

# Connecting consumer brands with payment solutions

## WHAT CHALLENGE WAS WORLDPAY FACING IN ITS MARKETING EFFORTS?

Worldpay was looking for a partner that could help reach highly qualified enterprise merchants while expanding the reach of its thought leadership. As Worldpay continues to power payments for some of the world's largest brands, it's important to align with a platform that can deliver both scale and credibility within niche industry segments.

## PRODUCT MIX

- Dedicated Sends
- Above the fold placements
- Newsletter Impressions



It really comes down to three things: reach, relationship and results. SmartBrief consistently delivers access to the audiences we care most about, and the partnership has been both collaborative and performance-driven over time. There's a level of trust there that really stands out.

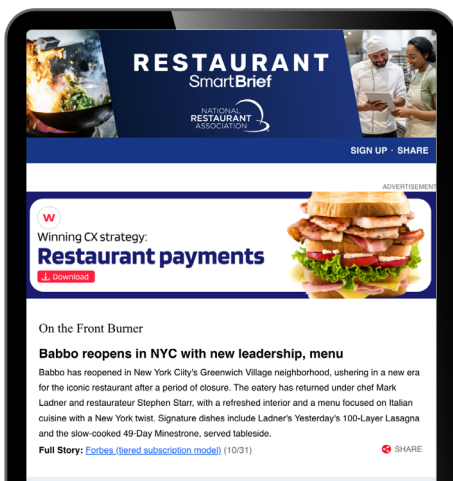
Angie Shaw

SENIOR MARKETING MANAGER



## HOW DID SMARTBRIEF HELP WORLDPAY DRIVE AWARENESS AND ACTION?

SmartBrief offers a unique opportunity to connect with decision makers in context, not just in volume. We started with retail placements and then expanded to retail-exclusive sends. Our last campaign expanded to high-impact newsletter placements and exclusive send opportunities in five industries: retail & grocery, restaurant, financial services, travel & airlines and digital content & subscriptions.



## WHAT RESULTS DID WORLDPAY ACHIEVE?

**1,410,107** impressions and  
**4,112** clicks

The consistency of results has been a major differentiator. Throughout several campaigns and multiple years of partnership, Worldpay has seen year-over-year success and consistent above-benchmark performance. Visibility has expanded among key target merchants, driving strong engagement from many of the world's largest consumer brands.

One of the biggest benefits has been the ongoing insights and optimization guidance. The SmartBrief team provides continuous feedback that allows Worldpay to pivot and refine its approach, adding strategic value beyond the campaign itself.



The value comes down to reach and simplicity. **The audience quality is exceptional; among the best we've seen in B2B media.** SmartBrief provides access to highly engaged, niche audiences in a way that feels both targeted and easy to execute. The team makes the process seamless while delivering meaningful results. We've partnered with SmartBrief for the past four to five years and already have 2026 campaigns in motion, even testing a new content solution this year. That longevity speaks to the strength of the partnership and the results we've seen.

It's a relationship we fully expect to continue.

**Angie Shaw**

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