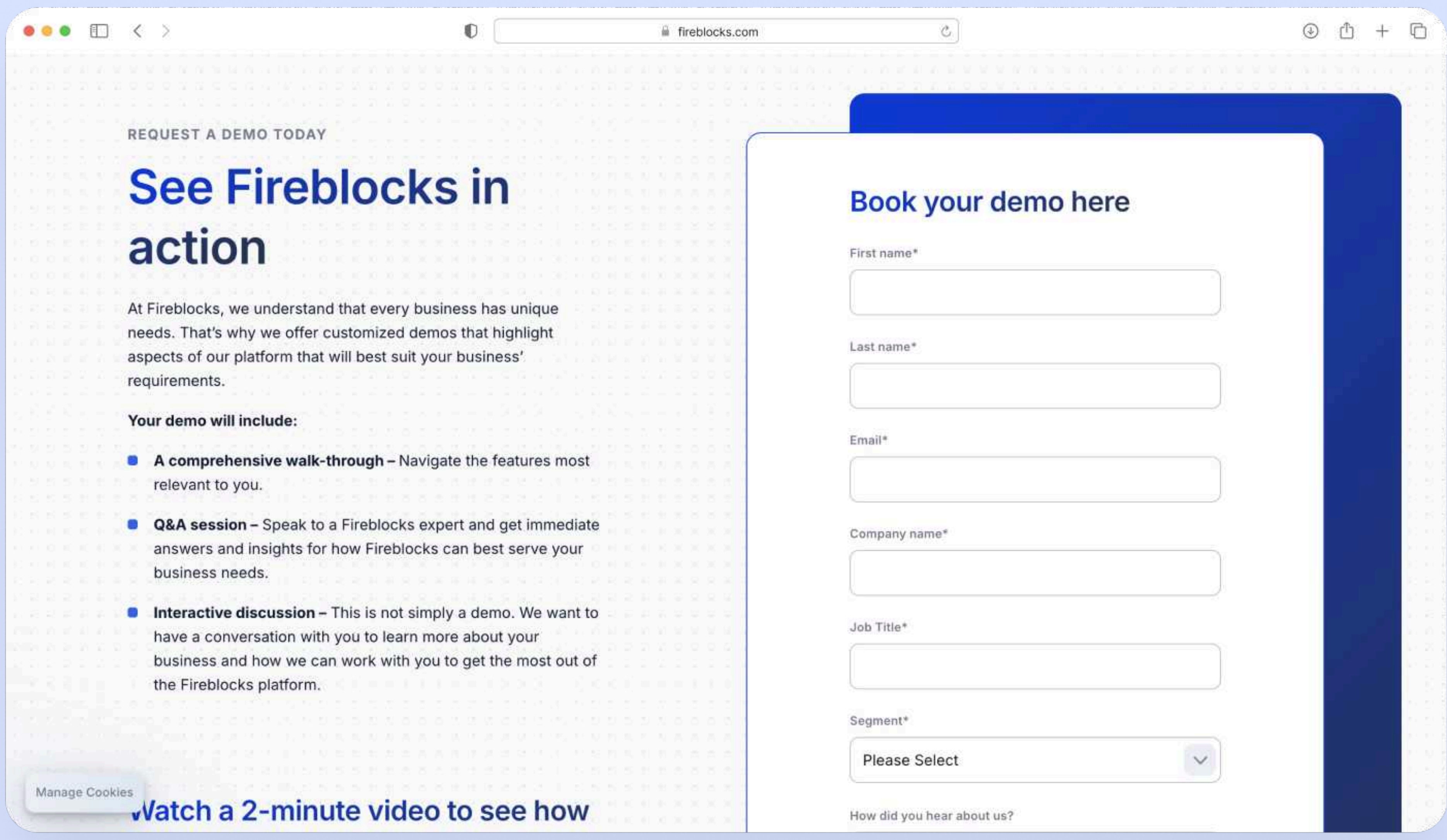
28 Personalise onboarding like Corefy



corefy.com ↗

Corefy has a CTA like this to offer a detailed, user-friendly approach to onboarding new clients. It starts with impressive statistics, which immediately establish the company's credibility. The page then outlines a clear three-step journey: a timeline showing their following journey, a demo for a guided platform walkthrough, and a brief to understand specific business requirements. This transparent approach helps potential clients to understand exactly what they can expect from the process.

