

# Insights Realigned Financial Services Startup's Strategy

A venture backed fintech startup looking to expand into an adjacent vertical used data to pivot and change the brand strategy



## Business Challenge

*Which potential product offering is our target audience most likely to add to their wallet?*

**Goal:** Size and validate the market for a potential new set of offerings

**Test:** 6 potential product versions

**Audience:** Those open to a new product in the category



## Methods Used

*Mixed methodology to compare offerings and gauge differentiation and appeal*

KNow conducted a mixed methods study - a survey followed by deep dive interviews with key participants who fit the target audience profiles.

This approach allowed KNow to both quantify the relative interest in the new product offerings as well as individual offerings, and learn why participants might or might not add the offerings to their wallet.



## Business Outcomes

*None of the proposed options would perform as powerfully as a new solution with a new audience*

Insights showed audience interest was not strong enough to make any of the proposed offerings viable.

**KNow saved their client the financial burden of launching a doomed-to-fail product.** The startup to pivoted to a new strategy within a matter of weeks.

**KNow**  
RESEARCH

Insights, delivered.

*We've changed our strategy based on our findings, and now we're building the world's first impact-as-a-service platform to help other financial institutions to add environmental and social impact features to their products.*  
- CEO/Co-Founder FinTech Firm

Case Study<sup>1</sup>

[www.knowresearch.com](http://www.knowresearch.com)