

Mambu | Case Study



From startup to Unicorn: building brand leadership in the Latin American fintech sector

Mambu is a German software company founded in 2011 that offers infrastructure for banks and financial service providers based on the software as a service (SaaS) model. Its clients range from top-tier banks such as ABN Amro and Santander to leading venture-backed fintechs such as Uala and OakNorth.

CHALLENGE

Mambu entered the Latin American market in 2017 with the appointment of their managing director for the Americas. The company was to build Brand Awareness and generate leads in key LATAM markets such as Mexico, Colombia, Argentina, and Peru.

STRATEGY

Square Root Marketing has served as Mambu's partner in Latin America growing their services and support according to the company's business needs as it continues to expand its presence in the region. From event participation management to a comprehensive thought leadership strategy that drives the positioning of its executives, SQRM has been instrumental in the growth of the company, which in Dec 2021 reached a valuation of \$5.3 billion.



Media Relations (2019-2022)

- 124 Press Interviews
- 53 Content (press releases and bylines)
- 683M Est. Reach

