



Client Success Story

Fintech Company X AIMS Consulting Services

From GTM Discovery to Scalable B2B2C Growth

How Strategic Experimentation Helped the FinTech company Discover Their
Ideal Audience and Scale BNPL Adoption

Company Overview

The FinTech company is an emerging BNPL platform and an NBFC designed for self-employed individuals, small retailers, and users who need flexible credit at the point of purchase.

the FinTech company wanted to partner with companies who could offer BNPL solutions to their suppliers, customers, vendors, and users – essentially a B2B2C expansion strategy. the FinTech company needed a partner who could experiment, analyze, refine, and ultimately discover the right market fit.

AIMS Consulting Services is a **GTM consulting and implementation partner** that helps B2B businesses design, validate, and scale their go-to-market motions.

We work with enterprises to bring build predictable GTM systems.

Phase 1: GTM Hypothesis Testing

When the engagement started, the FinTech company was still in the early stage of its B2B journey. The priority wasn't volume – it was direction.

So AIMS took a simple but strategic first step: We assisted the client launch a broad email campaign to founders across sectors. Because:

- 1) Founders understand customer needs.
- 2) Founders understand spending patterns.
- 3) Founders are quick decision-makers.

This single move became the breakthrough moment: First Email Campaign → 6–7 meetings booked immediately

To ensure we built the right ICP, AIMS joined the FinTech company in these meetings to:

- Understand founder reactions
- Learn how different industries perceived BNPL
- Evaluate use cases and buying signals
- Identify segments with the strongest resonance
- Observe customer pain points firsthand

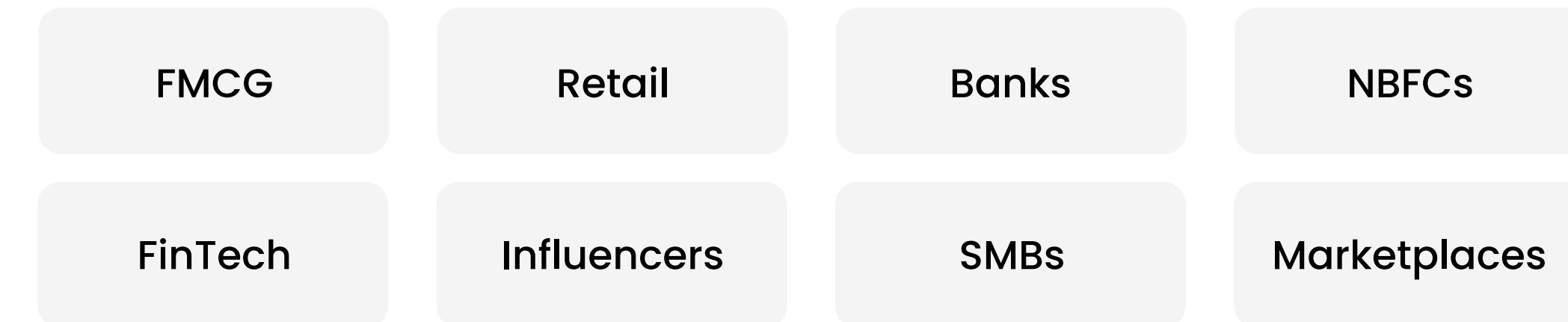
This direct exposure helped AIMS refine the targeting approach rapidly.

Phase 2: ICP & Qualification Framework Design

In the early stage of the FinTech company's B2B journey, the biggest unknown wasn't the outreach channel – it was **who the right audience actually was**.

Instead of assuming an ICP, AIMS took an exploration-based approach: **targeting multiple diverse audience segments to learn what truly aligned with the FinTech company's BNPL proposition**.

Reached out to founders and decision-makers across:



Each segment behaved differently.

Each segment had different credit needs.

And each segment offered different insights.

This became the foundation of co-building a qualification criteria that was rooted in real market behavior – not assumptions.

