

Financial Technology

ACCELERATING B2B SALES FOR FINANCE TECHNOLOGY COMPANIES

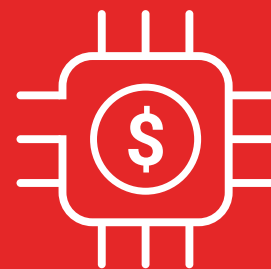
Using intent data in account-based marketing is not new, but what if you could find out exactly what topics your target accounts are researching; the challenges they are facing; and the specific pain points your prospects are experiencing, all neatly compiled together in an easy to digest guide? If you think it could help, then read on - this is the playbook for you!

In this category guide, we reveal the top obstacles facing **Financial Technology** vendors as well as key category trends shaping the market today. Then, by fusing this market and audience intelligence with data-driven insights into what content topics are trending in your space we're able to guide you towards identifying the exact prospects and accounts in-market for your solution.

By incorporating this approach into your GTM strategy, you'll be better placed to tailor the right message, to the right audience to fit their specific stage in their buying journey.

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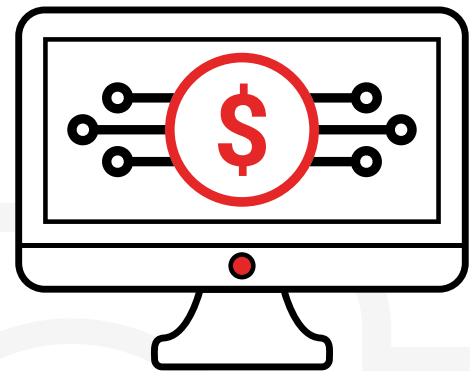
WHAT VALUE WILL THIS CATEGORY REPORT PROVIDE FINANCIAL TECHNOLOGY COMPANIES?

Marketing and IT aren't the only industries to have experienced upheaval in the last 3 years as a result of economic uncertainty and the COVID-19 pandemic. Digital transformation, automation and increased digitization have all had significant implications for businesses and finance professionals, and while new software and solutions have solved long-standing pain points and optimized processes, they've also presented new challenges and obstacles.

What's more, research suggests the outlook on economic growth and merger & acquisition volumes is bleak and, as is often the case, finance teams are having to lead the charge in making cuts and tightening budgets. But while it's easy to be pessimistic, the truth is the market is still thriving and demand is high for Financial Technology.

Interest in automation solutions that can streamline both internal processes and the customer experience continues to grow, while markets for other technologies like Portfolio Management Software, along with services for outsourcing functions like payroll, reflect the drive for increased efficiency and future-ready operations. What this means for Financial Technology vendors is that significant sales and revenue opportunity exists – providing you know who to target, when and how.

Leverage the following insights to ensure your business is working to solve the pain points identified, adapt to a changing market and capture the demand.



KEY PAIN POINTS FOR FINANCE PROFESSIONALS

39%

of all invoices sent are paid late (*Sharespace*).

61%

of late payments are due to incorrect invoices (*Sharespace*).

11%

of customers never even receive their invoice in the first place (*Sharespace*).

55%

of finance officials say billing disputes are among their greatest challenges (*Transcard + PYMNTS*)

Nearly **\$7 BILLION** in penalties has been collected for company payroll errors (*IRS*).

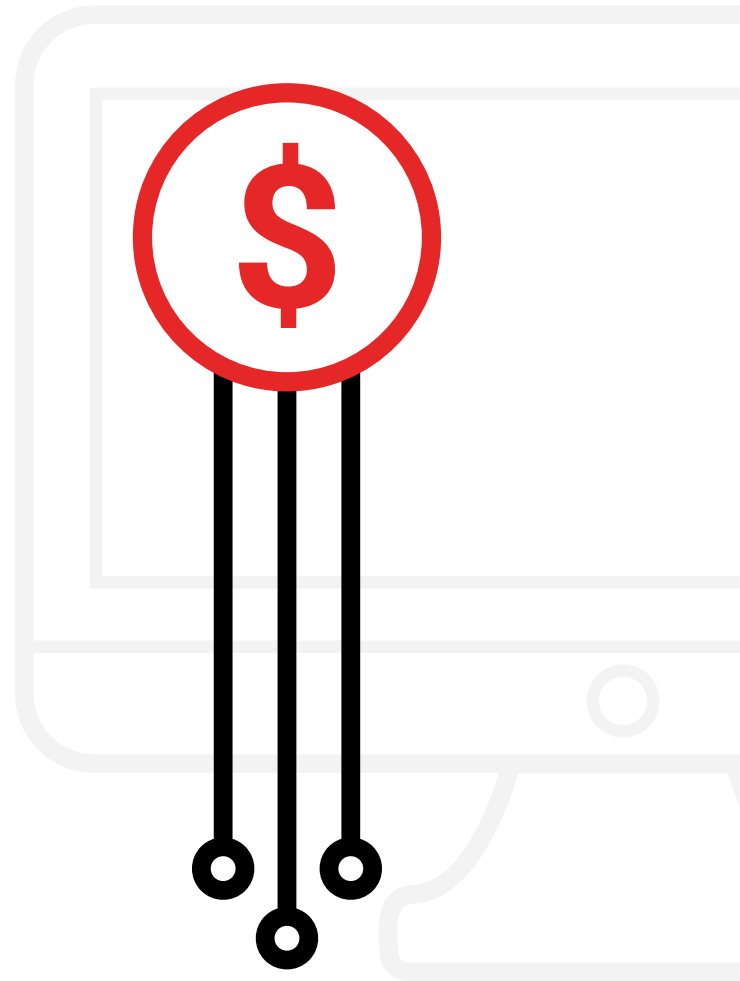
Up to **30%** of companies incorrectly classify employees. **10-30%** of employers call employees 'independent contractors' to save on taxes, which can lead to back taxes, missed overtime pay and even fines (*National Employment Law Project*).