The interactive calendar for easy scheduling provides users feeling of control over their time, yet you get right into their calendar (instead of just a lead-capture form). This level of detail and flexibility caters to different user preferences and time zones. This solution works well for B2B companies.



fireblocks.com ↗

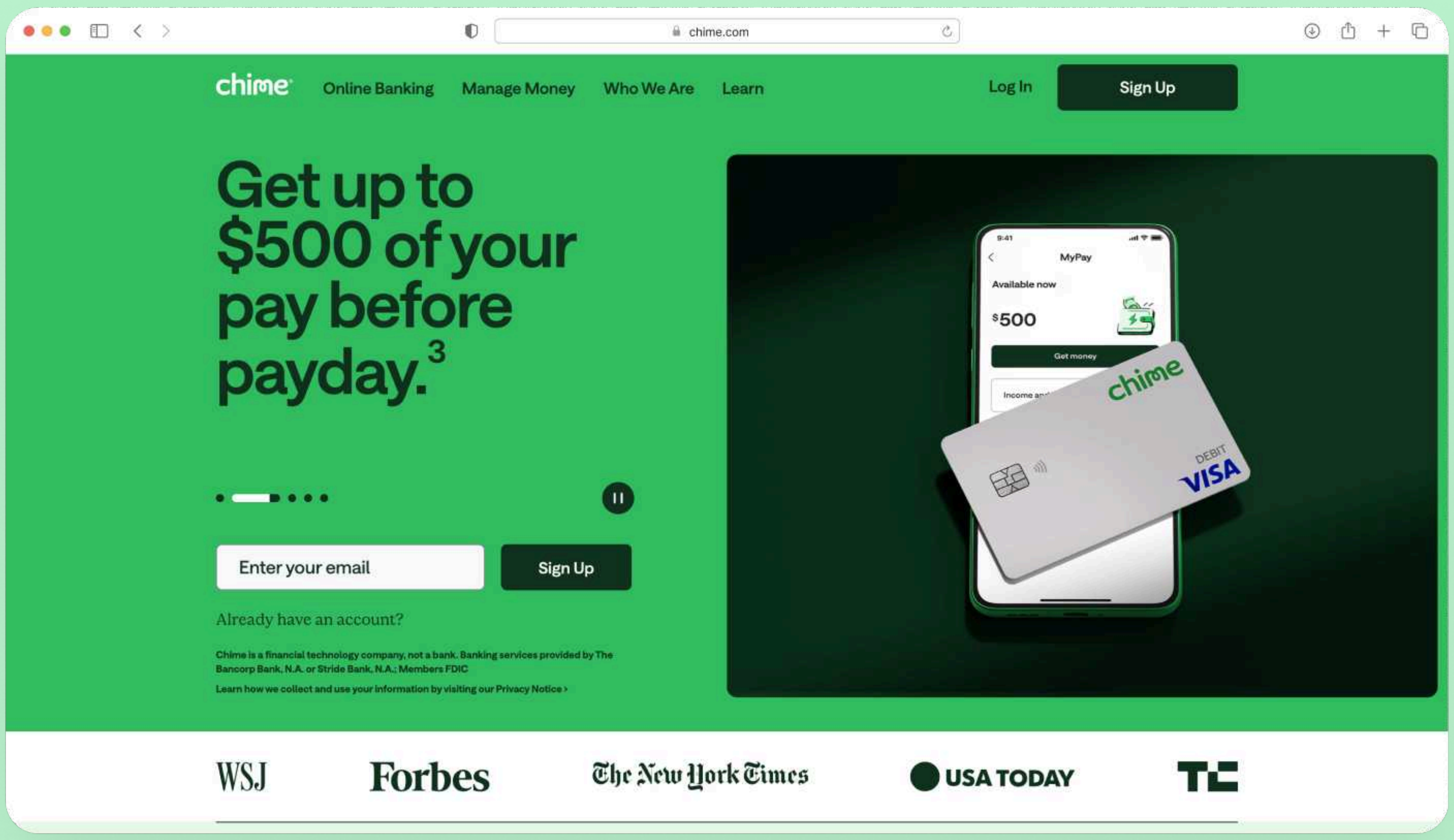
Workshop №11

Corefy's personalised onboarding Odyssey

1. Identify 2-3 impressive statistics about your platform (e.g., transactions processed, number of integrations);
2. Outline your typical onboarding process in 3-5 clear steps;
3. For each step, write a brief, benefit-focused description;
4. Design an interactive element for at least one step (e.g., a demo booking calendar);
5. Craft a headline that emphasises the ease and personalisation of your onboarding process;
6. Arrange these elements into a visually appealing layout, using icons or graphics to illustrate each step.

