



GROWTH ACCELERATOR REPORT: PAYMENT TECHNOLOGY INDUSTRY

2023



About this report

- Spending on payments technology has increased year-on-year as businesses expect to be able to process and receive payments quickly, securely and safely. Payment providers and financial institutions are innovating to meet their needs.
- In 2023, real-time payments, digital currencies and open banking will continue to pick up steam. These technological advancements create further opportunities for businesses and issuers alike to meet customer expectations.
- The aim of this report is to educate payments providers, on how they can use earned, owned and shared media to capitalise on this growth.
- To do so, we take a deep-dive into the industry looking at how the fastest growing brands are using these mediums to accelerate their growth.

Contents

- Meet your buyers
- Who influences your buyers?
- Who should you be speaking to?
- What should you be speaking about?
- How are the fastest growing brands using:
 - Earned Media
 - Owned Media
 - Shared Media

Meet Paul, a typical CIO in the UK

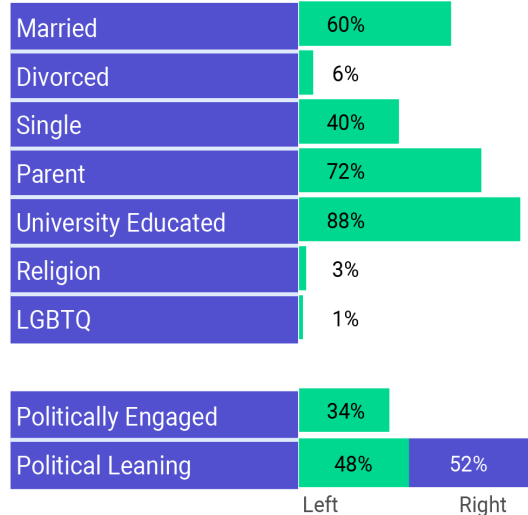
Likely name: Paul

Average age: 41

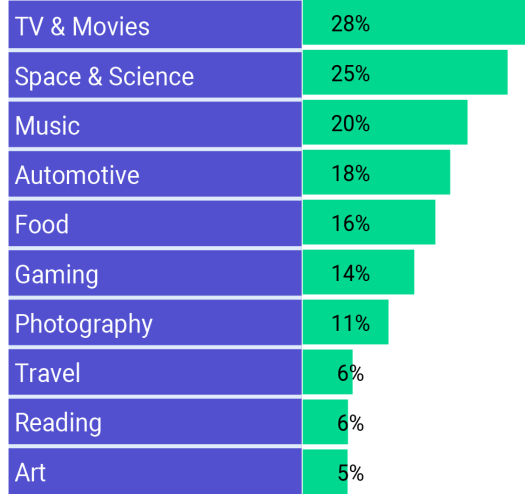
The gender split across the 1,262 UK CIOs was:



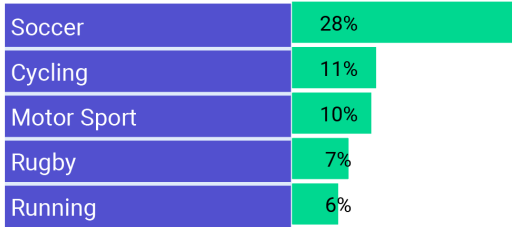
GENERAL BACKGROUND



INTERESTS
what they follow outside work

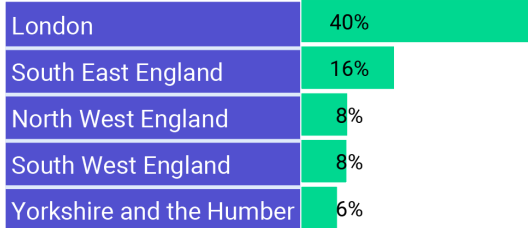


SPORT
participates in or follows



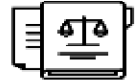
These 5 sports are played or followed by 40% of CIOs in the UK

LOCATION
Lives or usually based



78% of CIOs in the UK live in these 5 regions

Who influences Paul?