29%

of businesses use a payroll system that is at least 10 years old (*Kronos + American Payroll Association*).

46%

of portfolio managers are very or completely satisfied with their organization's data infrastructure (*Traders Magazine*).



KEY PAIN POINTS FOR FINANCE PROFESSIONALS

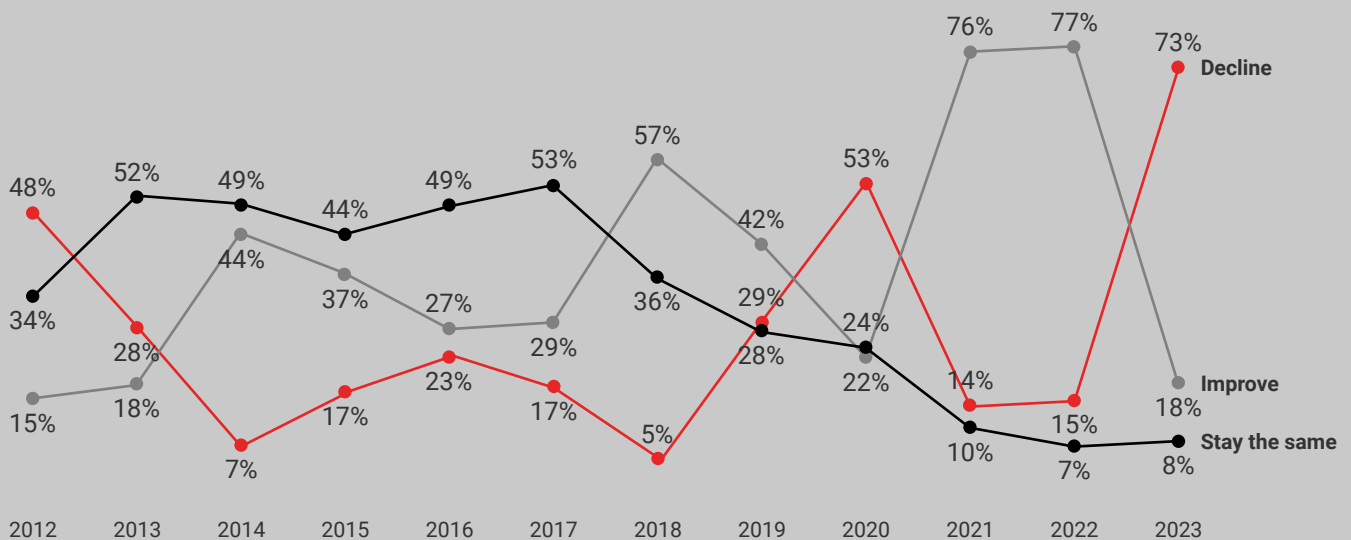
55%

and more of portfolio managers currently outsource functions related to data implementation or infrastructure, and **38%** not currently outsourcing have plans to do so in the next 12 months (*Traders Magazine*)

73%

of corporate leaders are pessimistic about economic growth, while **60%** aren't planning to delay deals in 2023 to mitigate potential economic challenges and volatility (*PwC*).

How do you believe global economic growth (i.e., gross domestic product) will change, if at all, over the next 12 months?



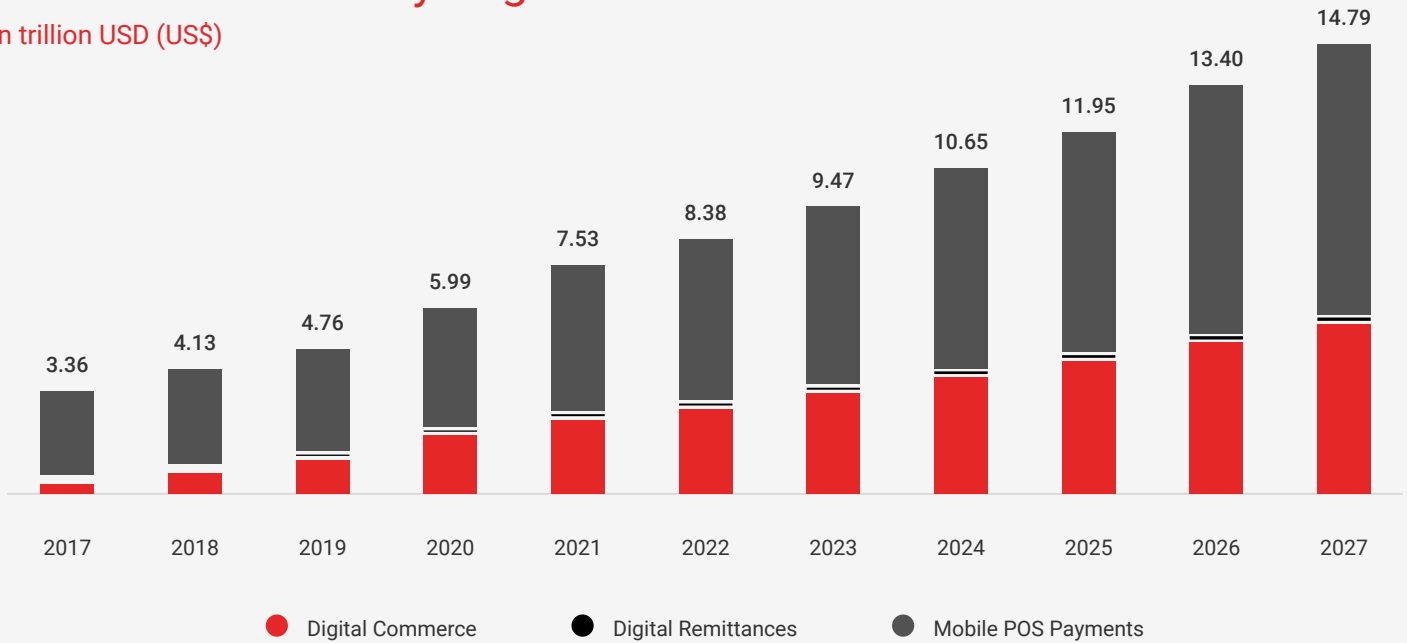
Note: Percentages shown may not total 100 due to rounding.

