raisin

Case Study: B2C Austria Growth Strategy & Launch Campaign

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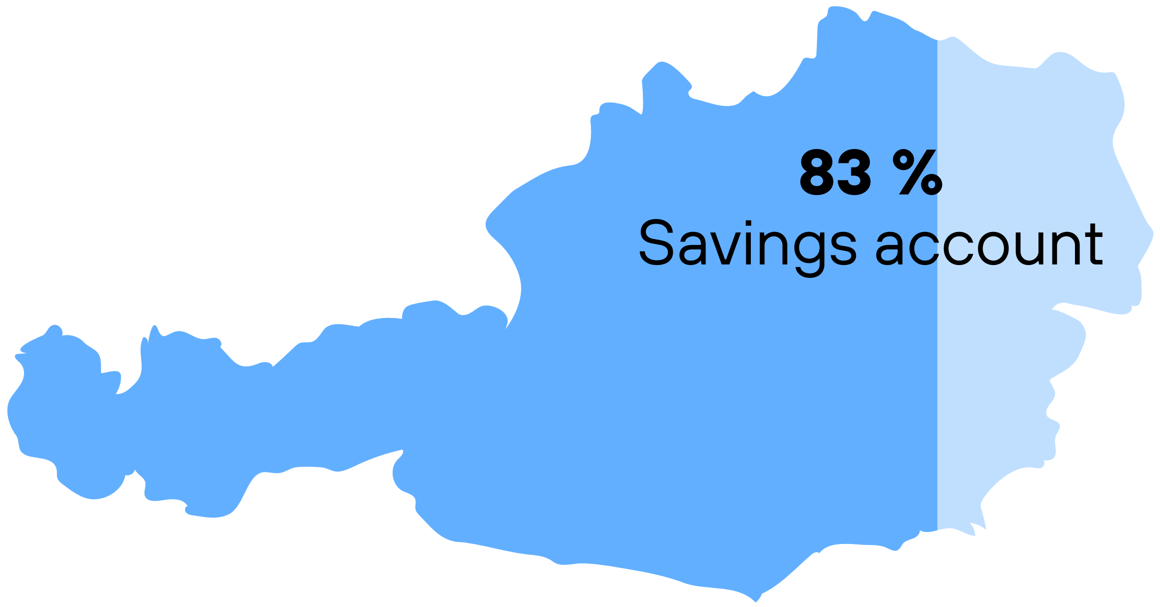
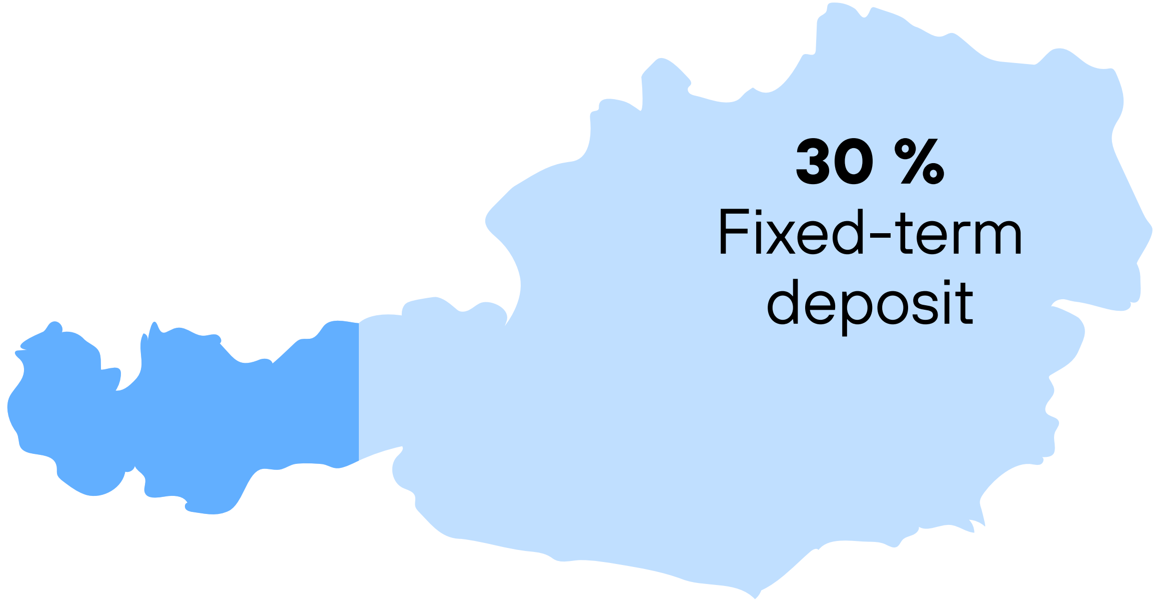
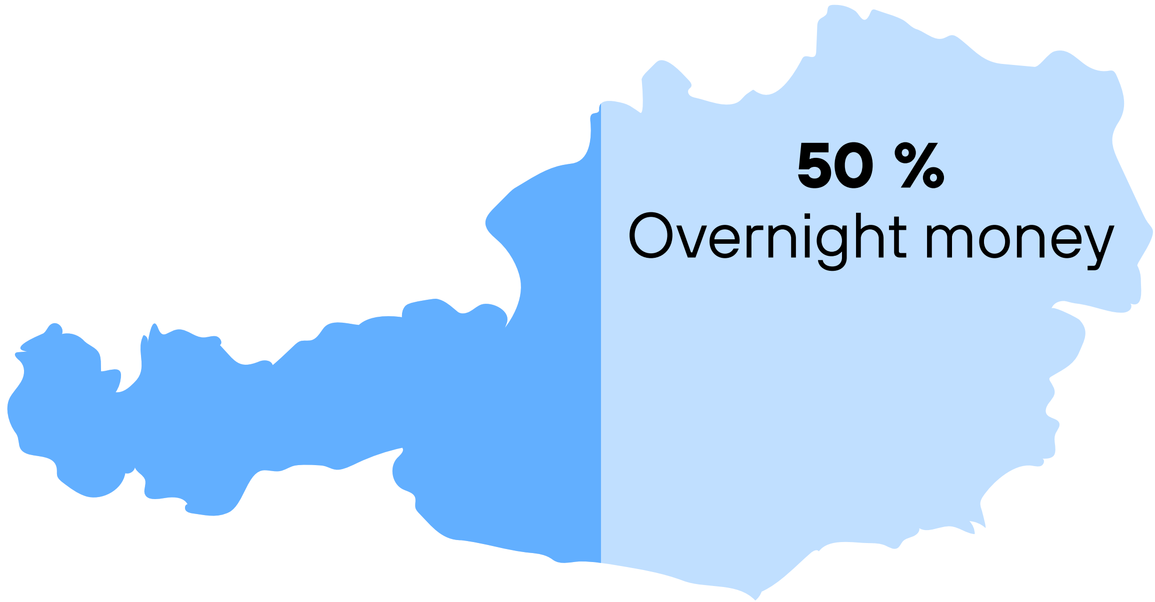
Target Group Segmentation

