



CASE STUDY

AN INTERACTIVE WEBSITE FOR STAFF & EMPLOYERS

INDUSTRY

Payments and financial technology

CHALLENGE

Engage employers and employees with Fintwist's payments solutions

SOLUTION

Design, build, and launch a cohesive website with interactive features and a clearly defined user experience for employers and employees

EXPERTISE

Website | Digital Marketing
Content Marketing | Messaging



For too long, employers and their workforces have been tied to outdated payroll systems. Bi-weekly paychecks and rigid payroll cycles restrict workers who are struggling to meet financial obligations, while also leaving employers with limited resources to support their staffs' financial health.

But financial technology leaders like Fintwist are changing the game. With innovative on-demand pay solutions, Fintwist empowers employees to access their earned wages immediately after a shift – providing financial freedom and helping employers attract and retain talent.

Fintwist's website, however, wasn't meeting its potential. It needed a modern, tailored design to serve two distinct audiences – employers and employees – while seamlessly managing traffic from millions of users relying on its prepaid cards.

MEASURING WHAT MATTERS



45%

increase in time on page



60%

decrease in bounce rates



10%

increase in overall sessions

AWAY WITH THE OLD AND IN THE NEW

We launched our engagement with a half-day Unearth Workshop, gathering insights from Fintwist's team and analyzing visitor behavior. The goal was clear: understand the needs of both employers and employees, identify their pain points, and craft a user experience to address each audience.

Our collaborative workshop revealed two distinct needs for the website:

1. Employers needed a clear understanding of how Fintwist's solutions could streamline payroll and improve employee satisfaction.
2. Employees, on the other hand, sought quick access to tools, resources, and support for using their prepaid cards.

With these findings in hand, Arketi crafted a production schedule for building and launching an agile, interactive website.

FROM CONCEPT TO COMPLETION

Our first step was to create the information architecture – detailing the new website's navigation, where content or assets would live, and the overall user experience. We then refined the architecture into page wireframes featuring all key components and, lastly, into a polished design that combined visual appeal with functionality.

At the same time, Arketi's content experts refined Fintwist's messaging to resonate with each audience. A clear, segmented message map was developed to ensure employers and employees were engaged, whether they were an HR professional exploring payroll solutions or a worker seeking support.

With the design and messaging complete, Arketi set out to code the website platform and craft each page. Content development was ongoing as the website was developed, enabling a seamless process of uploading copy, imagery, custom icons, and interactive resources tailored to each audience.

“Our partnership is strong because of the strategy, creativity, and collaboration the Arketi team brings to every engagement. Our website is the backbone of our business and extends to every aspect of Fintwist's digital marketing strategy – from compelling copy to powerful design. It hit the nail on the head and has enabled us to experience growth as a direct result.”

MARC SCHROEDER

Head of Marketing for Prepaid
Fintwist

EXCEEDING EXPECTATIONS

Following Arketi's proven methodology, our engagement culminated in an agile, responsive website that not only looked great but delivered an intuitive user experience.

Ahead of schedule, Arketi also delivered the website within five months. And the impact quickly felt. Within six months of launch, Fintwist achieved a:

- 45% increase in time on page
- 60% decrease in bounce rates
- 20% increase in page views per user
- 10% increase in overall sessions

With its redesigned website, Fintwist now has a digital platform that reflects the innovation of its solutions and supports its mission to modernize the way employees are paid.