

# FinTech Influencer Platform

(Sample)



## Did you know ?

FinTech Merger & Acquisitions hit a record \$112bn in the first quarter of 2019 despite a slowing global economy

The most discussed FinTech trend of 2019 has been Artificial Intelligence, AI has stayed on top since couple of years now. The 2nd and 3rd most discussed; Blockchain and Machine Learning

The most discussed:

- Bank: Bank of England
- Payments Company: BitPay
- Non FS Company: Amazon
- FinTech company: Coinbase
- VC Company: Funding Circle Limited

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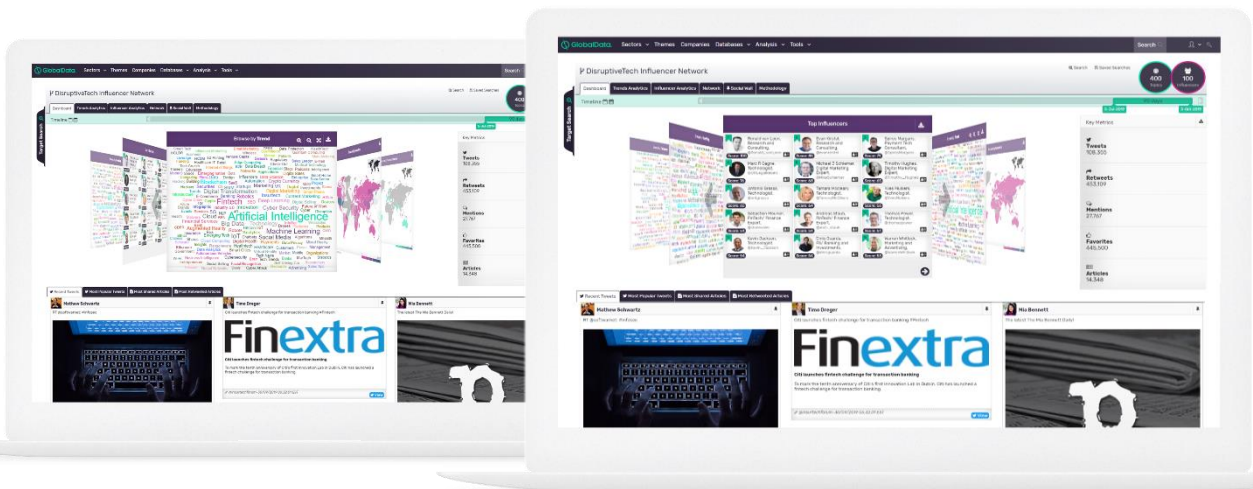
Consumers in Australia, the UK, and France report the highest levels of chatbot usage, with more than 70% of respondents having used one to interact with a brand in the past year.

China is studying the use of Blockchain and AI in cross-border financing with a focus on risk management and to control illicit financial flows leaving the country.

# Follow Thought Leaders in your chosen domain

## Distinguish reality from media hype

Identify critical insights from the top influencers on your chosen domain  
Protect and grow your brand equity  
Stay in touch with latest developments with real time updates



GlobalData's proprietary Influencer Identification Framework is based on a scientific process that works on pre-defined parameters using our proprietary algorithms.

Please contact our consulting team on [consulting@globaldata.com](mailto:consulting@globaldata.com) to discuss your requirement and for pricing information.

**GlobalData's Influencer platform ensures our clients develop and maintain deep subject expertise across all critical trends in FinTech so they are not left behind.**

**It delivers significant ROI for clients by tracking and decoding all influencer conversations on the latest technologies, emerging trends and most innovative companies.**



**Detailed information on innovations & developments**  
Top Global FinTech influencers identify as a must know



**Daily updates** from the global FinTech thought leaders, keeping you updated with all current trends.

**Track, assess and learn** from products and propositions based on the insights and articles shared by the most important influencers.



**How does the Influencer Database help you?**

- **Subject Expertise** - Stay informed about new startups, propositions, solutions and any disruptions in the market.
- **Anticipate Change** - Select specific time frames to identify and track the most relevant trends.
- **Customer Retention** - Tracking new products and services informs your retention strategy and new product development.
- **Investment and Product Development Benchmarking** - Information based on near future trends allows you to benchmark your product developments, ensuring you are investing resource in the areas which will make the most impact.

## Interested in a Custom Influencer Platform?

Please contact our specialised consulting team on [consulting@globaldata.com](mailto:consulting@globaldata.com) to discuss your requirement and for pricing information.

Our team will be pleased to develop a Custom Influencer Platform to help you cut through the noise in Social Media and focus on what matters.

