



CASE STUDY #632

**Product Launch Campaign for a
Digital Wallet for Fintech**

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PRODUCT LAUNCH CAMPAIGN FOR A DIGITAL WALLET FOR FINTECH



Client: Confidential Fintech Startup

Service: Product Launch Campaign

Industry: Fintech (Digital Wallet)

Timeline: 3 Months

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BACKGROUND



The client is a fast-growing fintech startup offering a digital wallet solution aimed at simplifying payments, financial management, and peer-to-peer (P2P) transfers. The company had developed a new feature within their digital wallet: instant cross-border transfers that would allow users to send money instantly to friends, family, or businesses globally, without high transaction fees.

Despite having a solid user base, the client sought to position itself as a leader in digital finance by driving awareness and adoption for this new feature. The company wanted to ensure a successful launch and expand its customer base by increasing brand visibility, educating users, and driving product adoption.

OBJECTIVE



- Create widespread awareness about the new cross-border transfer feature.
- Highlight the benefits of instant, low-cost international money transfers through the digital wallet.
- Encourage both new users and existing customers to try the new feature.
- Establish the company as an innovative and customer-first fintech leader.
- Improve engagement and loyalty by offering a compelling new service that adds significant value to existing users.

CHALLENGES



- The cross-border transfer feature involved complex financial technology, which might confuse less tech-savvy customers.
- The digital wallet and payment solution market is highly saturated, with large players like PayPal and Venmo already dominating.
- Fintech companies often face challenges in building trust, especially with sensitive financial transactions.
- Many users were familiar with traditional money transfer services and were hesitant to switch to a new service.

STRATEGY & EXECUTION



A. Pre-Launch Strategy

Audience Segmentation

Identified target segments: current users of the wallet, unbanked populations, small business owners, and international workers who regularly send money home. Personalized messaging was created for each segment.

Teaser Campaign

Released teaser content across social media and email, highlighting the benefits of the new feature without giving away too many details. The campaign generated curiosity and encouraged users to stay updated.

Exclusive Pre-Launch Access

Created an early-access program where selected users could test the cross-border transfer feature ahead of the official launch. These early adopters were given special incentives, such as fee waivers or rewards for referring friends.

Partnerships with International Influencers

Collaborated with influencers who have an international audience to spread the word. These influencers helped build anticipation by sharing sneak peeks of the product.

STRATEGY & EXECUTION

B. Launch Campaign



Press Release & Media Outreach

Issued a press release announcing the launch, focusing on the unique value proposition of the instant, low-cost cross-border transfers. The release was distributed to fintech media outlets, blogs, and relevant industry news sites to ensure coverage.

Product Demos & Webinars

Hosted webinars demonstrating how users could send money instantly and securely, providing an in-depth look at how the feature works and answering frequently asked questions. These demos were live-streamed on social media and available for replay.

Landing Page & Conversion Optimization

Developed a dedicated landing page for the new feature, optimized for conversions. This page included key benefits, customer testimonials, explainer videos, and strong calls to action encouraging visitors to sign up or try the feature.

Influencer Partnerships & Social Proof

Involved fintech influencers and industry leaders in reviewing and using the product on their channels, providing social proof that added credibility to the new feature.

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STRATEGY & EXECUTION

C. Post-Launch Strategy



Customer Reviews & Testimonials

After launch, collected user reviews and testimonials to create trust with new users. These were showcased across social media, on the landing page, and in email campaigns.

Retargeting Ads

Launched paid retargeting campaigns on Google, Facebook, and Instagram to re-engage users who visited the landing page but didn't convert. These ads emphasized the value and ease of use of the cross-border transfer feature.

Customer Success & Support

Enhanced the support team's capacity to address user queries and provide personalized assistance during the launch phase. A dedicated help center and FAQs were created for the cross-border feature.

STRATEGY & EXECUTION

C. Post-Launch Strategy



Referral Program

Introduced a referral program encouraging users to invite friends and family to use the digital wallet for cross-border transfers. For each successful referral, both the referrer and the new user received a bonus or reward.

Email Drip Campaigns

Delivered an automated email sequence to new sign-ups, educating them about the feature's benefits, how to use it, and customer success stories to drive conversions.

RESULTS

Metric	Before Launch	After 3 Months	% Change
Cross-Border Feature Adoption	5% of user base	30% of user base	+500%
New User Sign-Ups	1,000/month	5,000/month	+400%
Landing Page Conversion Rate	3.5%	18%	+414%
Social Media Engagement	1,000 engagements/month	10,000 engagements/month	+900%
Website Traffic	4,000 visits/month	20,000 visits/month	+400%
Press Mentions & Media Coverage	15 articles/month	60 articles/month	+300%
Referral Program Conversions	0	2,000 conversions	+2000%

KEY TAKEAWAYS



Creating FOMO with Exclusive Access

Early access programs create excitement around the product and foster a sense of exclusivity that motivates users to sign up before the official launch.

Influencers and Social Proof Are Powerful

Partnering with influencers in the fintech space helped amplify the launch message and increased trust among potential customers. Their endorsement added credibility to the product.

Referral Programs Drive Viral Growth

Encouraging users to refer friends and family was a major driver of new sign-ups. The success of the referral program exceeded expectations, and it continues to provide long-term value.

KEY TAKEAWAYS



Targeted, Multi-Channel Campaigns

Combining email, social media, press, and paid ads allowed the campaign to reach a broader audience. Each channel was tailored to the unique needs of the customer segments.

Simple Messaging with Clear Value Proposition

The success of the launch was driven by the ability to explain the new feature clearly and simply, focusing on its direct value for users—instant, low-cost cross-border transfers.

CONCLUSION



The product launch campaign for the digital wallet's cross-border transfer feature was a huge success. By creating excitement and anticipation through strategic teaser campaigns, influencer partnerships, and clear messaging, the company was able to drive adoption and raise awareness significantly.

The multi-channel approach and focus on customer education paid off, resulting in impressive growth across key metrics, including user adoption, social media engagement, and media coverage. With these results, the fintech company successfully differentiated itself in a crowded market and established itself as a leader in digital finance solutions.

The Goybo logo is a teal square with rounded corners. Inside the square, the word "Goybo" is written in a white, sans-serif font. The background of the square features a faint, light blue pattern of overlapping squares and lines, creating a digital or network-like aesthetic.

Goybo

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