MARKET TRENDS & INVESTMENT AREAS FOR FINANCE TECHNOLOGY COMPANIES

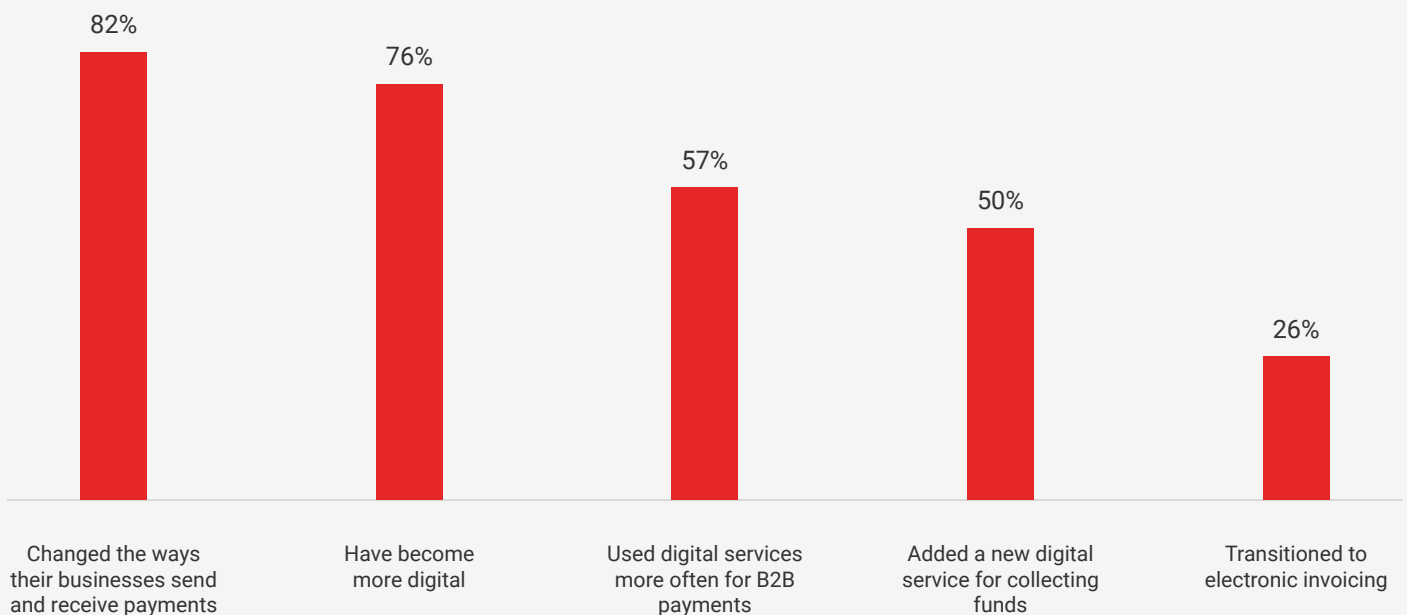
- The digital payments market worldwide is projected to grow by 11.79% between 2023 and 2027, resulting in a market volume of US \$14.79 trillion (*Statista*).

Transaction Value by Segment

in trillion USD (US\$)



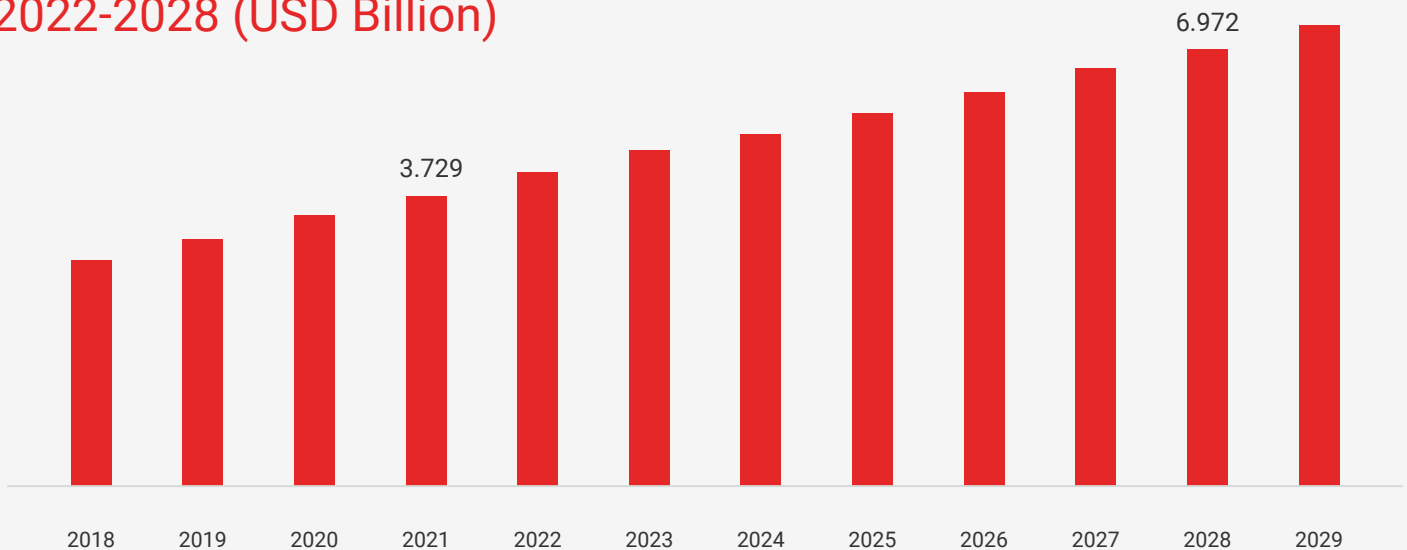
Business payment changes due to Covid-19



MARKET TRENDS & INVESTMENT AREAS FOR FINANCE TECHNOLOGY COMPANIES

- Global merger & acquisition volume and values dropped in 2022 by 17% and 37% respectively after experiencing record breaking levels the previous year ([PwC](#)).
- The global portfolio management software market size was USD \$3.729 billion in 2021, and is predicted to reach USD \$ 6.972 billion by 2028 – exhibiting a CAGR of 9.2% during this period ([Business Research Insights](#)).