INDUSTRY SPECIFIC

people, events and organisations that influence UK CIOs

CIO WaterCooler	Community of CIOs & IT Leaders	9%
Gartner	Technology analyst firm	8%
Mark Chillingworth	Icon Business Media	6%
Bryan Glick	Editor in chief of Computer Weekly	6%
NCSC UK	Part of UK's intelligence & cyber agency	6%
Digital Leaders	Online space for leaders promoting digital transformation.	6%
NHS Digital	National data and technology partner for the NHS	5%
Mark Samuels	Freelance technology journalist	5%
TechUK	Tech trade association championing UK tech industry	5%
Government Digital Service (GDS)	Government body responsible for digitising government	5%

These are 10 of the people, events, organisations, forums/communities, etc. that CIOs in the UK find interesting and relevant to their jobs but may not be obvious to most marketers.

What does Paul read?

23%

Percentage of UK CIOs that read *CIO UK*

62%

Cumulative readership of the top 20 popular news outlets for UK CIOs



Meet Richard, a typical CTO in the UK

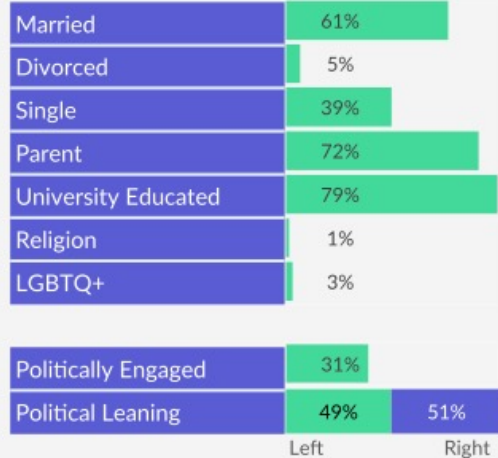
Likely name: Richard

Average age: 41

The gender split across the 1,988 UK CTOs in this study was:

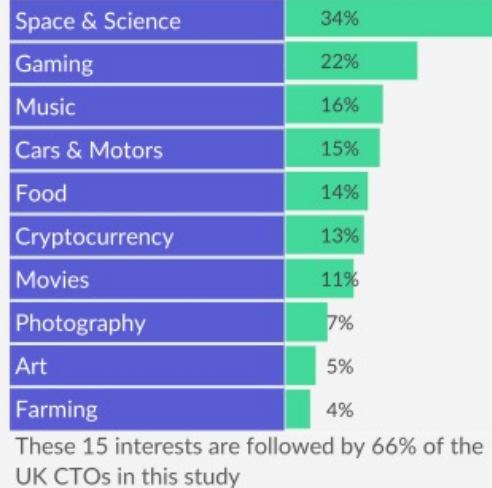


GENERAL BACKGROUND



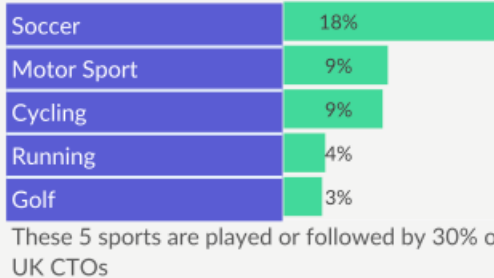
INTERESTS

what they follow outside work



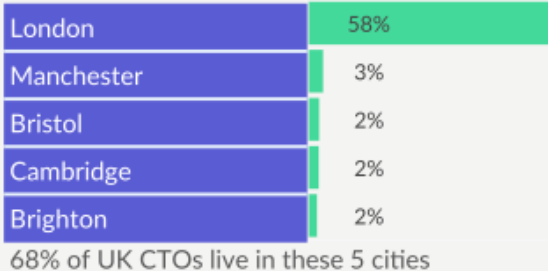
SPORT

participates in or follows



LOCATION

Lives or usually based



Who influences Richard?



INDUSTRY SPECIFIC

people, events and organisations that influence UK CTOs

Founders Forum	Global community and group of businesses empowering entrepreneurs	12%
Werner Vogels	VP & CTO at Amazon	11%
Martin Fowler	Author, speaker, and expert on software development	9%
Simon Wardley	Technology expert	8%
Kelsey Hightower	Principal Engineer at Google	7%
Kent Beck	Programmer, coach	7%
Gergely Orosz	Writing The Pragmatic Engineer, technology newsletter on Substack	6%
Mike Butcher	Editor-at-large at TechCrunch	6%
Hannah Fry	Associate Professor in the Mathematics of Cities at UCL	6%
Julia Evans	Software Engineer, Wizard Zines	5%

These are 10 of the people, events, organisations, forums/communities, etc. that UK CTOs find interesting and relevant to their jobs but may not be obvious to most marketers.