Next page: Simplify sign-ups like Chime

29 Simplify sign-ups like Chime

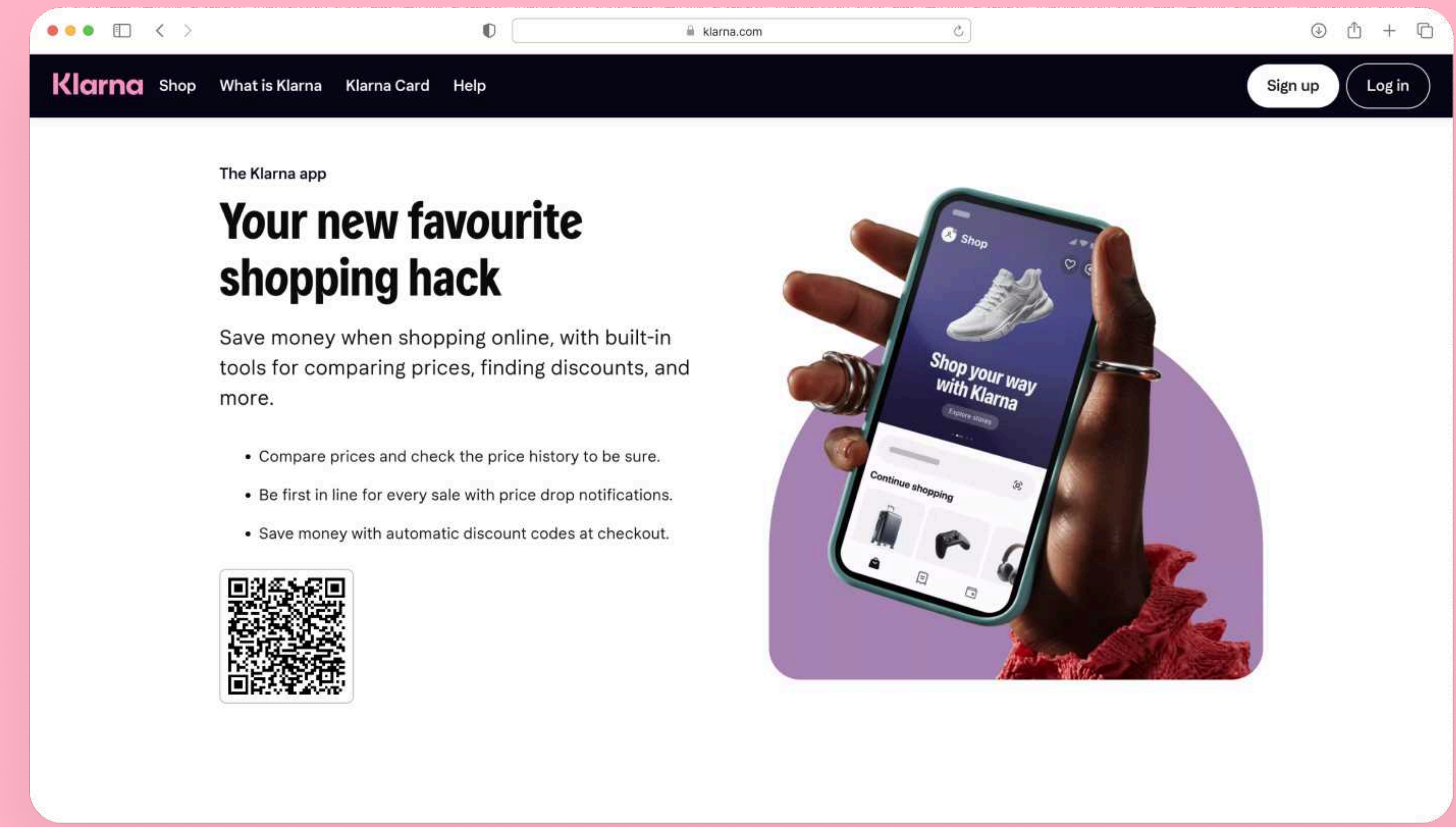


chime.com ↗

Chime leverages social proof effectively – it displays a user testimonial and app store ratings. The testimonial is short, impactful, and relatable, while the '1,000,000+ 5 Star Reviews' provides impressive quantitative evidence. This approach builds trust quickly and efficiently. The simple sign-up form with a clear value proposition ('Applying for an account is free and takes less than 2 minutes') reduces barriers to entry.

