

2innovate | Case Study



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 platform enables the 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

Square Root Marketing crafted 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

- 19 Media Outlets
- 23 Journalists
- 3 International Journalists
- 25 Published Articles
- 222M Impressions
- \$417K Ad Equivalency

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

Launch Event with Clients

- 45 Attendants representing 23 companies
- 12 Clients
- 33 Partners

