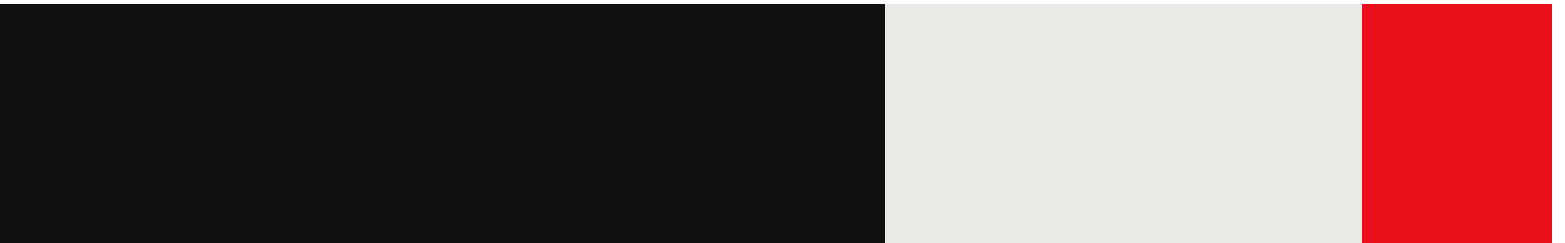


Fintech ad spending surges 45% as brands target mainstream audiences

Article



The news: Fintech ad spending has surged 45% YoY since 2021, as major platforms like Mercury, Brex, and Klarna shift from startup-focused messaging to mainstream market

campaigns.

Out-of-home (OOH) advertising budgets demonstrate significant momentum:

- Brex has reported a **30% annual increase in OOH spending**.
- Major fintech brands have established dominant presences across transit hubs in New York, San Francisco, and London.

Platform expansion shows accelerating market reach:

- **Stripe** broke new ground by launching its first-ever brand advertising campaign in 2024.
- Mercury broadened its service lineup to include comprehensive personal banking products.
- Klarna is amplifying its marketing presence ahead of its anticipated New York IPO.

Why it matters: Fintech platforms are evolving from niche tech solutions to mainstream financial services providers, with advertising strategies reflecting this transformation.

- Over the last few years, Gen Zers have slowly trickled away from big banks—with some gravitating toward banks' digital competitors. This could mean fintechs' marketing campaigns are resonating with young customers.
- Fintechs are trying to diversify their customer base with their ads. For example, Chime took out a two-page ad in The New York Times, which has a readership that skews older, more educated, and wealthier than Chime's current consumers.

Brand messaging demonstrates a clear pivot to mainstream audiences:

- Mercury has evolved its positioning from startup-specific ("The foundation startups bank on") to universal appeal ("Banking should do more. Now it can").
- Brex has transformed its narrative from startup-focused corporate cards to comprehensive enterprise expense management.

The regulatory landscape is reshaping marketing strategies:

- Companies are facing heightened scrutiny over their banking partnerships and fee structures.
- Marketing teams are prioritizing transparency and trust in their messaging campaigns.
- The industry anticipates potential regulatory relief under a new administration.

Looking ahead: New advertising channels are emerging as critical growth drivers.

- Connected TV (CTV) platforms are becoming essential for fintech brand integration.
- Visual podcast sponsorships are opening new avenues for targeted audience reach.
- Creator partnerships are establishing deeper connections with social media audiences.

Our take: The fintech sector's advertising evolution signals a crucial moment in the industry's maturation. Klarna's upcoming IPO will likely serve as a bellwether for the sector, potentially triggering increased ad spending across competitors. While regulatory challenges persist, fintechs' shift to trust-building narratives and mainstream messaging suggests the industry is preparing for sustained growth.

To remain competitive, traditional financial institutions should continue to target consumers of all ages with marketing campaigns that highlight the most relevant banking products and services to hit generational financial goals.

