# **2innovate | Case Study**

## N 2innovate

**Building the Future of Digital Transactions:** The Launch of Frame Banking™

2innovate is a global SaaS pioneer in digital banking and transactions based in Montevideo with operations in 11 countries. Their cloud-based products specialize in next-generation payment ecosystems designed to deliver superior customer experiences. SQRM played a crucial role in developing the company's key messages and launching their flagship platform, Frame Banking™.



### **CHALLENGE**

After 6 years of driving the development of next-generation digital payment ecosystems, 2innovate reformulated its commercial strategy with their Frame Banking™ Platform. This enables the platform deployment of sophisticated transactional services through digital channels. It offers transaction-centered solutions applicable to Business Banking, Personal Banking, and Fintechs, as well as ACH networks and payment companies.

## STRATEGY

crafted Square Root Marketing an easy-to-understand messaging framework tailored to fintech ecosystem trends in Latin America and highlighting the main advantages of the platform. Subsequently, SQRM led their launch events in Mexico City, securing the participation of top fintech segment media and key regional banking and fintech clients.



#### Launch Event with Media



● **23** Journalists

#### Launch Event with Clients

45 Attendants representing 23 companies 12 Clients

- 🖪 3 International Journalists 😑 🌗 🚎
- **25** Published Articles
- 222M Impressions
- **\$417K** Ad Equivalency

Forbes Content

Main Media Attendants: El Universal, Forbes. El Economista, CIO, Valora Analitik, Reforma, Reseller, Latin Trade, Economía y Negocios.

#### Forbës

Una nueva plataforma SaaS que revoluciona las transacciones bancarias

Basada en la nube, la plataforma Frame Banking™ de la en resa gInnovate, acelera el desarrollo u desplience de soluciones de pago de última a



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Nueva plataforma Frame Banking "rompe las limitaciones de sistemas legacy" .



co Frame Banking", una plataforr iormente como PTS Banking, que encia en cada etapa de la experien









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33 Partners