Overview: Savings and investment products used in Austria







Others:

42 % Endowment life insurance

40 % Investment funds

37 % Home savings contract

27 % Stocks

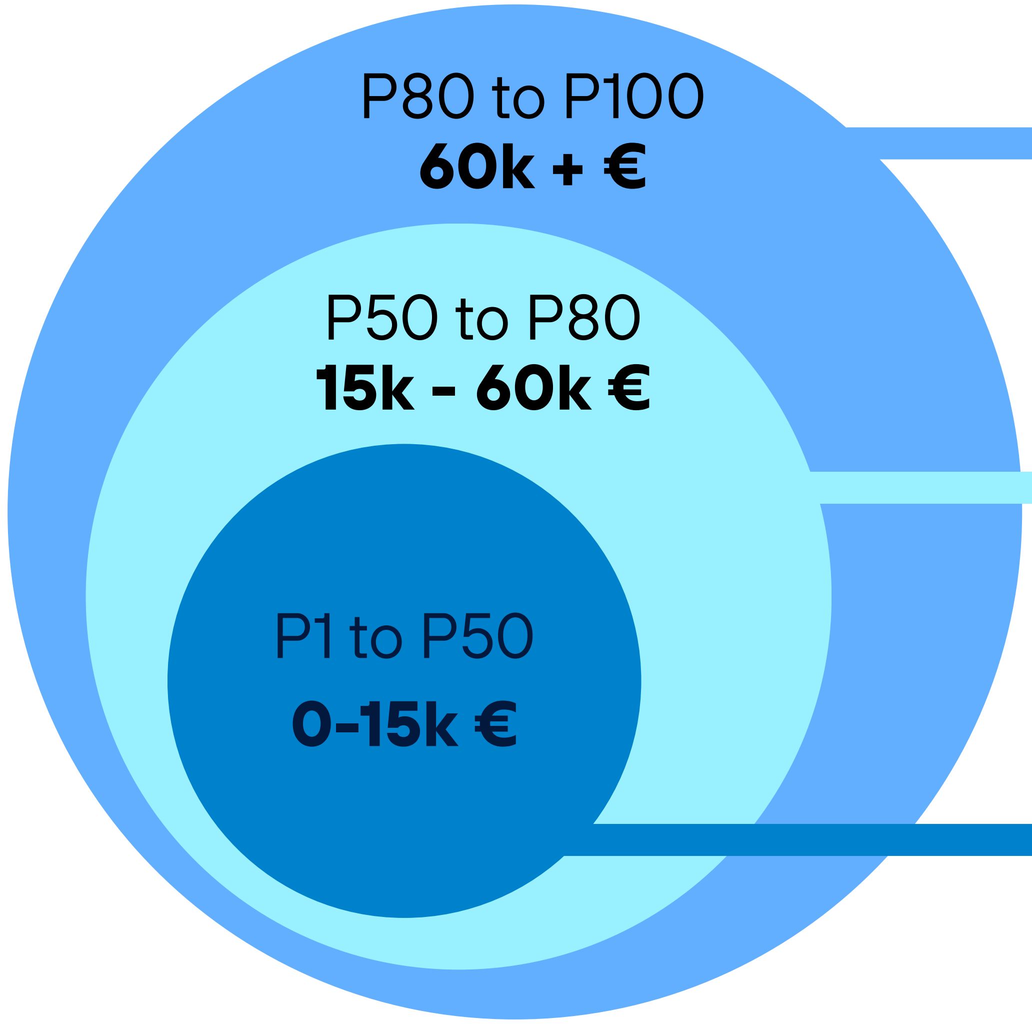
22 % Crypto

Key takeaway:
Austrian savers show a strong preference for traditional, lower-risk savings products.
In particular, overnight deposit accounts are nearly twice as popular in Austria (50%) as they are in Germany (28%).

Sources: Union Investment Austria, FMH

Target Group Segmentation

Overview: Median financial assets of Austrian households broken down into the key percentiles as a proxy for potentially investable cash.



High Saver

Interest income is the main driver. Taxes are hardly an obstacle and are increasingly being handled by tax advisors.

Mid Saver

The “tax hurdle” becomes less significant as assets increase. Interest rates and different options are compared regardless of this.

Low Saver

Interest earnings are rather small. The involved effort of "not being tax-simple" overnight deposits isn't seen as worth it.

Demographics: Age: 40+ | Gender: mostly male | Education: mostly upper-level

Key takeaway:
Mid Saver and High Saver are the main segments that raisin should target. Together they form a Core addressable audience of approximately 2.1 million households.

Side note: Please note that the net assets are significantly higher, but they are tied up and not available for deposit into overnight money accounts.

Source: HFCS Austria 2023

Communication strategy

Goal: Overcoming the “tax hurdle”!

Main claim: Income tax return shouldn’t keep you away from high interest rates.

The value through raisin (high interest) needs to be bigger than the pain.
Raisin could take measures to tackle the problem and minimise tax friction.

How the raisin overnight product could be positioned

1. Create more value for the customer → Add a step by step tax guide, prepare all important tax documents easily and clearly. Make the taxing process as easy as possible.

2. The main communication focuses on high interest + simplified tax filing.

Here are possible marketing/product initiatives:

- High interest rates
- Step-by-step tax guide for FinanzOnline
- Very good preparation of tax documents
- Personal tax hub within the account
- Push notification & E-Mail as tax reminder
- Partnerships with tax advisors

Note:
As with any financial product, security and trust should always be part of the communication.

