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# How To Target and Engage Fintech Buyers

GUIDE



# Are You Targeting the Right Buyers for Fintech Solutions?

Appetites for financial technology (fintech) solutions are expected to increase as companies look to streamline workflows, improve operations, and harness the power of next-gen innovations for their financial management and reporting. Fintech goes beyond digitizing traditional financial tools—it's about creating more convenience and transparency for end-users using a new approach to old practices.

While the term "fintech" covers a broad range of digital financial services and solutions, the desired outcome of fintech investments remains the same. Gartner research finds that user experience and innovative use of emerging technology are the two key areas finance leaders focus on when selecting a solution. Brands should highlight these differentiators in their content and messaging over pricing or time to value. As more professionals move away from traditional methods like Excel to manage financial workflows, technological advancements are improving ease-of-use and user adoption. Next-gen technology to support finance services automation like artificial intelligence (AI) and machine learning (ML) for advanced and prescriptive analytics are increasingly helping buyers better support strategic and tactical decision-making. This technology also has its place in cybersecurity to protect financial data, robo-advisors for financial planning, and customer service powered by AI and ML chatbots. Open banking and acceptance of application programming interfaces (APIs) also incentivize B2B fintech purchases to create harmony between providers and financial institutions. Globally, the fintech market is expected to grow to 1.2 billion by 2032 with a compound annual growth rate (CAGR) of 16.5% from 2024 to 2032.

Marketers looking to reach the buying centers responsible for making these purchasing decisions and move them through the buying journey faster need intent data to deliver more relevant and personalized experiences through a unified, multi-channel account-based approach. Here's what our data tells us about the accounts demonstrating the highest propensity to purchase fintech solutions, the buying committee personas making those purchase decisions within these organizations, and the content that's likely to resonate with them the most.

McKinsey's research shows that revenues in the fintech industry are expected to grow almost 3x faster than those in the traditional banking sector between 2023 and 2028.



# What Is ML Insights?

Madison Logic's market-leading intent data that drives conversion.

## Proprietary Engagement Data

245M Monthly Engagement Signals



Media targeting investments



Buyer engagement with activation channels

## Technographics

120M Technology Installations



Complementary technology installs



Competitive technology installs

## B2B Research

16B Monthly Content Consumption Events



Product research across B2B websites



In-depth content consumption

Three data sources including millions of proprietary signals dynamically predict when an account is moving in-market.



# Key Market Growth Drivers and Challenges

**Modernization:** Generative AI (GenAI) enhances personal finance by enabling companies to offer more personalized and interactive services to customers. It simplifies tasks such as creating personalized financial advice, generating documents like loan agreements, and producing predictive analyses, making companies' lives easier.

