



**Gungho Marketing**

discovering new business

# RegTechs: Connecting With Your Audience

## Introduction

Amongst today's RegTech vendors, there is a common theme - each bring a unique proposition to deliver value to tightly regulated entities & financial services firms by improving processes, lowering costs, and reducing risk. Considerable funding for new RegTech entrants means that the market is increasingly crowded, and vendors are having to work harder to stand out from competitors and attract new customers.

The UK Financial Conduct Authority (UK FCA) defines RegTech as "solutions designed to make specific regulatory processes more effective and efficient, or larger, multi-faceted technology projects designed to modernise regulatory compliance functions across organisations." <sup>i</sup> Today:

- ★ There are more than 1200+ RegTech companies around the globe. <sup>ii</sup>
- ★ RegTech funding hit \$18.9 billion in 2021, driven by 61 deals worth more than \$100 million apiece. <sup>iii</sup>
- ★ Global spending on RegTech is set to soar by almost 300% by 2025 to \$130 billion. <sup>iv</sup>

RegTech vendors face an ongoing challenge - to produce go-to-market strategies and interesting content that jumps out to the target audience amongst the noise of their competitors.

## Cutting through the noise

Most marketing teams incorporate a variety of digital platforms to reach their intended audience. It's not uncommon to rely on email sends, LinkedIn or event-based campaigns as a cost-effective approach to attract new customers.

Segmentation is an essential, (yet often under-utilised) email marketing tactic. Spending time segmenting and targeting an audience will generally produce rewarding results.

Profiling risk & compliance personas with a desire and interest to solve complex challenges around regulatory risk, onboarding or reporting underpins the success of the engagement from a RegTech marketing team.

RegTech vendors who combine accurate profiling, with compelling and timely content will cut through the cacophony of noise from competitors and generate successful ROI to campaigns.

Email should be considered a key pillar for a RegTech vendors marketing strategy. A carefully curated email send is perhaps the most cost-effective option to generate inbound leads. Recipients who open, read, and click are actively engaging.

"But do people really still use email? Isn't social media where it's at for marketing today?"

While it's true that social media is an important channel for any RegTech's digital marketing strategy, email remains powerful & lucrative as it provides direct access to audience inboxes.

Combine direct access to inboxes with considerably lower costs and RegTech vendors can build reach across campaigns and optimise conversion rates.

## Delivering engagement

A top performing email campaign starts with segmenting an accurate database of decision makers. For the RegTech industry, this is most likely an audience who actively seek to mitigate compliance challenges, meet regulatory obligations and identify risk.

Gungho Marketing has a high-quality database of 120,000+ verified email addresses of AML, risk, compliance, and financial crime decision makers in over 50 jurisdictions. This database is verified by a team of 110+ inhouse researchers located in the UK and US.

To better understand the impact targeted emails can have, the chart below analyses results from 70+ RegTech email campaigns in the last 12 months.

The benefit of sending a targeted campaign is significant – open and click rates will be higher than average and above expectations. Increased rates translate directly into increased awareness and improved ROI for lead generation.

Supporting improved performance is higher engagement with decision makers. Audiences who respond with a click have a genuine interest as the content appeals to their compliance goals or offers them value.

In short, sending targeted emails to the right list of senior risk & compliance executives helps RegTech vendors outpace their competition, transforms awareness and increases leads.

## Targeted email strategies

So, what kinds of targeted email lists should RegTech marketing teams consider sending to? Here are some recommendations.

- ★ **Personas in a defined geographical area or jurisdiction** – for example, Chief Compliance Officers and Senior Compliance Executives in global financial centres.
- ★ **Decision Makers with specific responsibilities** – such as Anti-Money Laundering Officers, Compliance Officers or Heads of Financial Crime.
- ★ **Personas who have engaged with a previous email** – build on the engagement with decision makers who have previously interacted with your brand
- ★ **Influencers who work in the broader team** – engaging with a wider team of decision makers across the risk and compliance function.

	Open rate	Click rate
Campaign Average	9.75%	2.25%
Engaged Audience Average	13.80%	3.0%
Top Performing Campaign	75.10%	27.70%

RegTech vendors who invest time and money curating the perfect audience of compliance & risk professionals, blended with appealing content can expect to see the highest rates of engagement.

Recommendations for affective content varies greatly from vendor to vendor and include;

- ★ **Thought leadership** – promote thought leadership to deliver value from the content and encourage decision makers into the top of the marketing funnel.
- ★ **Registration for events** – whether the event is online or in person, registrations can be increased with having the right targeted email send.
- ★ **Warm-up emails** – sending an email ahead of phoning can help to introduce the brand and build engagement.
- ★ **Mid-marketing funnel content** – putting important product information into the hands of individuals who are decision-makers or influencers of RegTech solution sign off.
- ★ **Retention** – reach individuals in an organisation beyond those with whom you have a direct working relationship with retention in mind, such as features, product news, or general thought leadership.

## Conclusion

Targeted email marketing is a way of RegTech vendors ensuring their content makes an impact in the inbox. By investing in segmentation, personalisation and relevant content, RegTech vendors build trust, respect and engagement amongst their audience.

Getting this right improves ROI, brand awareness and ultimately moves more opportunities into the sales pipeline.

Gungho Marketing supports RegTech marketing teams to create highly targeted audiences and deliver the ROI required to grow brand awareness and accelerate pipeline.

To learn more about how targeted email campaigns can benefit RegTech marketing campaigns [visit our website](#) or [contact us](#) to book a conversation.

i [FCA Insight: What Do Firms Really Want?](#)

ii [Fifth annual Regtech 100 lists the companies compliance teams must know in 2022](#)

iii [Investment in the regulatory technology \(RegTech\) sector is surging ahead, according to the latest figures](#)

iv [Juniper Research](#)

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