Communication strategy

How to address the different segments

High Saver

Focus on high interest.

For example:

Maximize Your Returns.

Mid Saver

Focus on high interest and low effort.

For example:

Earn more. Keep it simple.

Low Saver

Focus on safety and easy processes.

For example:

The safe and easy way to get more out of your savings.

Bonus for every segment

Once someone has filed their income tax return for the first time, they are more willing to do so again.
This is where raisin's advantage comes into play → Higher interest rates through its foreign partner banks compared to Austrian options. Meaning raisin's USP contributes directly to customer loyalty.

Possible channels

Goal: Reach and acquire people from the high and mid savers segment. Low savers are a plus. Become top of mind in regards of overnight money.

	High Saver	Mid Saver	Low Saver
Inform independent financial advisors Their job is to make the most money for their customers.	✓	○	–
SEA + Paid Social campaigns Campaigns targeting each segment with a different communication.	✓	✓	✓
F1 - TV spots on ORF or ServusTV Formula 1 is a deeply rooted institution in Austrian culture. Hundreds of thousands of people follow it every week. TV ad breaks during the coverage could be a good starting point for the product launch.	✓	✓	✓

Possible channels

Goal: Reach and acquire people from the high and mid savers segment. Low savers are a plus. Become top of mind in regards of overnight money.

	High Saver	Mid Saver	Low Saver
Refer-a-friend (e.g. 1 month higher interest) Builds trust, supports all marketing initiatives via word to mouth.	○	✓	✓
PR Campaign To highlight how much interest Austrians lose each year compared with other EU countries. This also reinforces raisin's USP.	✓	✓	✓
Collaboration with financial influencers Building trust and being communicated with market-leading interest rate.	○	✓	✓

Launch campaign and growth hacks

Message: “Stop your interest loss” | **Budget:** ~ 300.000 - 500.000 € | **Timeframe:** 1 month

Main components: PR + interactive calculator + SEA & Paid Social + Bigger purpose

Additional: referal program + financial & tax advisors + E-Mail flow

Core communication: The main goal is to create a fear of missing out. Austrians have been receiving too low interest rates for years because of the Austrian tax system. They should feel motivated to stop letting the tax system hold them back and to overcome this hurdle.
We position the Austrian tax system as the villain and at the same time raisin as the savior.

Launch campaign and growth hacks

PR

~ 30 % of budget

Across regional and national media outlets. Financial and non-financial papers. Always links to calculator.

Calculator

~ 5 % of budget

An interactive “Lost interest calculator”. It shows how much more the user could have earned with raisin. It also serves as a lead magnet and anchor for retargeting campaigns. Perfect for the start of an E-Mail flow.

SEA & Paid Social

~ 60 % of budget

SEA for specific Keywords with special landing pages for each segment. (E.g. “Tagesgeld Zinsen”, “sparbuchzinsen”)

Paid social for problem awareness. “How much money are you losing?” → Links to calculator

Bigger Purpose

~ 5 % of budget

This creates a sense of shared purpose for of a greater goal. Over a period of 1 month, raisin tracks how much interest is earned by new Austrian customers. This amount will be donated to a good cause. It can be capped in advance and is donated out of the corporate budget.

Key metrics & assumptions

Key metrics should be tracked during the launch, after the campaign, and after the subsidised-rate period ends.

400k € Marketing expenses

Funnel	KPI	Illustrative assumption
Awareness	Reach	1.4 million
Lead Gen	Calculator Visits (CR) / Leads (CR) CPL	65.000 (4,6 %) / 7.500 (11,5 %) 53 €
Acquisition	Account Openings (CR)	1.800 (24,0 %)
Activation	Funded Accounts (CR) CAC	1.300 (72,2 %) 308 €
Business Impact	New Assets under Management	42 million €

Ideas that didn’t make the cut

Scatter the citys with mystery QR codes
„You are losing money“ an link to interest loss calculator.
Could be seen as negative and defacement of the city

Pop Up raisin branches
No real product fit, maybe just for guiding through the tax process

Gigantic QR code in the sky with drones
Could cause immense backlash from Austrians (destroying the night sky)

Placing QR Codes in front of Austrian banks
Causes anger from banks, they won’t ever become raisin partner