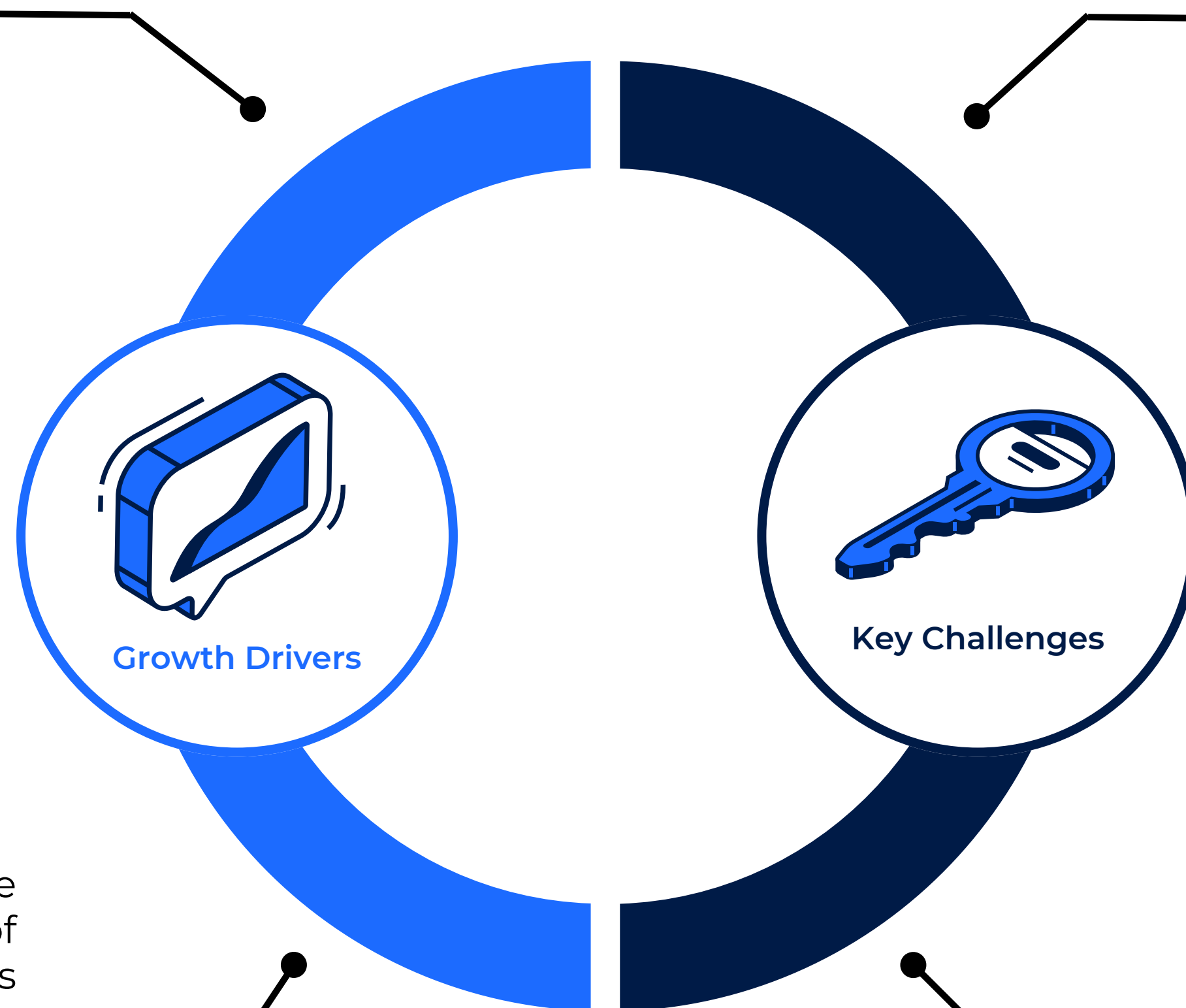
**System Migration and Integration:** For organizations adopting fintech solutions, integrating these new technologies with existing legacy systems can be complex and costly. Legacy systems may lack compatibility with modern APIs and require significant updates or replacements to fully leverage fintech innovations.

**Maximize ROA:** Inflation and economic uncertainties are driving finance leaders to slash corporate overhead costs. CFOs prioritize technologies that offer profitable growth and high efficiency while trying to optimize their expenses.

**Buyer Trust and Adoption:** Building trust among customers is crucial for fintech companies. Many consumers are cautious about adopting new financial technologies due to concerns about data security, privacy breaches, and the reliability of digital platforms.

**Rising Cybersecurity Concerns:** Finance teams are suffering from years of technical debt and inefficient processes while also facing growing concerns over cybersecurity. Advanced security features like encryption and fraud detection technology help businesses safeguard their financial data and transactions.

**Cost and ROI:** Buyers often evaluate the upfront costs against the long-term benefits and financial impact. Demonstrating a clear return on investment (ROI) is crucial for attracting buyers. Fintech solution providers must showcase how their offerings can generate cost savings, increase efficiency, boost revenue, or improve customer satisfaction.

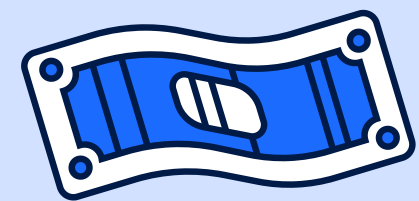


# Fintech Buyer Trends



Digital adoption is no longer a question but a reality: Around 73% of the world's interactions with banks now take place through digital channels.