Investment Portfolio Management Software Market 2022-2028 (USD Billion)



- Portfolio managers are most likely to rely on colleagues or coworkers to source new data products (26%) and keep up with data investing trends (67%) ([Traders Magazine](#)).
- Open banking AI can make payouts and withdrawals immediate – a preference that would make 85% of shoppers more likely to return to a merchant ([TrueLayer](#)).
- Payroll outsourcing is projected to grow by almost 6% over the next 4 years, creating a \$7 billion market ([technavio](#)).
- 80% of finance processes can be automated, freeing up teams from mundane tasks that consume 60-75% of their time ([Accenture](#)).
- Automation is capable of reducing the cost of payroll processing by 80% ([American Payroll Association](#)).

IDENTIFYING DEMAND FOR FINANCIAL TECHNOLOGY SOLUTIONS

Right now your target audience are leaving digital footprints everywhere as they move around the web reflecting their interests, challenges and their intent to purchase a particular product.

Using intent data we can identify criteria such as company size and industries. Then, drilling deeper into intent topics and specific account data, a Target Account List (TAL) can be built at a country level.

Knowing where the demand for Financial Technology solutions is at its highest enables a data driven targeting approach to be implemented, ensuring maximum efficiency of your marketing spend by focusing efforts where demand is ready to be captured. Combining insights from a range of third

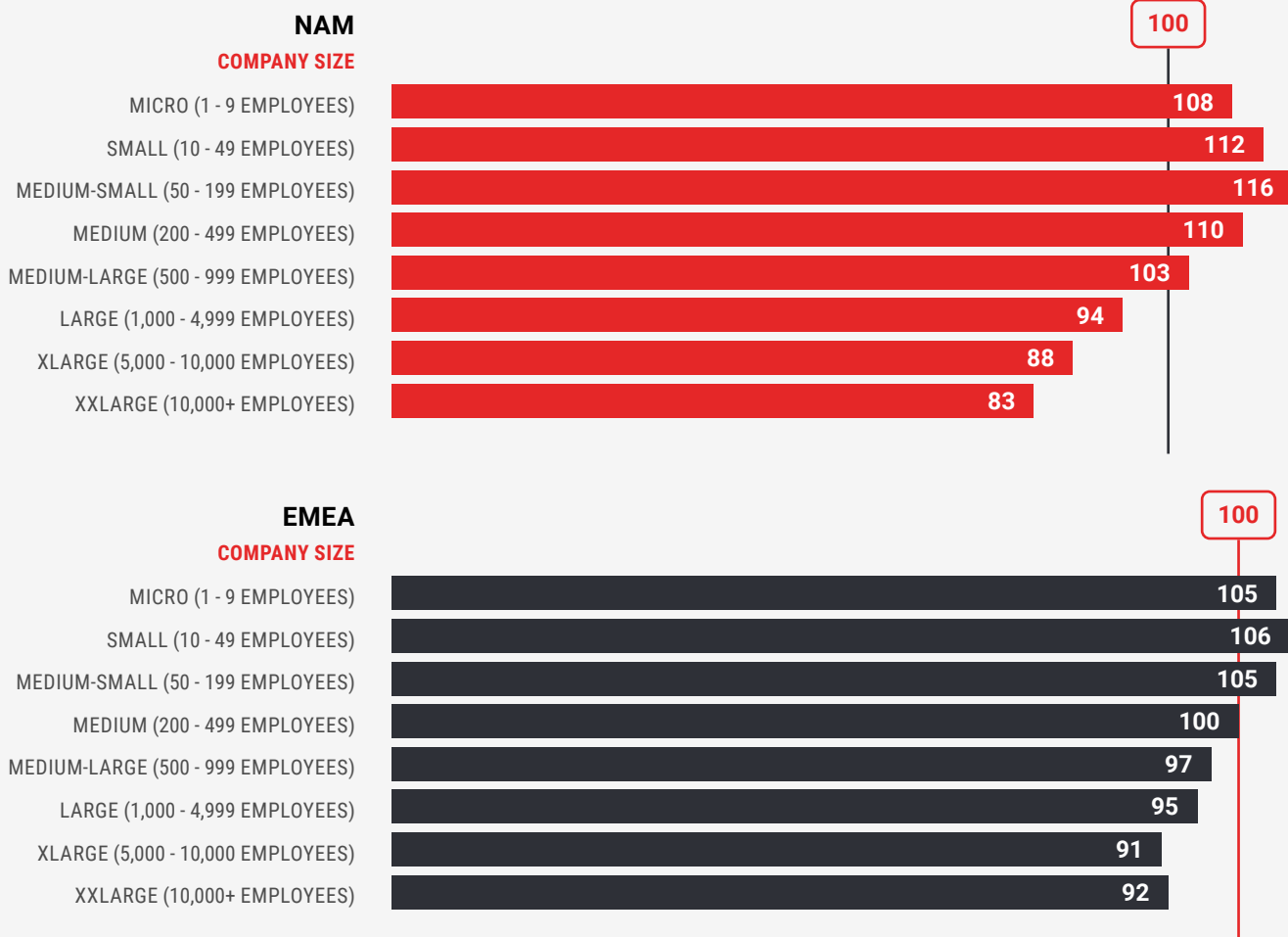
party data sources with our own first party data we can provide your Sales and Marketing teams with a clear view of your audience's buying motives, topic searches, intent velocity and other buyer intelligence.

