

WONDROUS.

He11 yeah!

Work worth celebrating

Edition 4



Mixing a dash of creativity with tech-savvy expertise

Hey everyone! Welcome back to our Spotlight series. This time around, we're thrilled to share a glimpse into three exciting projects that have recently left our studio.

First up, we dive into the world of Finecta with an animated explainer that breaks down the complexities of smarter lending for SMEs into something everyone can grasp.

Next, we share a recent collab with Flexys, showcasing a fresh take on smarter debt recovery and customer financial well-being.

And last but not least, we're showing off some of the magic we worked up for Cashflows with a campaign targeting one of their target audiences.

So, sit tight and let us take you on a brief journey through these three diverse projects!



Sally Baker
Founder, Wondrous

Reducing lending hurdles for SMEs

Using Finecta's G2F Connect platform, financial services providers can get a secure link between their software and the client, enabling smarter, faster lending and underwriting decisions.

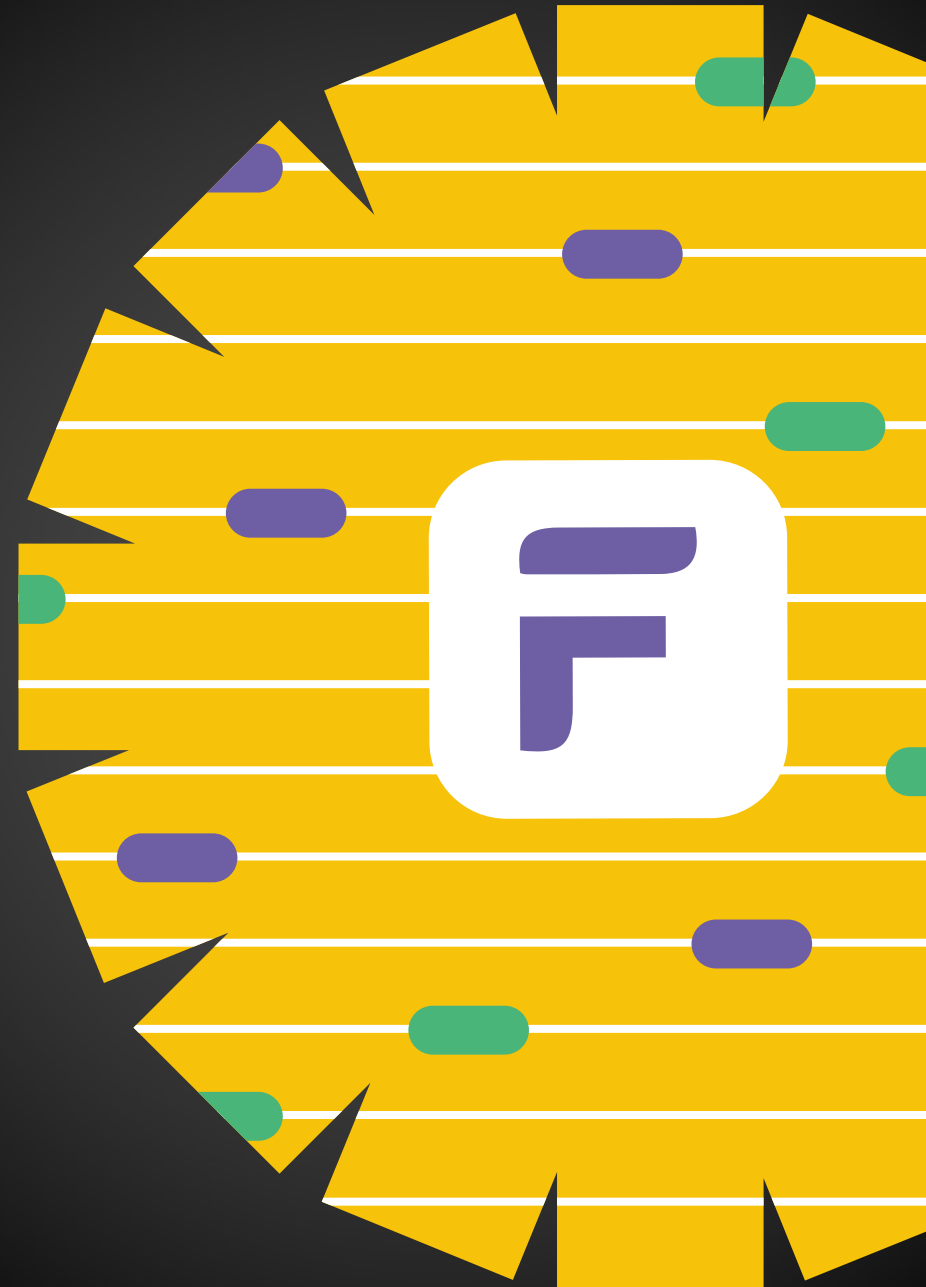
To highlight the benefits of the platform, Wondrous created an animated explainer for social media, in emails and on the website.

