



# Gungho Marketing

discovering new business

## ★ 2023 TRENDS & FORECASTS ★

2022 heralded Gungho Marketing's 15th year in business and proved to be the most exciting year to date.

Despite ongoing global challenges, the RegTech and LegalTech industries saw another year of exponential growth. It has been a pleasure to be a part of this, supporting these innovative businesses to flourish with lead generation and appointment setting.

We reached many key milestones in 2022 and had a lot to celebrate. Completing our first 12 months of business based in our second operation in Charlotte, North Carolina, allowed us to further specialise in the US and LATAM regions. Our email marketing service also celebrated its first year and despite its relative infancy, demonstrated value to our clients thanks to our industry-leading data.

Our unique position as market-leading specialists in RegTech and LegalTech B2B lead generation attracted a significant investment from Mobeus. This investment is enabling us to improve the scalability of our services, along with the continued building of our proprietary dataset and expansion of our offerings into related verticals.

2022 was a record year, with over 124,000 decision-makers added to our dataset, allowing our clients to maximise their growth potential through our email marketing and appointment-setting services.

Over 13,000 appointments were generated, and more than 1.9 million targeted emails delivered. But with quantity came quality, as our global team of 140 BDR's across our UK and US operations, secured well-qualified, meaningful opportunities generating an estimated £171m in pipelined revenue for our customers.

Our rapid growth in 2022 paved the way for the Gungho Marketing learning & development team to expand and continue to raise the bar for quality outbound lead generation. Building on our robust, ongoing, training programme, we have established a pathway for staff to develop their careers as we grow.

The last 12 months have been incredible, and we are delighted to be working with so many innovative organisations. We have detailed below some high-level insights from our global lead generation activities throughout 2022.



Number of  
Appointments  
Booked  
13,292



Average  
Opportunities  
Rating  
43%



Targeted  
Emails  
Delivered  
1,911,031



Decision  
Makers  
in Dataset  
400,000+

# 2022 DATA HIGHLIGHTS



“Increased digitisation, regulatory pressure and focus on sustainability will only increase demand for services provided by RegTechs & LegalTechs in 2023 - we look forward to supporting our clients and further developing our service.”  
Chloe Bonnett, COO

## ★ CONNECTING YOU WITH THE WORLD ★



### TOP INDUSTRIES BOOKED WITHIN EACH REGION

REGION	CORPORATES	FINANCIALS
North America	Technology Manufacturing Oil & Gas	Banking Credit Unions Asset & Wealth
Europe	Manufacturing Technology Oil & Gas	Banking Asset & Wealth General Finance
Middle East	Food Manufacturing Technology Chemicals	Banking Foreign Exchange Asset & Wealth
Africa	Metals, Minerals & Mining Chemicals Technology	Banking Asset & Wealth General Finance
APAC	Technology Manufacturing Chemicals	Banking General Finance Asset & Wealth
Latin America	Metals, Minerals & Mining Logistics Oil & Gas	Banking
Caribbean	N/A	General Finance Banking



“We are very lucky to have such a talented group of people that are constantly raising the bar for outsourced lead generation. 2022 has been no exception with the continued desire to build and grow through delivering the best quality leads, relationships, data and results for our clients.”

Tom White, CEO

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If 2022 was a significant year for RegTech and LegalTech, it will pale in comparison to 2023. Whilst global economies will continue to take a hit, the RegTech and LegalTech industries will remain resilient. Experts are forecasting massive growth and we have identified the key drivers in 2023 and beyond:

### Global Digitisation - The Risk Factor

Driven by cost savings and market demand, the digital revolution requires that industries move every aspect of their operations online, leaving them open to risk. Fraud, hacks, data breaches, and other security hazards are prevalent, and 2023 is likely to see associated risk appetites reducing as a result.

### Regulator Hegemony

In an ever more digitised world, regulators are taking successive steps to enhance the security of customer data online and offline. Cryptocurrency and e-payments will also be motivators for global regulators to tighten up. In 2023, we will see sanctions adapting to global instability in real time. It's a regulator's world, and organisations will need to evolve to live in it.

### Sustainability reporting

It's only a matter of time before financial institutions are required to report the environmental impact of all activities financed by each investment product. With a new requirement will come investment in technologies to bring organisations up to scratch.

### Conclusion

Where industries and governments lead, society generally follows, however, the balance of power and influence is levelling. Trends dictated by lifestyles and habits will call for wholesale modernisation to keep consumers happy. Organisations will be driven to invest in technology infrastructure to keep up with regulatory change, market demand and the uncertain world we are living in.

This really is the time for RegTech and LegalTech vendors to shine. With a growing industry and their proposition in high demand, there is a huge opportunity to build for the future - 2023 is the one to watch!

## ★ QUOTES FROM OUR CLIENTS ★



“If a friend said to me, ‘Why would you do this?’ My response would be – why wouldn't you? When companies are young, being able to flex up and down quickly is invaluable and this is what organisations like Gungho can provide. Being able to scale your headcount and scale your meetings to meet your capacity is extremely valuable. The flexibility far outweighs any worries about outsourcing.”

Head of Sales, Silico



“Gungho is an integral part of the business development effort.”  
EMEA Sales Director, Risk and Compliance, Dow Jones



“The Gungho team are a reliable source for securing well-qualified appointments. The pilot project created a lot of interest, with opportunities contributing to pipeline, the ROI is there and warrants a long-term partnership.”

CEO, CRB Monitor



“The email marketing has generated some strong leads from our banking targeted campaigns. We've also seen high engagement in terms of opens and clicks from the gaming campaign. It's a newer campaign so we expect to see that engagement turn into leads also.”

Head of Sales and Partnerships, Acuminor