

# Provenir | Case Study



## Positioning alternative data as the disruptor of traditional risk decisioning process.

Provenir is the world leader in data analysis software that simplifies the risk decision process. Provenir works with disruptive financial services organizations in more than 40 countries, and processes more than 2 billion transactions annually. SQRM supported the positioning of the brand and its commitment to investing and growing in the Latin American market.



## CHALLENGE

After successfully establishing operations in other regions like North America, Europe, and Asia Pacific, Provenir entered the Latin American market at the end of 2020 and partnered with SQRM in 2021 to educate top media about the company and its offering. With so many startups and fintech companies reaching out to reporters, it was critical to find a clear differentiator that could attract media attention.

## STRATEGY

Square Root Marketing drafted a LATAM-specific messaging framework tailored to the region's nuances, highlighting how Provenir could help disrupt the usual credit approval process, ultimately helping close the region's financial gap. Communications initiatives targeted media in Mexico, Brazil, Argentina, Colombia, and Central America.



## Media Relations

- 6 Press releases developed and distributed
- 6 Thought Leadership articles
- 27 interviews secured and managed
- \$521.3M\* Earned media value