Next page: Highlight features like Klarna →

30 Highlight features like Klarna

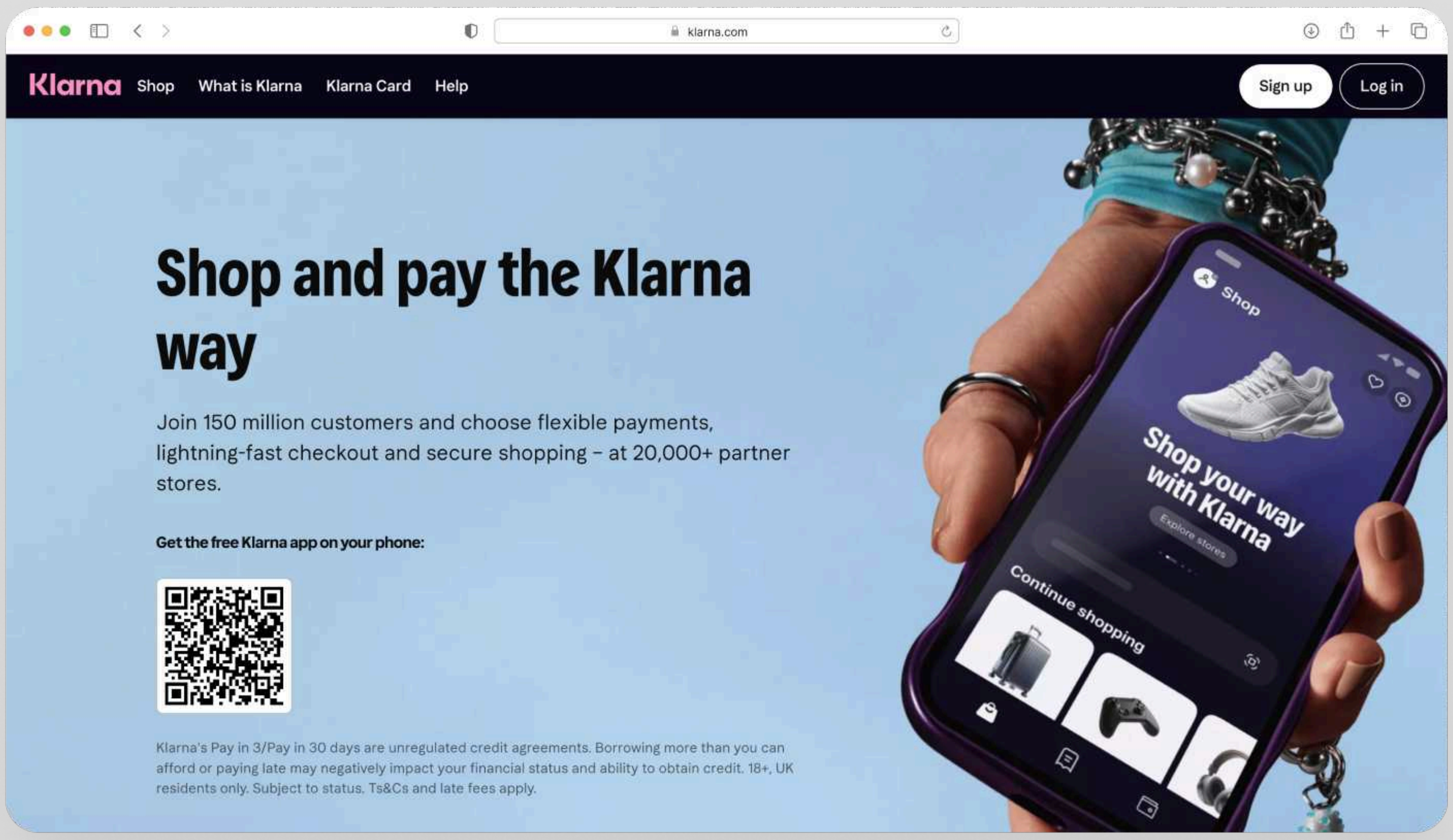


klarna.com ↗

Klarna positions its app as a 'shopping hack', appealing to users' desire for smart, money-saving solutions. They use clear, benefit-driven bullet points to highlight key features.

The image of the app in use adds visual interest and demonstrates the product in action. The QR code provides an easy way for users to download the app. This approach works well for FinTech products that want to emphasise practical, everyday benefits to users.

You could adopt this strategy of positioning your product as a clever solution to common problems, backed up by clear, concrete benefits.



klarna.com ↗

Workshop №12

Klarna's Feature Spotlight

1. Identify your product's 3-4 most compelling features;
2. For each feature, write a short, benefit-driven bullet point;
3. Craft a catchy headline positioning your product as a smart solution (e.g., 'The ultimate budgeting hack');
4. Choose a visually appealing image or screenshot of your product in action;
5. If applicable, create a QR code for easy app downloads.

Next page: A word from the CEO of Goodface design agency

Chapter №7

A word from the CEO of Goodface design agency

The FinTech industry stands at the forefront of global transformation, reshaping how we interact with money and financial services. In 2024, we're witnessing unprecedented growth, with the global FinTech market projected to reach a staggering $349.10 billion.[1]