This rich and robust source of data and insight can transform how your Sales and Marketing teams approach the market and better prioritize where to direct time and resources.

GET IN TOUCH WITH
INBOX INSIGHT TO
HAVE A CUSTOM TAL
CREATED FOR YOU.

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COMPANY SIZE: NAM VS EMEA





TOP INDUSTRY INTEREST: NAM

NAM

	Company Name	Business Domain	Company Size	Industry	Topics Spiking in Interest	Average Company Surge Score
1	El du Pont de Nemours	dupont.com	XXLarge (10,000+ Employees)	Manufacturing	26	65
2	Public Service Enterprise Group, Inc.	pseg.com	XXLarge (10,000+ Employees)	Energy, Utilities & Waste	26	58
3	Cleveland Clinic Parker Facility	ccf.org	Micro (1 - 9 Employees)	Healthcare	26	66
4	University of Dayton	udayton.edu	XLarge (5,000 - 10,000 Employees)	Education	26	67
5	Moss Adams LLP	mossadams.com	Large (1,000 - 4,999 Employees)	Business Services	26	66
6	Marathon Petroleum Corporation	marathonpetroleum.com	XXLarge (10,000+ Employees)	Resource Extraction	26	66
7	Amdocs, Ltd.	amdocs.com	XXLarge (10,000+ Employees)	Software	26	66
8	Discover Financial Services	discover.com	XXLarge (10,000+ Employees)	Finance	26	66
9	State of California	ca.gov	XXLarge (10,000+ Employees)	Government	26	65
10	Denver Public Schools	dpsk12.org	XXLarge (10,000+ Employees)	Education	26	67
11	Red Ventures, LLC	redventures.com	Large (1,000 - 4,999 Employees)	Media & Internet	26	70
12	Sephora SA	sephora.com	XXLarge (10,000+ Employees)	Retail	26	66
13	Deere & Company	johndeere.com	XXLarge (10,000+ Employees)	Manufacturing	25	66
14	U.S. Department of Health & Human	hhs.gov	XXLarge (10,000+ Employees)	Government	25	65
15	Alaska Air Group, Inc.	alaskaair.com	XXLarge (10,000+ Employees)	Transportation & Travel	25	68
16	Fluor Corporation	fluor.com	XXLarge (10,000+ Employees)	Construction	25	66
17	Cyber Assets FZCO	cyberassets.ae	Micro (1 - 9 Employees)	Telecommunications	25	67
18	EMC Corporation	emc.com	XXLarge (10,000+ Employees)	Software	25	67
19	Cisco Systems, Inc.	cisco.com	XXLarge (10,000+ Employees)	Telecommunications	25	66
20	Rock Ion, LLC	rockironllc.com	Micro (1 - 9 Employees)	Software	25	69
21	IBM	ibm.com	XXLarge (10,000+ Employees)	Software	25	65
22	Bloomberg	bloomberg.net	XXLarge (10,000+ Employees)	Finance	25	67
23	Facebook, Inc.	facebook.com	XXLarge (10,000+ Employees)	Media & Internet	25	68
24	American Tower Corporation	americantower.com	Large (1,000 - 4,999 Employees)	Telecommunications	25	68
25	Thrivent Financial for Lutherans	thrivent.com	Large (1,000 - 4,999 Employees)	Insurance	25	68
26	Hines Interests Limited Partnership	hines.com	Large (1,000 - 4,999 Employees)	Real Estate	25	65
27	Sharp Electronics Corporation	sharpusa.com	Large (1,000 - 4,999 Employees)	Manufacturing	25	68
28	The Mount Sinai Hospital	mountsinai.org	XXLarge (10,000+ Employees)	Healthcare	25	66
29	Paper Street Enterprises, LLC	paperstreetenterprises.com	Micro (1 - 9 Employees)	Software	25	69
30	iHeartMedia, Inc.	iheartmedia.com	XXLarge (10,000+ Employees)	Media & Internet	25	65

