

CASE STUDY

Unique Research Helps a Payments Company Refine Its Value Proposition

THE CLIENT:

A global payment solutions provider

USERS:

Marketing team

The payments industry is undergoing a period of immense change as traditional card payments are being replaced with digital solutions that meet consumer demand for greater convenience and simplicity. This includes digital wallets, buy now pay later options, barcode-based payment apps and much more.

The marketing team at this global payments solutions provider is charged with understanding where the payments market is today and where it's heading in order to capitalize on emerging digital experiences. The team needed to better understand the digital habits and adoption trends of consumers, as well as the current offerings and development roadmaps of financial technology ("fintech") providers. These insights would enable the team to develop a unique value proposition and use thought leadership materials to tell the story to consumers and fintech business partners.



Pain Points

Technology in the payments arena is rapidly evolving. This company needed to better understand the market dynamics to refine its digital value proposition, form appropriate partnerships with fintech companies and have a compelling story for consumers. As such, the marketing team had many questions they wanted to address, including:

- How fast is the digital marketplace growing?
- How are consumers in different regions of the world using digital payments, and what are their preferences looking forward?
- How are fintech vendors evolving and differentiating their offerings?
- What are the needs of Fintech vendors and what drives their partnership strategies?

The company was looking to capitalize on disruptions taking place in the payments industry and use thought leadership pieces to drive multiple outreach activities to tell a differentiated story to the market.

With this information in hand, the team could create and brand a customized report that demonstrated the company's knowledge of the digital market and its unique position. This would be shared in meetings, webinars and other outreach activities. The head of marketing was familiar with 451 Research ("451"), a technology research group within S&P Global Market Intelligence ("Market Intelligence") that provides a holistic view of innovation across the entire enterprise. He contacted the group to discuss his plans and see how 451 analysts could assist.



The Solution

451 discussed utilizing its Professional Services to undertake customized research and leverage this to create compelling marketing content. Seasoned consultants and subject matter experts would work collaboratively with the marketing team to design one market research survey for consumers and another for fintech vendors. The consumer survey would cover different regions of the world and include feedback from a range of age groups. The vendor survey would also have regional coverage and include companies of various sizes and stages of maturity operating across more than a dozen areas, including digital banking, payment processing, investments and money transfers. Professional Services is comprised of a number of capabilities that would enable the marketing team to:



Understand market dynamics and trends

Strategic Advisory Services provide custom research engagements designed to empower clients with research insights to support both strategic and tactical decisions. Each project utilizes a blend of analysis appropriately applied to unique business challenges, including market, competitive and demand analysis.

The methodology starts by leveraging the existing research and data assets of 451. It then extends those assets with new primary and secondary research to gather additional data and insights.



Estimate the value and volume of transactions

Spending and Channel Utilization by survey samples can be applied to population statistics from Market Intelligence to generate estimates of the total value and transaction volume for each purchase channel and payment method included in the analysis.

S&P Global

Market Intelligence



Create customized materials for outreach

With Go 2 Market Services, 451 specialists work with clients to identify topics that will appeal to both end customers and business partners. They then craft the right mix of deliverables to build out the content marketing strategy. This may include commissioned papers, roundtables, podcasts and hosted webinars to gain visibility in the market. The content is co-branded, and 451 analysts are available to participate in presentations and discussions.

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Market Intelligence



Key Benefits

The marketing team saw the benefit of having unique intelligence to help create a powerful value proposition that could be supported by thought leadership pieces to underscore the company's knowledge of market trends in the fintech space. The team decided to proceed with the work, emphasizing the importance of having:

- **Unique data** from customized surveys to reinforce branding in the fintech market from a vendor neutral analyst perspective.
- **Deep insights into the risks and opportunities** presented by disruptive technologies and new market participants.
- **An understanding of the needs of different regions and target audiences** to craft sales messages that are relevant and meaningful.
- **More clarity about addressable demand by location** to fine-tune sales targets and determine how best to deploy resources.
- **Competitive details** to help appropriately position payment and pricing options.

[Click here to explore some of the solutions mentioned in this case study.](#)

S&P Global

Market Intelligence

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