This isn't just about numbers; it's about real-world impact. With the number of FinTech companies more than doubling since 2020 to over 26,346 in 2024,[2] we're seeing a seismic shift in the financial landscape and consumer expectations. And it's not just about the money. It's about how FinTech is changing the game for everyone, from the corner shop owner to multinational corporations.

At Goodface, we recognise the pivotal role FinTech plays in democratising access to financial services and driving innovation. From embedded finance to AI-personalised experiences, the trends we're seeing are not just reshaping the industry – they're improving lives! Our mission remains clear: to help FinTech companies like yours translate complex offerings into user-friendly web experiences that even your grandma would love.

Because at the end of the day, FinTech isn't just about fancy algorithms – it's about empowering people to take control of their financial lives. And that's a mission we're proud to be part of.

Max Yakubovych
CEO Goodface

1. FinTech Market Overview with Size, Share, Value | Growth [2032] (fortunebusinessinsights.com)
2. 43 Fintech Statistics For 2024 (Startups, Financials & Trends) (demandsage.com)

Conclusion

Fintech is beyond aesthetics

Our analysis of leading FinTech websites reveals a common thread: successful digital presence goes beyond aesthetics. These industry leaders have crafted websites that function as round-the-clock sales teams, trust builders, and brand ambassadors. From Stripe's clear value propositions to Revolut's benefit-focused design, each element serves a strategic purpose in converting visitors to customers.