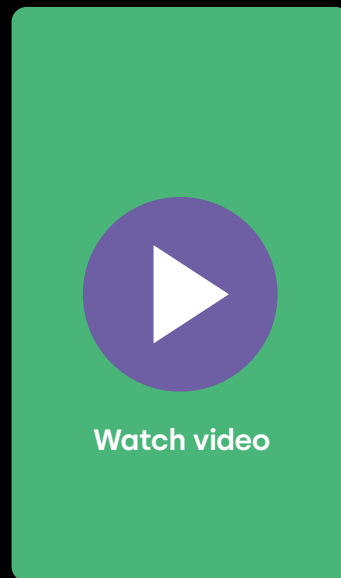
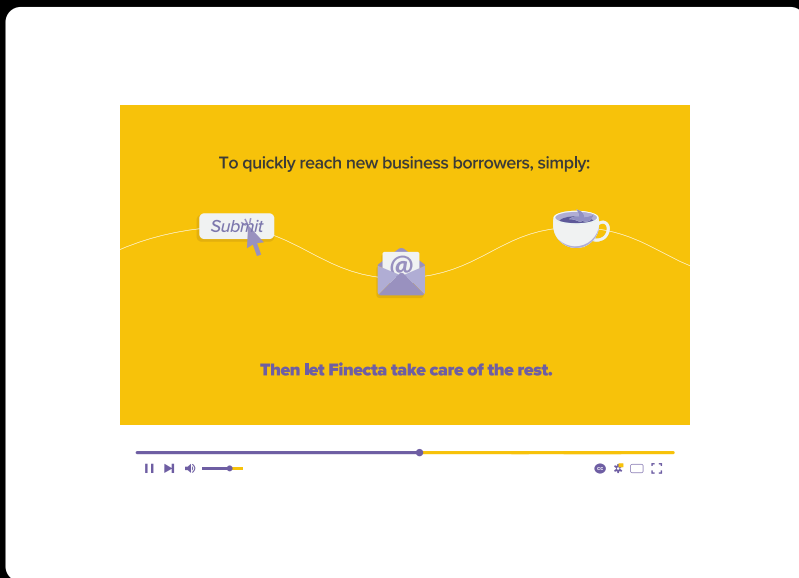
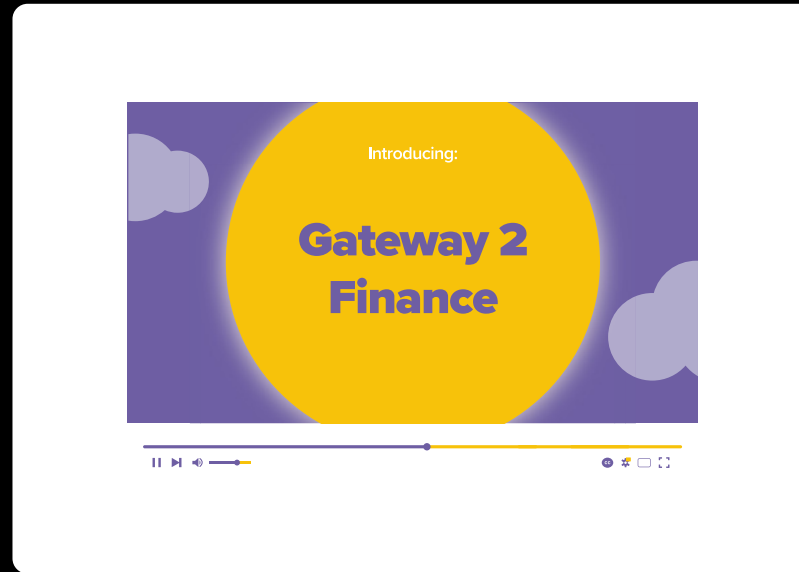
From the full video, we created a shorter version more suited to social platforms where users want quick information and attention spans are shorter. More bang for your buck!

