Digital Catalyst
augmenting growth

Case Study:

Fintech Organization - Media Buying



How We Helped in Business Growth

The Challenge

At launch, with ground-breaking innovative Payment solutions, the founder team wanted the corporates to sit up and take notice. The buying decision of the product was only with few key personnel(HR & Admin) in an organization and the investment is significant.

- **Target audience small(HR & Admin)**
- **New Product**
- **Established businesses as competitors**
- **Lacked brand value**

Our Solution

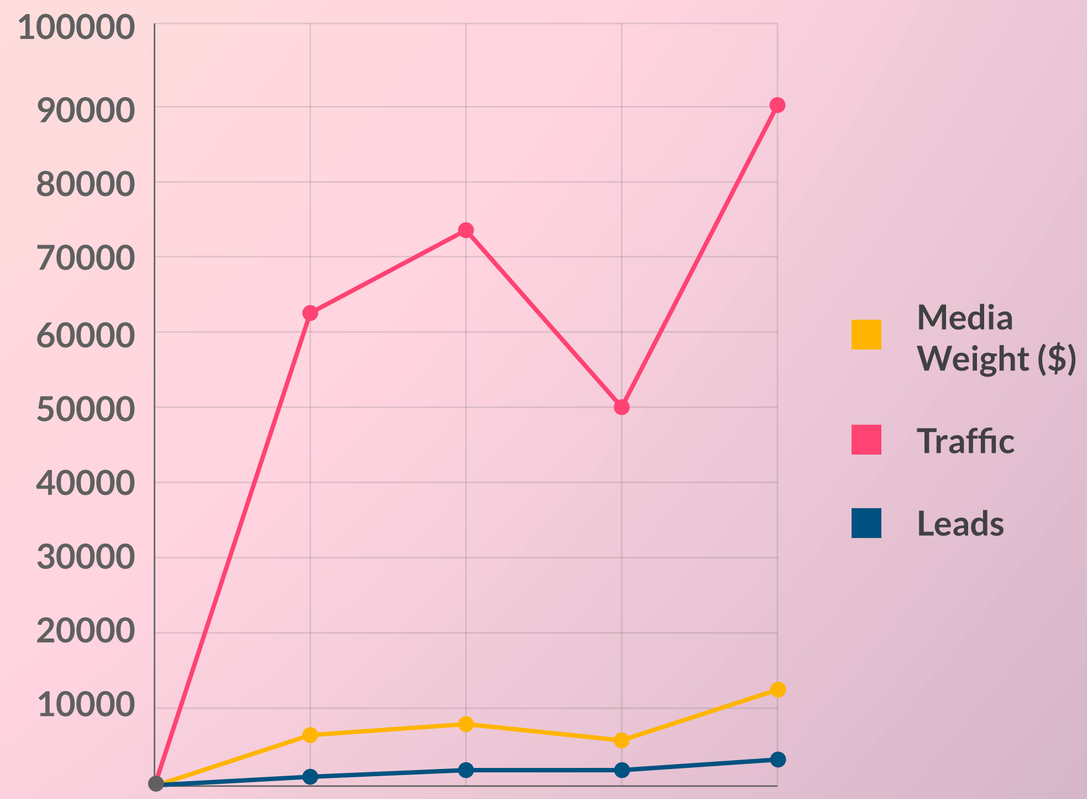
- **Talk only about benefits of Payment solution**
- **Decision maker targeting**
- **Reach out to end user who influence buying decision**
- **Showcased Top personnel as respected experts**
- **Digital brochures, video, web, html email, PR and event display collateral**

The Client

- Launched its operations in June 11
- Digital payments & analytics company
- Marketing/Creating and distributing innovative Payment solution
- Shelf and custom prepaid gift solution off

Results

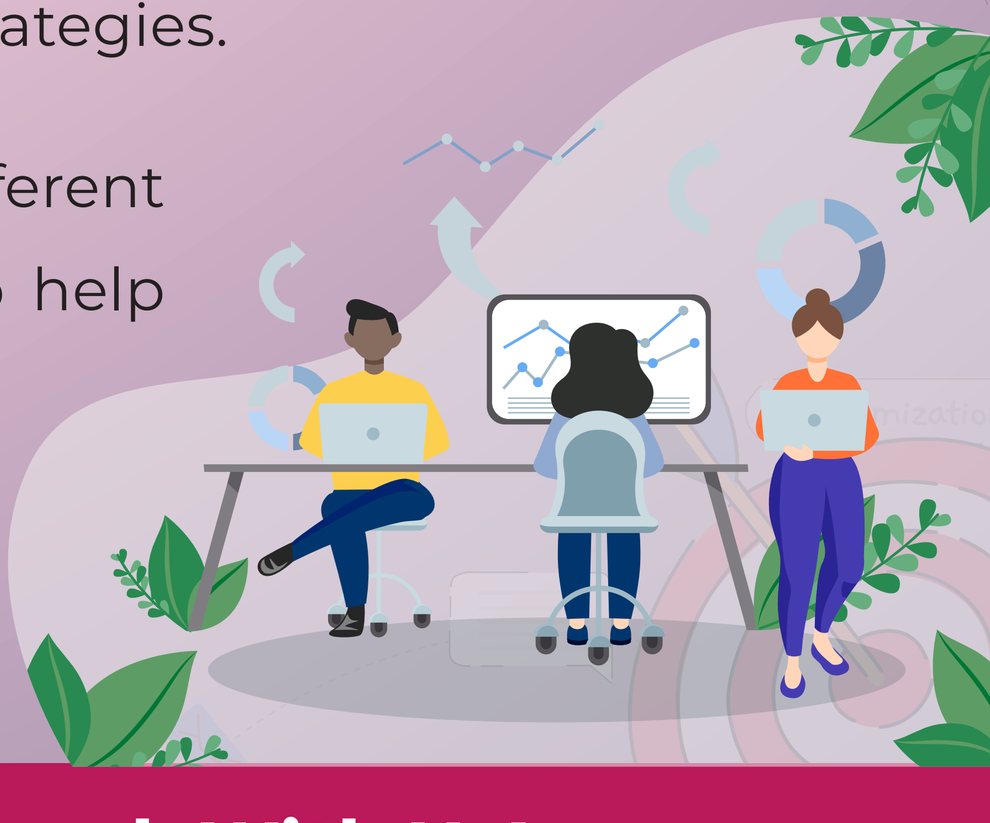
Year	Media Weight ($)	Traffic	Leads
Year 0	7520	62,500	600
Year 1	8270	73,000	1200
Year 2	6016	50,000	1200
Year 4	11280	90,000	2500



About Us

Established in 2014, **Digital Catalyst** has been the growth partner for businesses of various categories ranging from multinationals to startups across the globe. We approach our clients as partners and become a part of their growth journey by implementing bespoke marketing strategies.

An experienced team of domain experts from different walks of digital marketing is eagerly waiting to help you best leverage digital mediums.



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