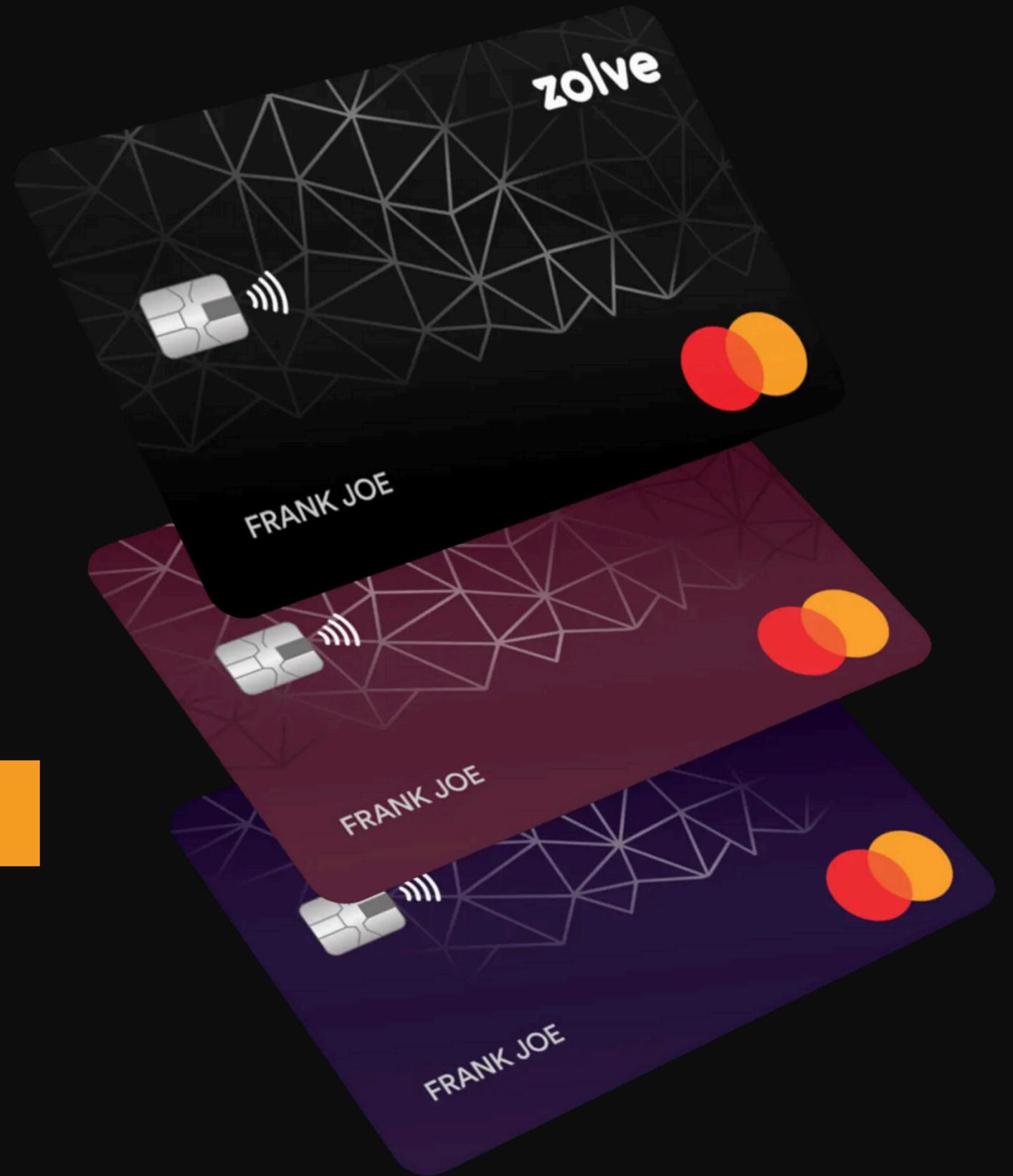




X team™

**MARKETING CREDIT BUILDER
TO THE U.S. MARKET**



ABOUT THE BRAND

Zolve is a global neo-bank that started with an aim to provide banking solutions to immigrants from India to the U.S. Owing to the niche demographics (specifically students and working professions immigrating to the US)

CHALLENGES

TARGET MARKET REACH

Difficulty in identifying and effectively reaching potential customers due to market complexity

BRAND POSITIONING

Need to establish a unique market position amid intense competition

REGULATORY COMPLIANCE

Navigating stringent U.S. regulations for financial products

TEAM VARIANCE STRATEGY & APPROACH

MARKET RESEARCH

Comprehensive market analysis to identify customer needs and preferences

01

VALUE PROPOSITION

Developing a clear and compelling value proposition to set the product apart

02

DIGITAL MARKETING STRATEGY

Focus on digital marketing channels like SEO, PPC, and social media to effectively reach the audience

03

TM

3 STEP MARKETING FUNNEL



TOP FUNNEL

Educating people on the problem of why credit scores are important and why they need to fix it and how to fix it

MIDDLE FUNNEL

Educating users on the solution of a credit builder card in the form of a secured credit card

BOTTOM FUNNEL

Educating users on how Zolve Azpire is the best credit builder card of all.

MARKETING COLLATERALS

MIDDLE FUNNEL



Secured Credit Score Builder Card



Typical Credit Cards



Typical Debit Cards

Credit reporting and building	Reporting to top 3 credit bureaus, therefore strong credit building	Reports to credit bureaus	No credit reporting, hence no credit building
Rewards	Up to 10% cashback + rewards points	Up to 10% cashback + rewards points	Up to 10% cashback + rewards points
APR or late fees	Depending on the card, eg: Sable secured credit card has an APR of prime +6.99%.	Up to 29% APR	No

Fear of debt trap: Debt

TOP FUNNEL



Know how appealing you're to lenders.

Track your **credit score** & get improvement tips for **free**.

Stay on top of your credit score without getting any hard credit checks with the Zolve Credit Score Tracker. Track, learn, manage, and build your credit score - all from one place.

[Sign up for Free](#)



BOTTOM FUNNEL

Don't take our word for it.

Join the **300,000+** who like us already

★★★★☆
4.5 on Appstore

★★★★☆
4.5 on Trustpilot

“

With Zolve-Aspire, I could boost my credit score by 50 points in just 3 months! I could keep track of my expenses and manage my budget. Glad I got this card.



Shelly Adam

“

I was denied an unsecured card because of my poor credit score; thankfully, Aspire came to my rescue. Super-quick and easy sign-up process, and the best part is that because of a better credit score, I graduated to an unsecured credit card in no time!



Ryan Adrial

EXECUTION

IMPLEMENTATION STEPS

Launched the product through phased implementation, guided by customer insights

MARKETING CHANNELS

Used of digital channels including social media, search engines, and email marketing for targeted outreach

MESSAGING

Clear, customer-focused messaging highlighting product benefits and addressing customer pain points

RESULTS



INCREASED BRAND AWARENESS

Achieved a significant increase in brand recognition through effective campaigns



PERFORMANCE METRICS

Improved key performance indicators such as conversion rates, lead generation, and customer acquisition cost.



GROWTH IN CUSTOMER ACQUISITION

Attracted new customers by addressing market needs effectively.



THANK YOU

**HAVE ANY QUESTION OR QUERY?
FEEL FREE TO REACH OUT!**

Website : www.teamvariance.com

Email : hello@teamvariance.com

Contact : +919968669955 /44

Office : 1st Floor, Eco tower, Sector 125, Noida, UP 201313