The fintech buying journey is complex and takes over a year on average to complete. Due to market saturation, competition is stiff so focusing messaging on pricing or key features won't work in attracting these buyers. According to Gartner research, business objectives related to performance and profitability are the biggest drivers of fintech solution purchases. With the innovative use of emerging technologies like AI and ML viewed as a key differentiator, anchoring AI-based messaging to use cases and experiences with measurable results will appeal to buyers the most.



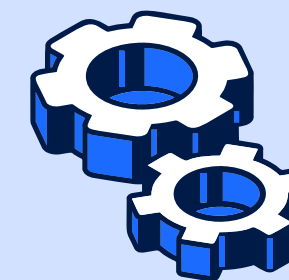
The average buying cycle for fintech buyers in 16 months.



40% of finance leaders discover new solutions through a partner or in an online marketplace.



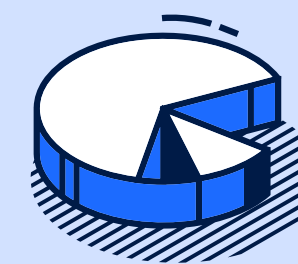
Nearly all finance buyers will put together a Day 1 list of potential software providers, including three to five options.



84% of financial buyers use implementation planning with providers before signing a contract.



75% of finance buyers experience purchase regret.



When selecting a provider, most CFOs value the provider's reputation, the ease of doing business with them, and previous experience with that provider.

# What Accounts Should You Prioritize?

Wide-approach marketing tactics revolve around aiming for the accounts your company thinks are the best fit. But tight budgets and limited resources require you to work more efficiently. Intent data like ML Insights is essential to ABM because it helps you identify and prioritize accounts that are in-market and ready to engage or buy based on their online research and content consumption behavior. With ML Insights and the MLI Score, a holistic signal made up of the combined data set, we identify the areas of greatest opportunity with less noise, higher buyer research activity, and content engagement.

## Key Findings

### Region

- The **NA** region shows declining research behavior for fintech solutions
- **EMEA** interest in fintech solutions grew 44% over the last year
- Despite increased **APAC** region targeting, buyer research and engagement remains low

### Company Size

- **Large** and **XXLarge** companies dominate the fintech market
- We've seen a 35% YoY increase in **Medium-Large** organizations researching fintech solutions
- **Medium-Small** businesses show decreasing research and engagement

### Vertical

- The **Manufacturing** and **Finance** sectors seek fintech solutions the most
- An increase in **Government** sector targeting caused a 40% YoY increase in engagement
- The **Transportation** industry shows sustained interest in fintech-related content but lower targeting for it

## Activation Strategy

- Examine content with buyer pain points and purchase drivers for **NA** buyers and deploy retargeting efforts to increase urgency
- Gain a competitive edge in an emerging market with outreach to organizations in **EMEA**
- Reduce engagement with **APAC** market

- Continue targeting **Large** (1,000-4,999 employees) and **XXLarge** (10,000+ employees) companies
- The increase in **Medium-Large** (500-999 employees) business research signals a likely spike in purchase and implementation later this year
- Reduce outreach to **Medium-Small** (50-199 employees) organizations

- Continue to engage companies in **Manufacturing** and **Finance**
- Ensure you're engaging the **Government** sector with competitive differentiation content to reinforce your brand as a solution of choice
- Target underserved areas like **Transportation** with use-case-specific content, which increased research by 23%, signaling a likely increase in purchase and implementation later this year

# Which Buying Committee Personas Should You Target?

The typical buying committee for a complex software solution—like fintech—consists of four to six members on average and can grow to 12 to 14 participants. These individuals each come to the purchase decision with their own perspectives, concerns, and pain points. They also hold different roles across different departments and range in other demographics across genders and age groups—all of which impact their decision-making process. Data-driven insights around these different personas allow you to create content and messaging that creates a sense of urgency around solving their problem, identifies you as the ideal solution to help them solve their problem, and motivates them through the buyer's journey into selecting you to help them reach their goals.