What does Richard read?



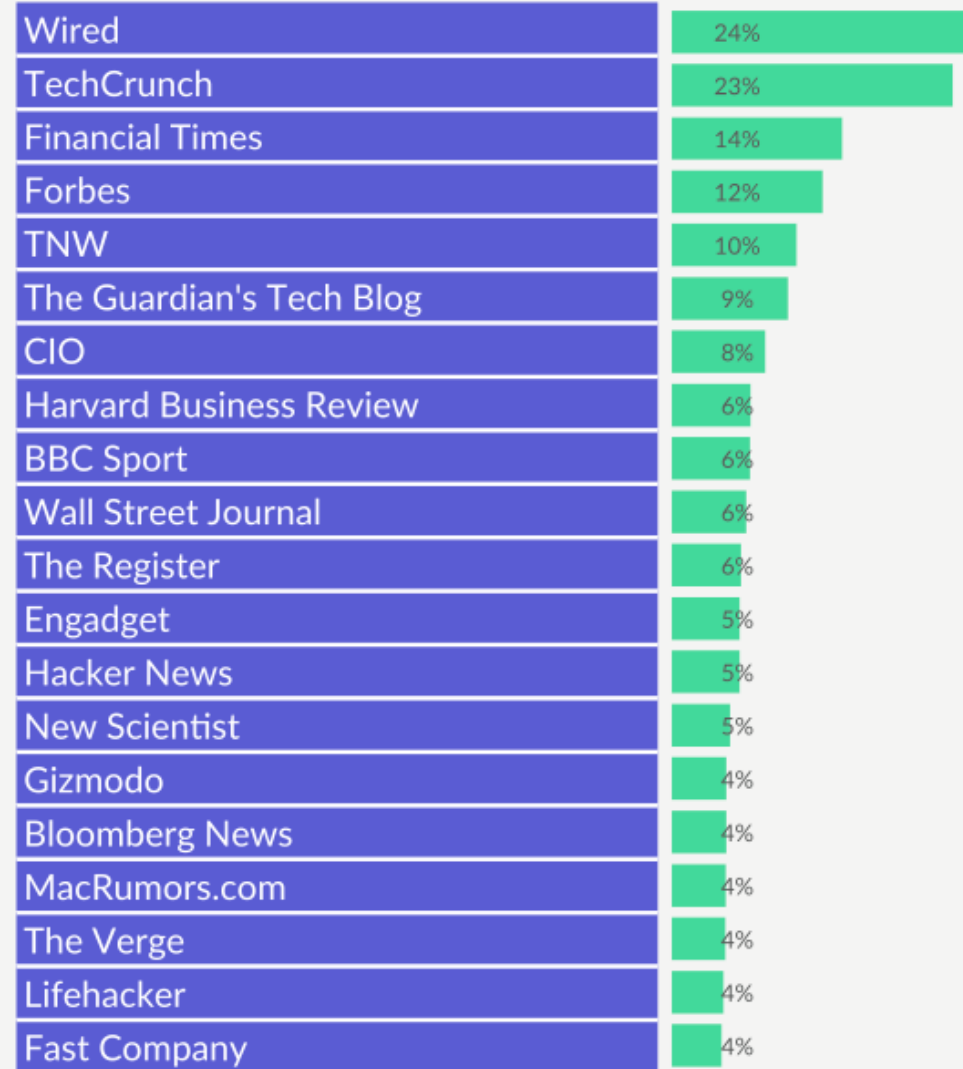
84%

Percentage of UK CTOs that read a news source



52%

Combined readership of the top 15 general news outlets for UK CTOs



What are UK journalists interested in?

From speaking to a selection of the journalists that write for the publications Paul and Richard are reading, the below is a sample of what UK journalists are currently looking for:

- Case studies – referenceable names are desired!
- Evidence and data – third party data, company data etc.
- Prospect-centric news stories – stories that readers look at and think “this is me; this could be me or I wish this were me!”

Which brands are performing well across Earned Media?

The below table is a snapshot of how the top payments solution providers are performing across UK earned-media environments. The analysis takes into account the publications that Paul and Richard are reading.