NAM





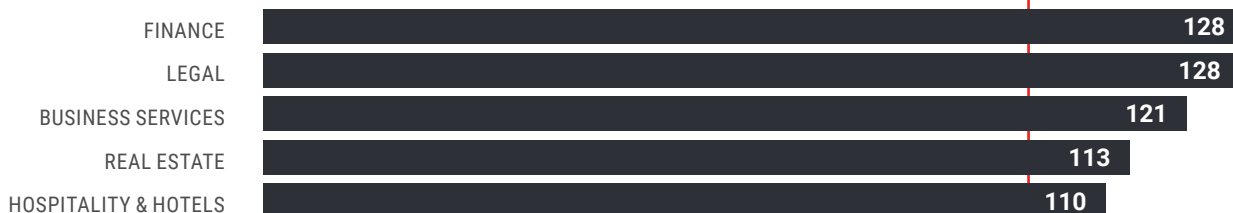
TOP INDUSTRY INTEREST: EMEA

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	Company Name	Business Domain	Company Size	Industry	Topics Spiking in Interest	Average Company Surge Score
1	IWG, PLC	regus.com	XLarge (5,000 - 10,000 Employees)	Business Services	27	69
2	Broadcom, Inc.	broadcom.com	XXLarge (10,000+ Employees)	Manufacturing	27	70
3	UBS Group AG	ubs.com	XXLarge (10,000+ Employees)	Finance	27	68
4	SAP SE	sap.com	XXLarge (10,000+ Employees)	Software	26	69
5	KPMG S.p.A.	kpmg.com	XXLarge (10,000+ Employees)	Business Services	26	69
6	Hemel Hempstead Swimming Club	hhsc.org.uk	Micro (1 - 9 Employees)	Sports	26	67
7	Airbus SE	airbus.com	XXLarge (10,000+ Employees)	Transportation & Travel	26	69
8	Oracle Corporation	oracle.com	XXLarge (10,000+ Employees)	Software	26	69
9	Deutsche Bank Aktiengesellschaft	db.com	XXLarge (10,000+ Employees)	Finance	26	68
10	PricewaterhouseCoopers	pwc.com	XXLarge (10,000+ Employees)	Business Services	26	68
11	Style Holidays Limited	thomascook.com	XXLarge (10,000+ Employees)	Transportation & Travel	26	69
12	KPMG International Cooperative	home.kpmg	XXLarge (10,000+ Employees)	Business Services	26	68
13	CentralNic, Ltd.	uk.com	Medium-Small (50 - 199 Employees)	Software	26	67
14	Capgemini SE	capgemini.com	XXLarge (10,000+ Employees)	Software	26	70
15	Thomson Reuters Corporation	thomsonreuters.com	XXLarge (10,000+ Employees)	Software	26	70
16	Federal-Mogul Holdings Corporation	federalmogul.com	XXLarge (10,000+ Employees)	Transportation & Travel	26	69
17	University of Oxford	ox.ac.uk	XXLarge (10,000+ Employees)	Education	26	67
18	G.Network Communications	g.network	Medium (200 - 499 Employees)	Telecommunications	25	67
19	Claranet Limited	claranet.co.uk	Large (1,000 - 4,999 Employees)	Software	25	69
20	Bromsgrove District Council	bromsgrove.gov.uk	Medium-Large (500 - 999 Employees)	Government	25	69
21	ADS Group, Ltd.	adsgroup.org.uk	Medium-Small (50 - 199 Employees)	Non-Profit	25	68
22	Credit Suisse Group AG	credit-suisse.com	XXLarge (10,000+ Employees)	Finance	25	70
23	Gateshead College	gateshead.ac.uk	Medium-Large (500 - 999 Employees)	Education	25	68
24	ING Groep N.V.	ing.com	XXLarge (10,000+ Employees)	Finance	25	69
25	CSM Ingredients	csmingredients.com	Medium-Small (50 - 199 Employees)	Manufacturing	25	67
26	Colchester Institute	colchester.ac.uk	Medium-Large (500 - 999 Employees)	Education	25	68
27	9mobile	9mobile.com.ng	Large (1,000 - 4,999 Employees)	Telecommunications	25	68
28	Oxford Photovoltaics Limited	oxfordpv.com	Small (10 - 49 Employees)	Manufacturing	25	67
29	University Partnership Programme	upp-ltd.com	Medium (200 - 499 Employees)	Real Estate	25	68
30	Halifax Limited	halifax.co.uk	XXLarge (10,000+ Employees)	Finance	25	69

EMEA

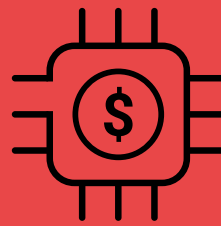
INDUSTRY



CREATING CONTENT THAT RESONATES

By studying the surging intent topics with the largest relevant audiences in Financial Technology, it can help you prioritize your content focus. And by analyzing changes in interest over time you'll also be able to anticipate emerging 'pains' and provide content that addresses these issues.

This way, you'll be in the best possible position to place relevant content and formats in front of in-market buyers at each stage of the buyer journey from the offset – significantly increasing your competitive advantage.



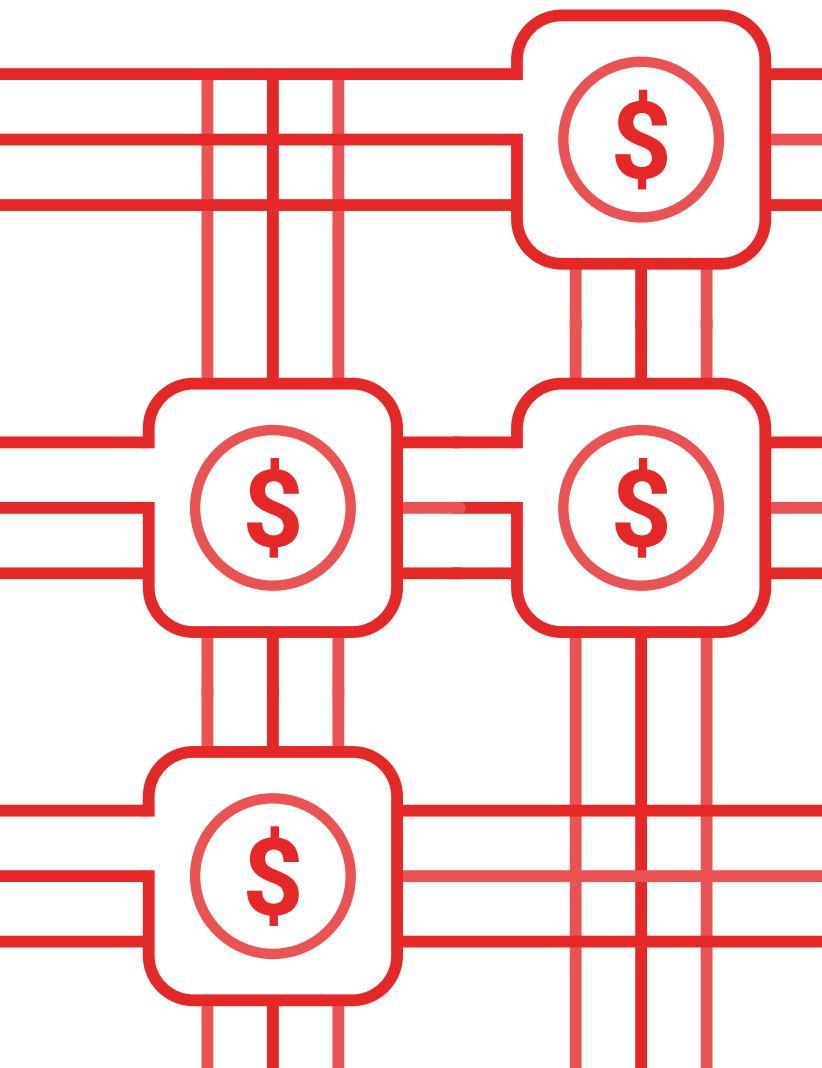
**COMPENSATION
MANAGEMENT**
IS SEEING THE LARGEST
% CHANGE IN INCREASED
SEARCHES WITH