# 4,000 of the world's largest companies make better and more timely decisions thanks to our unique data, expert analysis, and innovative solutions delivered through a single platform

## Our Solutions



GlobalData meets the individual needs of our Clients through:

- Intelligence Center
- Consulting Services
- Reports

## Our Value Proposition



We empower clients to decode the uncertain future they face by providing:

- Unique data
- Expert analysis
- Innovative solutions
- One platform

## Our Industry Coverage



Unparalleled sector expertise:

- Consumer
- Healthcare
- Technology
- Oil & gas
- Power
- Construction
- Mining
- Financial Services
- Insurance
- Defence
- Sports

## Our Expertise



Customized support across your industry's value chain:

- Innovation & Insight
- Company & Competitive Analysis
- Opportunity Assessment
- Market Sizing & Forecasting
- Market & Product Strategy

# Customized support across your industry's value chain



## INNOVATION & INSIGHT

**Gain a competitive edge** with contextually relevant best practices, innovative business models and disruptive technologies.

**Anticipate customer behaviour** with customer, stakeholder and enterprise insights.



## COMPANY & COMPETITIVE ANALYSIS

**Create sustainable growth** by differentiating your offering and outperforming your competitors.

**Future-proof your strategy** by understanding the ever changing



## OPPORTUNITY ASSESSMENT

**Identify your next opportunity** and capitalise on value-generating growth.

**Identify & value your investments** and mitigate risks to create shareholder value.



## MARKET SIZING & FORECASTING

**Reduce demand uncertainty** and assess the market potential for your products/services.

**Strengthen your business plan** with sound data and state of the art forecasting methodologies.



## MARKET & PRODUCT STRATEGY

**Find the next market** for your product/services and expand your business.

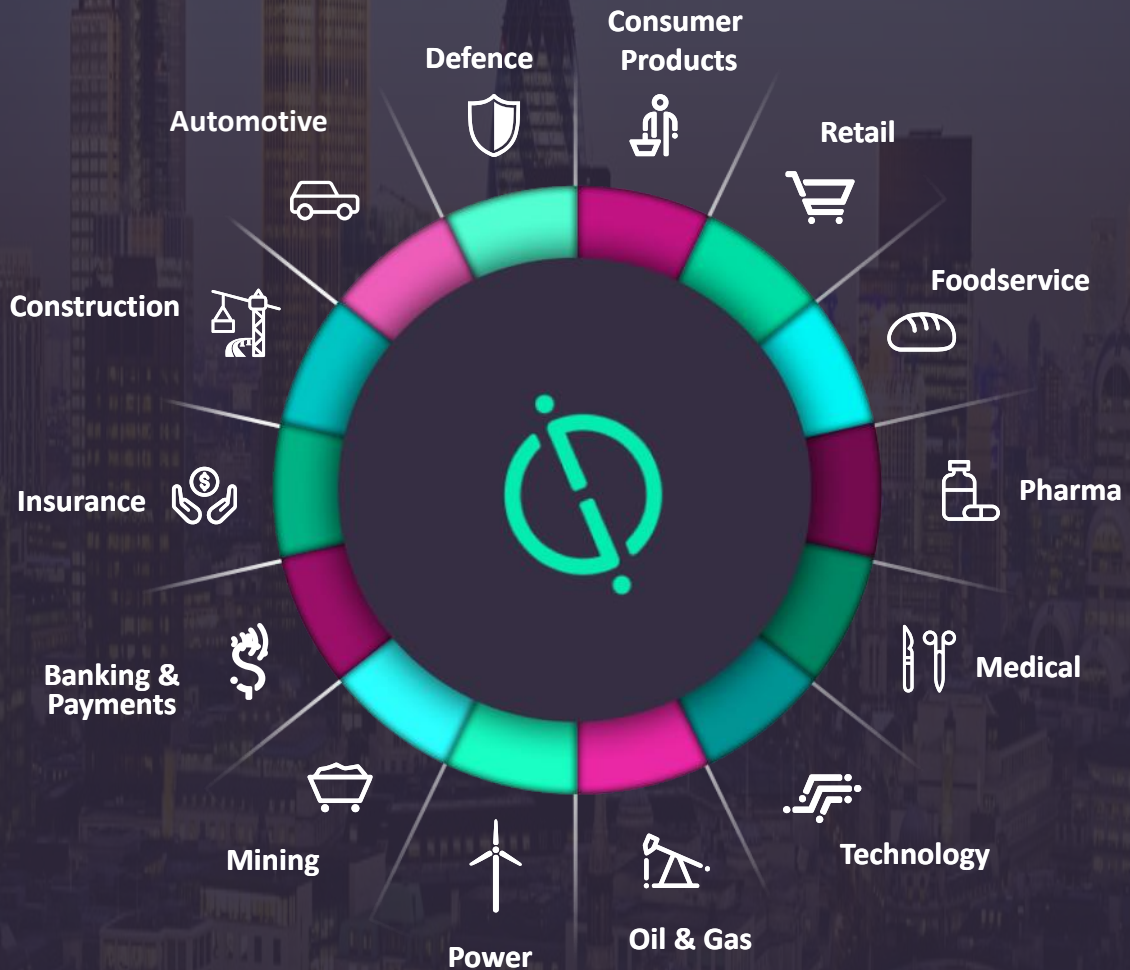
**Build unmatched sales capabilities** to shorten your sales cycle and increase sales.