Key takeaways:

**Branded
animation**

**Social first
thinking**





Creating a clear message

Control+ by Flexys optimises debt management/collections for both businesses and consumers. It does this by empowering collections teams to make informed decisions in fast-changing economic situations.

Wondrous recently worked alongside Flexys to review their overall value proposition, to ensure they have a clear and compelling message for their audience, staff and other stakeholders. Not only that, but we also considered how to tailor the message for the key industries they serve.

Collating feedback from customers and team members across sales, marketing, product and customer support, we drafted new statements which were validated with client interviews.

Key takeaways:

**Value proposition
workshop**

**Client
testing**

**Overarching
CVP statement**

**Key messages
by vertical**

flexys

Smarter debt recovery
and customer financial
wellbeing



Because debt recovery
should be about happy
resolutions



Control+

Smarter debt recovery and customer financial wellbeing



It's settled.



The tools to strengthen debt recovery.



Flexible



Efficient



Evolving



Service



Because debt recovery should be about happy resolutions

Let's go!

Control+

Control+ by Flexys revolutionises the debt recovery process, enabling collections teams to operate efficiently

Taking care of payments and pets

Cashflows is a fintech payments company that makes it easy for small corporations and SMEs to accept card and digital payments – online, in store, and on the move.

Wondrous recently supported Cashflows with a campaign targeting veterinary practices. By crafting sector specific campaigns it means that marketing messages become clear, concise and focused to the needs of the specific targeted audience.

Key takeaways:

**Social
ads**

**Landing
page**

**Fact
sheets**



Cashflows



Get the growth factor.

Partner with Cashflows and help your customers to build the simple, hassle-free payment experiences that consumers and businesses are looking for. Add in expert, dedicated account managers and impactful data and flexible commercial terms, it's the perfect one-stop shop for payments.



Cashflows – payments perfected by people.

Here at Cashflows, we pride ourselves on quick and easy onboarding and integration, so you can get on with seamless selling... no chasing required.

Plus, 'the personal touch' is the beating heart of our business, so we offer on-demand tech support for complete transparency throughout the whole journey with us. It's never been easier or faster to get veterinary practices signed up to take payments with our best-in-class Fast Onboarding AI supported app, plus you can see all transaction data in real-time with Cashflows Portal.

With best-in-class reporting and reconciliation tools, and the ability for customers to accept all payment types seamlessly, there's never been a better time to choose Cashflows to help kickstart your business growth.



Quick integration within 3 days! Integrate easily with a best-in-class developer portal, combined with the personal touch of our on-demand tech support, both pre and post integration.

A comprehensive payment product suite

Our suite of smart payment tools helps Veterinary businesses to deliver genuine innovation for customers.



Transparent Pricing

Transparent and fair pricing structures means competitive rates and best value for your customers.



Dedicated Account Managers

For veterinary services, get the personal touch with on-demand tech support pre and post integration.



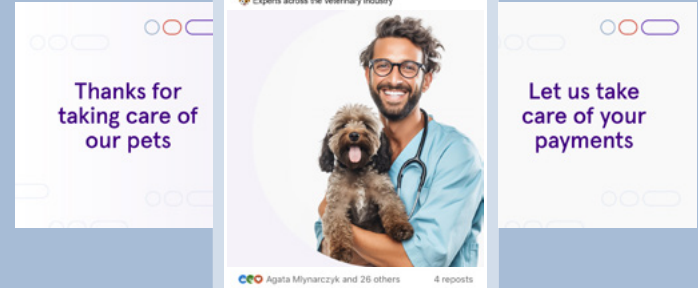
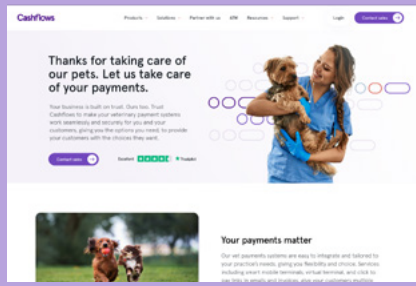
Data to drive growth

Compare sales performance, analyse trends and use data from our Cashflows Portal to inform your business decisions free of charge for you and your customers.