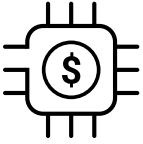
+706%

UPLIFT IN THE PAST 90
DAYS IN NAM AND

+87%

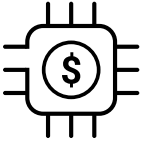
IN EMEA.

























































NAM

	Topic Field	Percent Change	Businesses with Spiking Intent
1	Compensation Management	706%	217,101
2	Mergers and Acquisitions	-13%	189,595
3	Billing and Invoicing	-15%	158,824
4	Corporate Financing	47%	139,946
5	Accounting	1%	116,061
6	P2P Payments	70%	108,132
7	Payroll Services	117%	106,877
8	Cost Efficiency	24%	95,156
9	FinTech	40%	66,659
10	Fraud Protection	-5%	41,190
11	Portfolio Management System (PMS)	84%	35,959
12	Tax Planning	49%	34,361
13	Tax Compliance	20%	31,315
14	Audits	11%	26,191
15	Fraud Detection & Prevention	12%	25,355
16	Electronic Billing	-39%	21,302
17	Payments API	47%	19,273
18	Purchase Order	30%	14,183
19	Cash Flow Analysis	-30%	13,811
20	Digital Payment	99%	13,021
21	Cost Allocation	15%	11,713
22	Business Funding	-42%	11,110
23	Financial Systems	76%	10,360
24	Finance Transformation	-25%	8,106
25	Banking as a Service (SaaS)	-65%	2,781
26	Invoice Financing	-28%	2,038
27	Electronic Invoicing	-19%	1,160



EMEA

	Topic Field	Percent Change	Businesses with Spiking Intent
1	Mergers and Acquisitions	 29%	 29,083
2	Billing and Invoicing	-50% 	 25,934
3	Corporate Financing	 32%	 25,456
4	Cost Efficiency	-2% 	 19,728
5	FinTech	 128%	 14,933
6	Accounting	-32% 	 12,006
7	Audits	0%	 8,732
8	P2P Payments	 89%	 8,705
9	Tax Compliance	 99%	 8,173
10	Payments API	 129%	 7,821
11	Portfolio Management System (PMS)	 217%	 6,212
12	Payroll Services	 1%	 4,661
13	Finance Transformation	 118%	 3,662
14	Fraud Protection	 21%	 3,652
15	Compensation Management	 87%	 3,168
16	Cost Allocation	0%	 2,316
17	Digital Payment	-23% 	 2,163
18	Cash Flow Analysis	-19% 	 2,080
19	Financial Systems	 320%	 2,073
20	Tax Planning	 19%	 1,922
21	Fraud Detection & Prevention	-3% 	 1,513
22	Business Funding	-50% 	 1,506
23	Purchase Order	-4% 	 1,191
24	Electronic Billing	-65% 	 748
25	Banking as a Service (BaaS)	-71% 	 571
26	Invoice Financing	-22% 	 511
27	Electronic Invoicing	-4% 	 262

THE TOP 3 TOPICS WITH GREATEST SPIKING INTENT IN NAM ARE:

- | | |
|---|--------------|
| 1. Compensation Management – 217,101 actively searching businesses | +706% |
| 2. Mergers & Acquisitions – 185,595 actively searching businesses | -13% |
| 3. Billing & Invoicing – 158,824 actively searching businesses | -15% |

THE TOP 3 TOPICS WITH GREATEST SPIKING INTENT IN EMEA ARE:

- | | |
|---|-------------|
| 1. Mergers & Acquisitions – 29,083 actively searching businesses | +29% |
| 2. Billing & Invoicing – 25,934 actively searching businesses | -50% |
| 3. Corporate Financing – 25,456 actively searching businesses | +32% |

TOP 3 SURGING FINANCIAL TECHNOLOGY CATEGORIES BASED ON % CHANGE IN THE PAST 3 MONTHS:**NAM:**

- | | | |
|---|-------------------------|--------------|
| ① | COMPENSATION MANAGEMENT | +706% |
| ② | PAYROLL SERVICES | +117% |
| ③ | DIGITAL PAYMENT | +99% |

EMEA:

- | | | |
|---|------------------------------------|--------------|
| ① | FINANCIAL SYSTEMS | +320% |
| ② | PORTFOLIO MANAGEMENT SYSTEMS (PMS) | +217% |
| ③ | PAYMENTS API | +129% |



Once you know what topics to talk about, it's important to ensure content titles are strong enough to immediately grab the attention of your prospects and encourage strong page views, open rates and click-through rates (CTRs).