**BoD/C-level support | Executive presentations & Reports | Workshops | Thought Leadership Papers | Webinars | Multimedia**



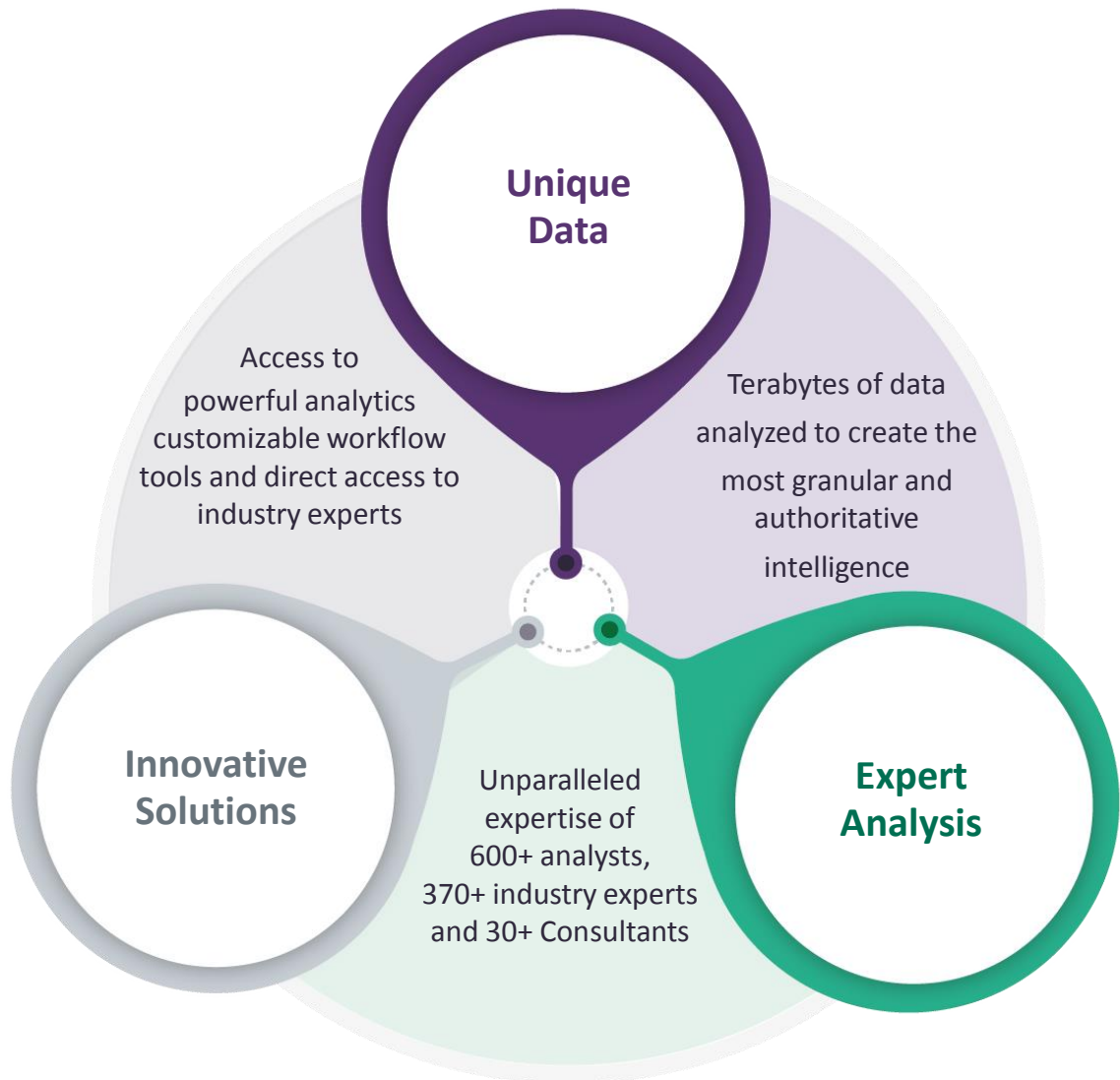
# Our Offering

We leverage our Intelligent Centers and expertise to deliver the most practical and innovative solutions



# Our clients choose us because of our unparalleled understanding of local and global markets

Our unparalleled sector expertise, proprietary data, structured methodological frameworks and an unmatched understanding of local markets enable us to deliver superior value to our clients



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