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## Case Study

# Go To Market Planning

Developing a go-to-market strategy for a new financial platform

### The Challenge

To successfully launch a new financial platform, our client (a leading credit reference agency) recognised the need to better understand their market. The new platform was aimed at the financial sector (e.g. banks), offering them a simple and quick way of verifying their customers' identity and hence providing them with a more seamless experience. Our client aimed to gain in-depth insight into the competitive landscape, potential customers, as well as the size and structure of their market.

## The Solution

Research was conducted in a three-stage process. Firstly, we completed in-depth desk research to analyse all secondary research available. Secondly, we conducted expert interviews to gain an understanding of market sentiments and trends. And thirdly, we completed end-user interviews to complement the research with a consumer perspective. In total we performed over 70 interviews spread over organisations of different size, industry and location.

## The Insight

We provided a market analysis for the US and UK. This included sizing, PEST analysis and trends. In addition, we provided insights into the competitive landscape, the decision-making units, and consumer reactions to the new platform. Finally, we delivered an analysis of channels and gave recommendations on how to enter the market and communicate effectively. Since the project, our client has launched the platform in both the UK and USA.



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