## Key Findings

### Departments

- **IT** and **Technology** roles show stable research and engagement with fintech-related content
- There's been a 13% YoY rise in research by **Product**-based roles
- **Finance** shows decreasing buyer research

### Seniority

- **Directors** maintain a leading role in the decision-making process for fintech solution purchases
- We've seen a 120% increase in **Vice President** role research for fintech-related content
- **C-Suite** interest declined 21% over the last year

## Activation Strategy

- Maintain outreach to individuals in **IT** and **Technology** who play the largest roles on fintech buying committees
- Decrease outreach to **Finance** and increase engagement with those in **Product** who are more involved in the decision-making process
- Adjust your strategy to include **Supply Chain** roles, which display increased research for fintech solutions despite relatively low targeting for it

- Continue targeting **Director** roles with fintech-related content
- Consider engaging **Vice Presidents**
- Reduce your outreach to **C-Suite** roles, who maintain low participation in researching for solutions

# What Content Should You Use to Engage Them?

To increase buyer engagement, marketers of fintech need to convey a unique value proposition that sets them apart from competitors and speaks to specific pain points and concerns. This content and messaging must be mapped to each stage of the buyer's journey to surround all buying committee members with the information they need throughout the decision-making process. While pricing narratives and feature differentiation help narrow down solutions, these buyers want more focus on user experience and the innovation roadmap using next generation technology to simplify and create smart financial management solutions. Using data to understand where buyers are in the decision-making process and to map content and messaging to their concerns at each stage is paramount for success.

## Tactics

## Content to Use

### Awareness

Capitalize on the growing interest in fintech solutions by integrating topics such as **smart contracts**, **mobile payments**, and **virtual cards** in your content promotion strategy. This will attract buyers interested in how fintech software can alleviate their needs and increase urgency among those who might not yet realize they have a problem to solve.

- Analyst reports
- White papers
- Ebooks

### Consideration

Address interest in next-gen fintech solutions by speaking to buyers who want to use AI to streamline financial analytics and management within their organization. Engage middle-of-funnel buyers with topics around **blockchain**, **robotic process automation (RPA)**, and **gamification**.

- Buying guides
- Blog posts
- Demo videos
- Email
- Webinars / Events

### Decision

Seize the opportunity to highlight your unique features and functionalities with content and messaging that underscore your solution's differentiators from competitors and provide tangible evidence of your value. Address buyer questions around **cybersecurity** and **regtech** capabilities to remove last-mile concerns.

- Comparison guides
- Case studies
- Native ads
- How-to guides



# Achieve More Success from Your Campaigns

Effective financial management and operations is not only practical to an organization—it's a strategic imperative. While ingrained legacy financial software and solutions might slow down user adoption, investing in fintech powered by next-gen technology helps B2B companies stay ahead of their competition, provide stronger customer service, improve productivity, and reduce costly manual errors. Providers need to help buyers understand that their current processes and tools need to be rethought and updated with the automated and smart technology fintech solutions utilize today.

## Stop Wasting Time Chasing the Wrong Accounts

Businesses want to find a fintech solution they can commit to for a long time. With so much independent research and investment from your buyers, you need to be equally invested in ensuring you position your company as their partner of choice. The faster you identify your audience's intent and pain points, the faster you can reach them to begin the very important conversations that set their businesses up for success.

Madison Logic is the only ABM activation solution that combines three sources of intent signals, four leading media channels, and real-time measurement to accelerate the buyer's journey and drive pipeline. With the MLI Score, a holistic signal that unifies three key data sources, we help you target in-market accounts with more precision. And when combined with first-party customer data from your customer relationship management (CRM) software and marketing automation platform (MAP), you gain deeper insights that allow you to engage your target audience, increase conversion rates, and maximize your marketing spend.

Start converting your best accounts faster. Get in touch to find out how Madison Logic can help you activate a more effective data-driven ABM strategy today.



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