

Backbase | Case Study

Backbase

Revolutionizing Banking: Backbase's Market Entry

A European Digital Banking software provider. It offers an Engagement Banking Platform, an omni-channel digital banking software solution that unifies data and functionality from traditional core systems and new fintech players into a seamless digital customer experience.



CHALLENGE

Backbase entered the Latin American market in 2020 with the opening of its operations in Mexico. Its challenge was to increase brand awareness among financial institutions and educate this sector on the benefits of adopting an engagement banking platform.

STRATEGY

Square Root Marketing developed a 360° multi-country strategy to position Backbase's brand through multiple communications and marketing efforts, including awareness, and demand generation campaigns, executive positioning initiatives and media relations, first in the Mexican market, and then in other markets including Colombia, Central America, Chile, Argentina and Brazil.



Key Activities

- 21 Marketing Campaigns
- 1.19k leads
- 241 InMails with Av. Open Rate of 42%
- 120 collateral assets (banners, landing pages, infographics and booth designs)
- 122 executive posts for LinkedIn (content, design and management)

Media Relations

(2020-2022)

- 15 Thought Leadership Articles
- 20 press releases developed and distributed
- 93 interviews secured and managed
- 919M Potential Reach