Your perfect card machine

Carefully curated card machines and SmartPOS, ready integrated into our feature packed in-person payment platform, safe, secure transactions with no PCI fees.



Your business is built on trust. Ours too.

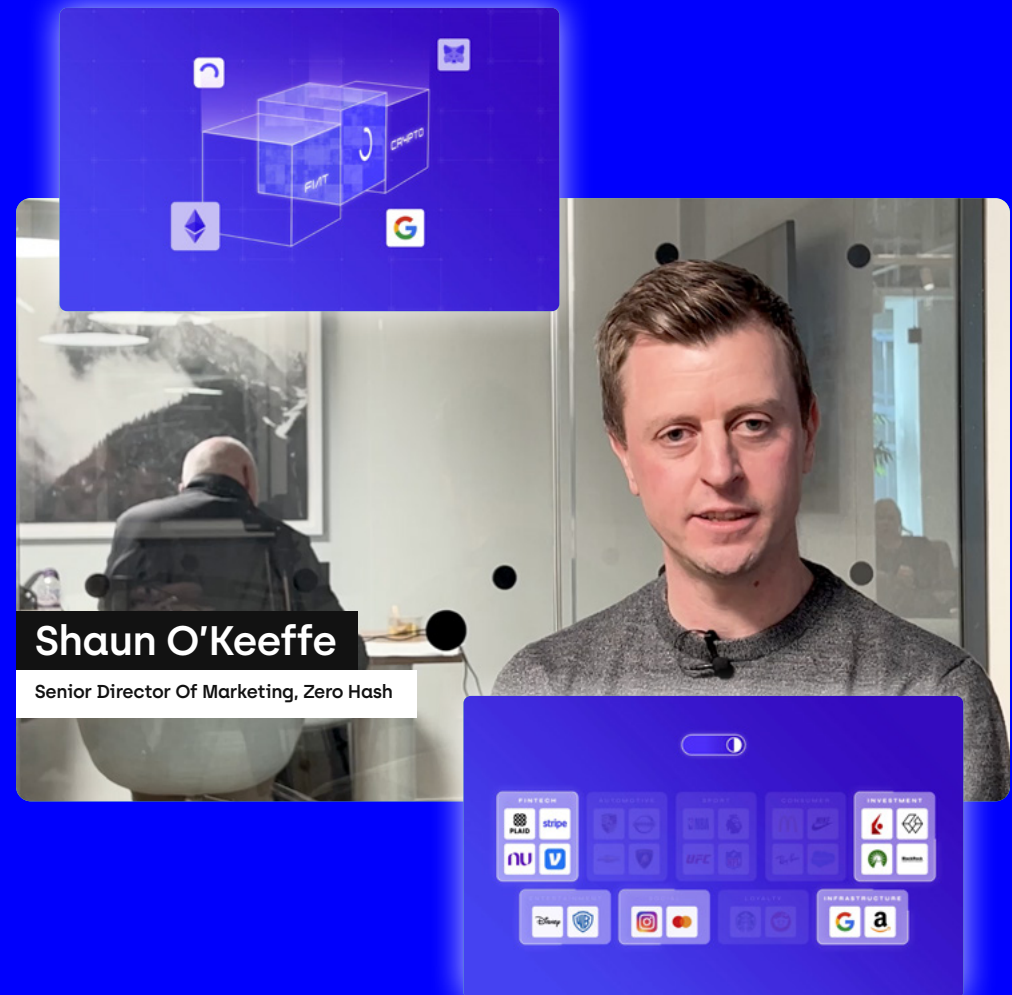


The value of animation in your marketing

It's not always easy to convey the ease of use and benefits of a solution to potential clients, but taking a complex subject and conveying it through illustration and animation can be extremely effective at doing just that.

Couple it with higher engagement rates and you could be onto a winner. But don't just take our word for it, hear what our client Shaun O'Keeffe from Zero Hash had to say about the value animation holds.

[Watch here](#)



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About Wondrous.

Specialists in helping fintech marketers and founders to craft irresistible value propositions, strategic go-to-market plans, captivating campaign ideas, branding, content design and more.

Wondrous have been working with tech based companies since our start, it's what we do and know. From Fintech Unicorns to new startups we have experience and knowledge to help you grow.

Go-to-Market

Campaign ideation

Content design

Branding

Animation

Digital

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