Phase 3: GTM Channel Infrastructure

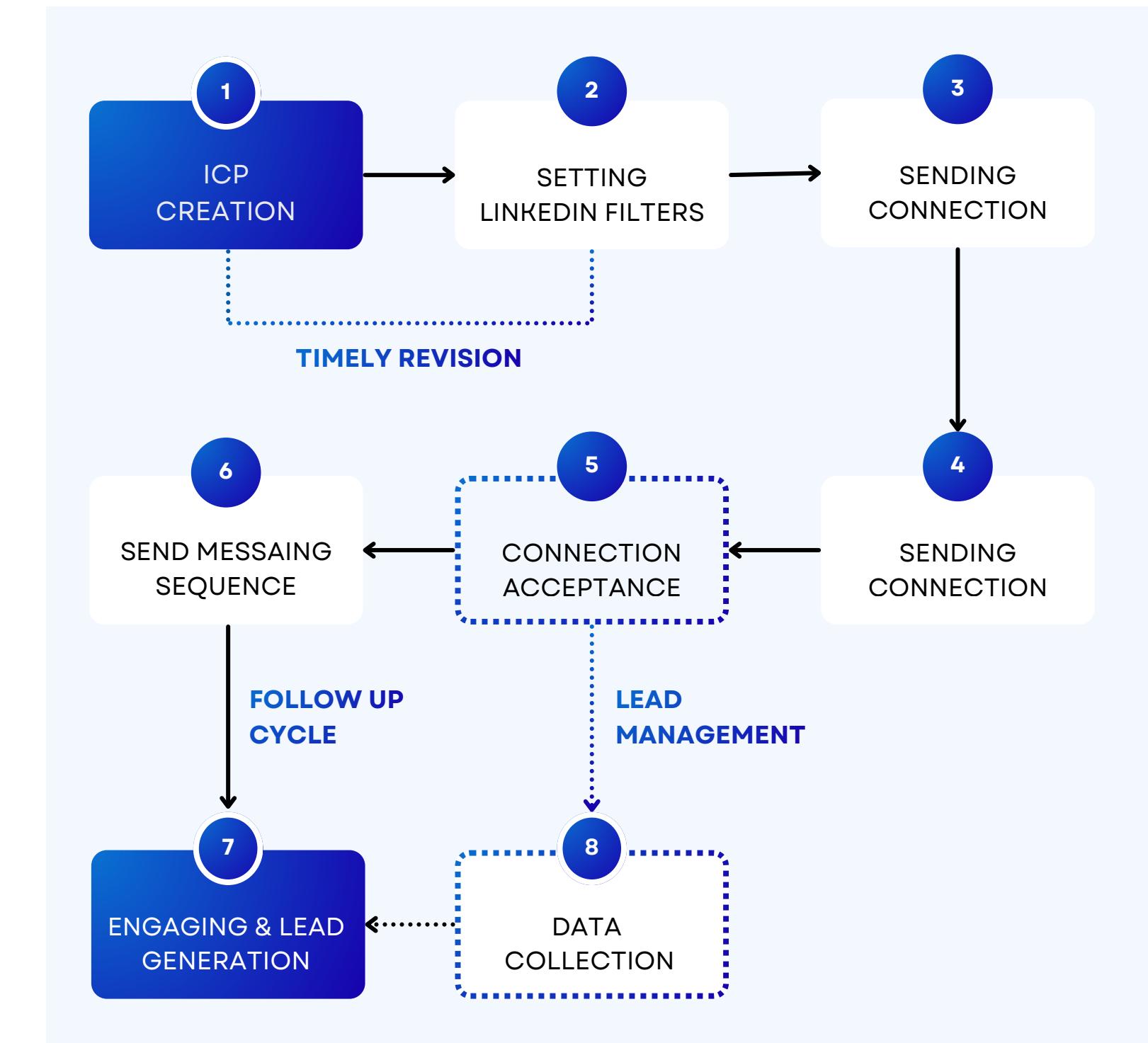
Once the ICP was fully validated, AIMS introduced LinkedIn as a structured acquisition channel:

- Refined Sales Navigator filters
- High-intent founder targeting
- Personalized messaging sequences
- Multi-step follow-ups
- Lead management to track every conversation

Across 19 months, this became one of the FinTech company's most efficient lead-generation channels:

- Total Qualified Meetings Generated: 279
- Conversion Rate: 4.9%
- Consistent monthly output across 2023 and 2024

System that worked: [LinkedIn](#), combined with [email](#) + [WhatsApp](#) outreach, created a predictable lead flow.



From Experiments to a Closure-Ready Pipeline

As AIMS and the FinTech company refined the ICP together, the impact became visible in the numbers and the quality of conversations. The shift from broad experimentation to a well-defined, founder-focused ICP created a pipeline that wasn't just active—but closure-ready.

Across 2023, this translated into:

- 172 qualified leads generated
- A peak monthly closure rate of 42%
- Month-on-month improvements as targeting sharpened
- Adoption by leading brands such as
- IndiaMart, Yes Bank, IppoPay, Kotak Mahindra Bank, Bizztm, Yodacart, and more

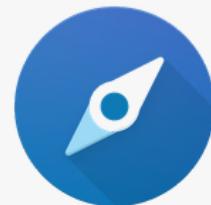
In parallel, LinkedIn became one of the FinTech company's strongest acquisition engines. Over 19 months, the channel delivered:

- 279 qualified meetings
- A consistent 4.9% conversion rate
- A predictable monthly meeting flow averaging 15+
- A structured outreach → nurture → follow-up engine

This combination of a validated ICP, multi-channel outreach, and consistent refinement created the FinTech company's first scalable B2B2C pipeline—one that supported volume, quality, and closures simultaneously.

GTM Stack Used

Prospecting Tools



PhantomBuster

Data Extraction Tools



Octoparse



Derrick



WAALAXY

ContactOut

Lusha

easy leadz

SignalHire

dropcontact

Snovio

At AIMS Consulting Services

We help early-stage companies find clarity in their target market, build scalable systems, and turn experimentation into predictable growth.

Contact us

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