	OpenPayd	Banking Circle	Modulr	Nium	Railsr
Volume of coverage	2nd	4th	5th	2nd	1st
Variety of coverage	2nd	4th	5th	3rd	1st
Distribution of coverage	2nd	4th	4th	3rd	1st
Range of exposure	2nd	4th	5th	3rd	1st
Overall rank	2nd	4th	5th	3rd	1st






SEO– which brands are getting the most organic traffic?

In terms of organic traffic for the UK, the percentage of traffic share directly correlated to the number of organic keywords. An example of the top keywords that are untapped and being searched for by your prospects currently are:

- Cross-border payments solutions
- International CHAPS payments
- BACS payments UK
- World remit

Traffic share



 openpayd.com	6%
 bankingcircle.com	9%
 modulrfinance.com	55%
 nium.com	10%
 railsr.com	21%

LinkedIn: Creating a prospect database

LinkedIn has over 740 million users. It is the largest single database of B2B professionals and is therefore a great way to connect and engage with your prospects. Used correctly, LinkedIn can act as a shop window for your business. The below table outlines how well the leading payments solutions brands are using LinkedIn.

	OpenPayd	Banking Circle	Modulr	Nium	Railsr
Followers	19,862	23,483	6,835	167,032	27,535
Post frequency	Averaging at 5 posts per week	Averaging around 3 posts per week	Averaging at once a week	Averaging around 5-6 posts per week	Havent posted in the last 4 months. Prior to that, around twice a month
Engagement	Averaging around 35 likes per post. Highs of 96, lows of 13	Averaging around 40 likes per post. Highs of 240, lows of 6	Averaging around 80 likes per post. Highs of 176, lows of 18.	Averaging around 50 likes per post. Highs of 142, lows of 12.	Averaging around 60 likes per post. Highs of 255, lows of 16.
Content	Mixture of employee news, funny content relating to the industry, eBooks, insight posts, polls, events and earned media	Mixture of webinars, CEO profiling, blogs, events, earned media , videos and whitepapers.	Mixture of blogs, how to guides, earned media, videos and webinars	Mixture of videos, whitepapers, employee quotes, blogs, job vacancies, earned media, events and reports.	Mixture of employee announcements, company news, earned media, product announcements, hiring posts.
Overall rank	3rd	2nd	4th	1st	5th

Using LinkedIn to engage with your prospects

In order to make the most of LinkedIn and engage with your prospects, these are the recommendations we would make:

- Make the content-prospect centric. Focus on the issues keeping your buyers up at night and demonstrate how you can help.
- Use case studies. Each of the leading brands received high engagement on their case study videos.
- Use multimedia formats: video content, interactive reports and slideshows.
- Invite prospects to interact with your content by asking questions and using polls.



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AN AWARD-WINNING B2B PR CONSULTANCY

🌐 B2B Marketing

WINNER: GOLD – BEST PR CAMPAIGN | GO INSTORE
WINNER: BRONZE – BEST CORPORATE DECISION MAKER
TARGETED CAMPAIGN | IVANTI
FINALIST: BEST CORPORATE DECISION-MAKER TARGETED
CAMPAIGN | MOBILEIRON



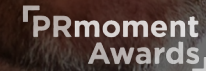
WINNER: B2B CONTENT CAMPAIGN OF THE YEAR |
MOBILEIRON
WINNER: BEST USE OF DATA IN A CONTENT CAMPAIGN |
MOBILEIRON



FINALIST: B2B TECHNOLOGY CAMPAIGN | APTUM
FINALIST: B2B TECHNOLOGY CAMPAIGN | CLAREMONT



WINNER: BEST B2B TRADE CAMPAIGN | APTUM
WINNER: BEST B2B TRADE CAMPAIGN | IVANTI
WINNER: BEST USE OF DATA | IVANTI



FINALIST: B2B CAMPAIGN OF THE YEAR | APTUM



WINNER: BEST USE OF DATA | IVANTI
WINNER: BEST ONE-OFF CONTENT CAMPAIGN | IVANTI
WINNER: BEST USE OF DATA | GREENLIGHT COMMERCE
WINNER: BEST CONTENT CAMPAIGN TO ASSIST WITH
CORPORATE POSITIONING | GREENLIGHT COMMERCE
FINALIST: BEST ONE-OFF CONTENT CAMPAIGN | APTUM

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