

How a successful go-to-market strategy propelled a Neobank to the top.

The Challenge Market Fit

MyBambu's goal is to make financial services accessible to all people. Promoting financial inclusion and improving access to banking services for people who are unbanked or underserved is a significant challenge. The Fintech industry is fiercely competitive, with neobank players like Chime, Revolut, and Marjority fighting for market share.

So, how do we fare against the competition? Let's look into valuable insights on how our strategy and agility in execution helped differentiate our product, leading to a successful go-to-market launch.



Market Research Here is what we discovered



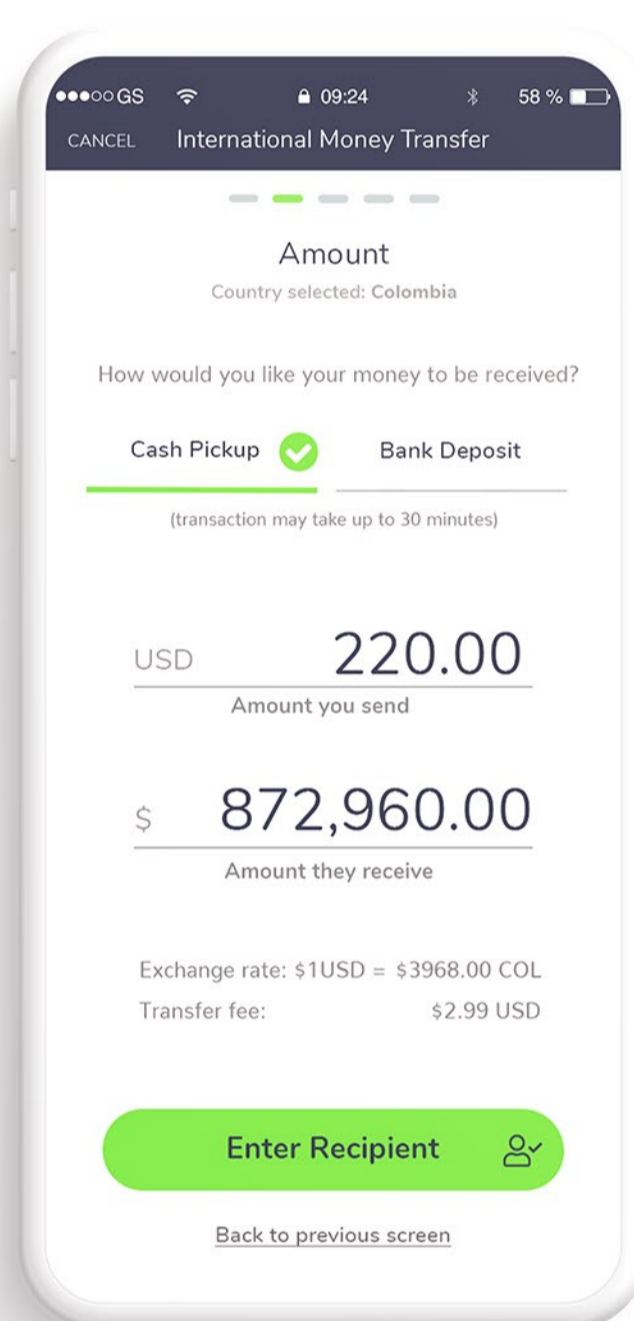
Hispanic is the largest minority cohort in the U.S. and growing rapidly, they are a community and family oriented culture.



Decisions are made collectively, yet 14% of Hispanics remain unbanked and 34% are underbanked, totaling around 40 million people.



Our strategy targets both the less acculturated, first-generation immigrants, their families, and bilingual/bicultural adults.



What We Did Go-To-Market

Through the use of data-driven analytics we created effective marketing campaigns, carefully targeting the right audience, and ensuring that all our touch points are meticulously timed and personalized.

The focus was providing users with a comprehensive and tailored experience throughout their journey, from onboarding all the way through a customer's lifecycle, producing high-performing user acquisition and engagement that aligned with business goals.

Product Lead Growth

At DCM², our marketing positioning and messaging are anchored in differentiation. This is only possible through agile development, where we work closely with developers to iterate products while focusing on customer experience.

This customer-centric approach relies on direct communication and collaboration across teams, enabling continuous feedback and adjustments to our messaging, and offerings.

Leveraging a data-driven marketing strategy, we analyze user data and feedback to offer better solutions that enhance the user experience, ensuring a high level of engagement and customer loyalty and satisfaction.



Marketing Results

Our content and product marketing strategy has proven successful and essential in outpacing our industry standards. Hitting over **1 billion impressions**, over **200 million video views**, and more than **2 million app downloads**, all in a 24 month period reflected in an average **35% growth** in bank accounts opened month over month.

2M+

App Downloads

(Google and iOS app stores)

4.8

Star Rating

(Google and iOS app stores)

35%

Growth Rate

(Month over Month)