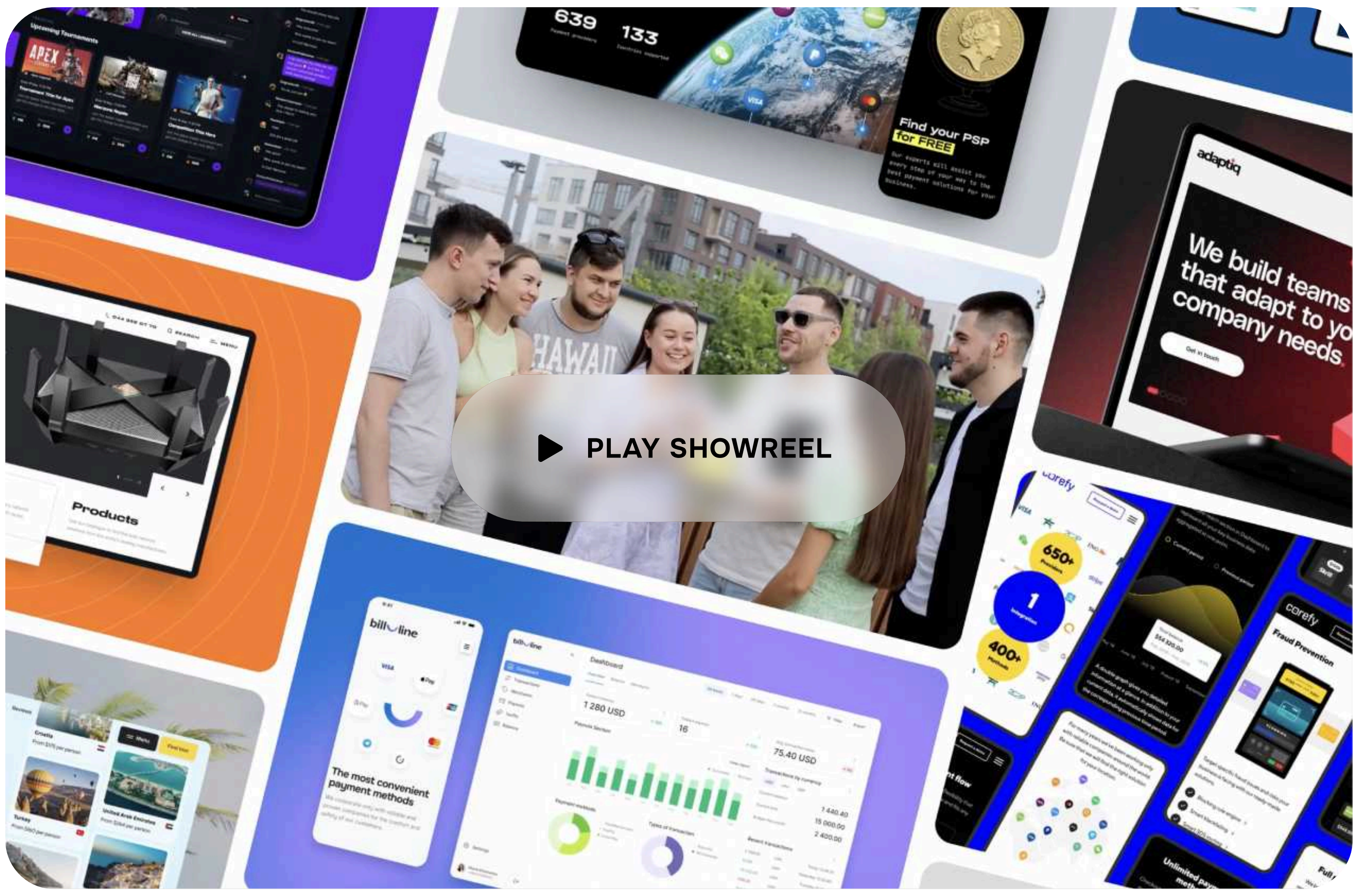
However, implementing these strategies requires expertise and resources that may not be readily available in-house for many FinTech companies.

If you're looking to enhance your FinTech website's performance, consider partnering with a specialised agency. We, Goodface offer expertise in translating complex FinTech offerings into user-friendly and 'wow' websites and interfaces.

To explore how we can help optimise your presence, please contact us at hi@goodface.agency or just book a convenient time for a call here.

About Goodface

Some numbers about our FinTech design & development agency



Clutch

4.9 ★★★★★

Top B2B company in Ukraine

8/10

of our clients come by recommendation

6x

the CSS Design Awards

90+

successful projects

Let's take your business to the next level together

GET IN TOUCH >