Taking a deep dive into the top performing content and email subject lines in the Financial Technology space as identified from our IFP first party data can help give an indication of what's working well at present:

TOP 5 PIECES OF CONTENT BY VIEWS:

1. Corporate Financial Software. What are the best solutions available
2. Removing Obstacles on your Customers Path to Payment
3. 5 Financial Automation Tools You Can't Live Without
4. How to Protect Your Business From Authorized Push Payment Fraud
5. The State of ERP in Finance & Other Sectors in 2022/23

TOP 5 PIECES OF CONTENT BY DWELL TIME:

1. The Complete Guide to CIAM + IAM for FinServ
2. 4 Red Flags When Choosing Corporate Finance Software
3. The State of ERP in 2022 [Infographic]
4. 5 Financial Automation Tools You Can't Live Without
5. Fraud and Anomaly Detection in Banking

TOP 5 PERFORMING EMAIL SUBJECT LINES:

1. How AI is the Finance Police (And Why it Could Save You Millions)
2. 6 Questions to Ask When Creating a Departmental Budget
3. How Accounting Teams Can Embrace Digital Record-to-Report
4. Is Credit Control Automation the Answer to Your Customer Payment Headaches?
5. Let Your Finance Team Flourish: 5 Benefits of Accounts Payable Automation

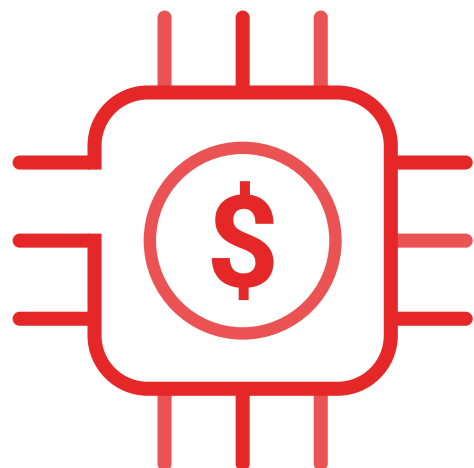
STRUGGLING WITH CONTENT? GET IN TOUCH WITH OUR SPECIALIST CONTENT AND CREATIVE TEAM.

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KEY TAKEAWAYS: HOW TO WIN

Using the above learnings, Financial Technology vendors can form a sound understanding of how to win in this space – here's what the data is telling us:

- **Digital payment** is one of the top 3 surging categories in NAM in the last 3 months, experiencing a 99% increase in searches. With the **worldwide digital payment market** expected to grow 11.79% between 2023 and 2027, this is a key investment area for businesses and a product category where financial technology vendors can obtain quick wins with a strong marketing strategy.
- Along with an increase in search intent, content pieces on **digital payments** are among the highest performers across views, dwell time and open rates. The key benefit of digital payments that attracts readers is streamlining the payment process, which is reflected in *'Removing Obstacles on Your Customers' Path to Payment'*.
- Along with increasing efficiency, financial technology vendors would do well to address and combat concerns around **digital payment security and fraud**. *'How to Protect Your Business from Authorized Push Payment Fraud'* and *'Fraud and Anomaly Detection in Banking'* are two of the highest performers in the financial technology category and reflect the painpoints of finance professionals.
- In the same vein, the use of **digital payments** has implications for identity management and theft, and as businesses start onboarding digital payments, there's increased interest in **Customer Identity and Access Management solutions (CIAM)**. As a result, *'The Complete Guide to CIAM + IAM for FinServ'* is the highest performing piece of content by dwell time in this category.
- The finance industry is no exception to the benefits of **automation**. *'5 Finance Automation Tools You Can't Live Without'* is performing particularly well by both views and dwell time, and its applications have particular significance for **billing and invoicing** – a topic with spiking intent ranking in the top 3 across both NAM and EMEA.
- The popularity of automation topics and this article, along with *'Let Your Finance Team Flourish: 5 Benefits of Accounts Payable Automation'*, reflects interest in modernizing and updating legacy **financial systems** – which is an area with a 320% increase in intent in the last three months for EMEA and something financial technology vendors would do well to capitalize on.
- Both **payroll** and **compensation management** remain significant challenges for financial professionals and businesses, and as a result both of these areas have surging and/or spiking intent in NAM. For businesses providing solutions in this space, now is the time to target these pain points – especially seeing as the IRS claims that almost \$7 billion in penalties has been collected by businesses for payroll errors.



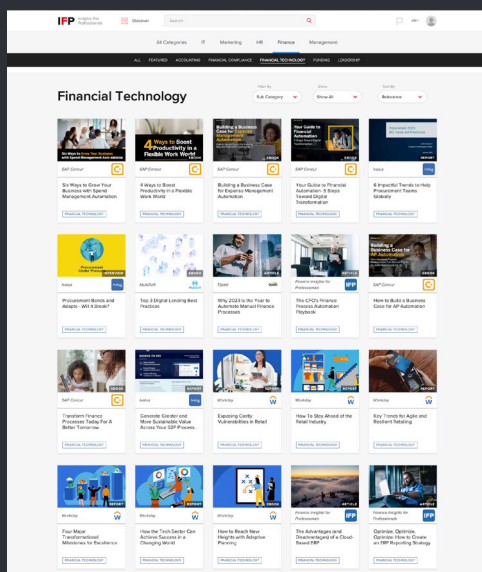
WHAT'S NEXT?

Now you know exactly what your in-market buyers are interested in and are actively searching, use these key insights backed by first party data to guide your theme and content planning.

Data driven targeting and content recommendations will help steer your marketing efforts in the right direction by understanding and addressing the greatest challenges facing marketers at present.

If you are looking for even more ways to accelerate your sales process to drive maximum conversions, download our **7-Step Guide to Sales Acceleration for B2B Marketers**.

From intent data to propensity modelling, ABM to content these 7 strategies will ensure you are making the data driven decisions necessary to increase your marketing efficiency, optimize your channels and improve your targeting strategies which together will drive pipeline velocity and accelerate the sales process.



LOOKING FOR MORE FINANCIAL TECHNOLOGY INSIGHTS?

DISCOVER THE FINANCIAL TECHNOLOGY CATEGORY ON IFP.

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LOOKING FOR EVEN MORE WAYS TO ACCELERATE YOUR SALES PROCESS?

DOWNLOAD OUR 7-STEP GUIDE TO SALES ACCELERATION FOR B2B MARKETERS.

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