

FINTECH PLAYBOOK

Fintech Performance Marketing: How to Scale Paid Acquisition Without Burning Budget

Key insights and actionable frameworks

Why Is Fintech Performance Marketing Different From Standard PPC?

Fintech performance marketing differs from standard PPC because financial advertising operates under regulatory constraints, platform-specific restrictions, and trust requirements that don't exist in other verticals.

Get any of these wrong, and your campaigns don't just underperform. They get disapp

How Should You Structure Google Ads Campaigns for

Google Ads campaign structure for fintech should follow an intent-based architecture with three distinct tiers, each with its own budget allocation, bidding strategy, and success metrics. Don't run one campaign for everything. The economics are too different across intent levels.

What Landing Page Elements Drive Conversions for F

Fintech landing pages must accomplish something standard landing pages don't: they need to convert high-intent visitors while simultaneously satisfying YMYL trust requirements and platform compliance reviews. A landing page that converts at 8% but gets your ad account flagged for policy violations i

How Do You Run Meta Ads for Fintech Without Gettin

Meta (Facebook and Instagram) advertising for fintech requires navigating the Special Ad Category designation, which restricts targeting options, limits creative flexibility, and requires additional advertiser verification. Most fintech marketers discover this the hard way when their first campaign

What Role Does LinkedIn Play in Fintech B2B Paid S

LinkedIn is the primary paid channel for B2B fintech companies: payment gateway providers, lending-as-a-service platforms, banking infrastructure, and enterprise financial software. It's also increasingly relevant for consumer fintechs targeting high-net-worth individuals or business owners for prem

How Should Fintech Companies Approach Programmatic

Programmatic and display advertising for fintech serves a specific purpose in the acquisition stack: brand building and remarketing at scale. It's not a direct response channel for most fintech products. Treating it like one is how companies waste lakhs on impressions that never convert.

What Does Cohort-Level Tracking Look Like for Fint

Cohort-level tracking is the difference between fintech companies that scale profitably and those that scale themselves into negative unit economics. It means tracking every rupee of ad spend through to actual revenue generation, not stopping at the lead or even the application. Here's what the trac

How Do You Manage Compliance in Fintech Ad Campaign

Compliance in fintech advertising isn't a one-time checkbox. It's an ongoing operational discipline that touches creative development, landing page management, account setup, and reporting. The cost of getting it wrong ranges from ad disapprovals (annoying) to account suspensions (devastating) to re

How Do You Allocate Budget Across Channels for Fin

Budget allocation for fintech performance marketing should follow the principle of "fund what's proven, test what's promising, cut what's wasteful. " The exact split depends on your sub-vertical, product maturity, and whether you're optimizing for growth or profitability. Here's a starting framework

Ready to Take Action?

Get expert guidance tailored to your business goals.

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