



A DEEP DIVE INTO THEIR
MARKETING

by



STACKED MARKETER

www.stackedmarketer.com

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PLEASE READ THIS FIRST

As much as we wish to have perfect information, this comes from an outside view of the company with many blindspots.

Our goal with this is not to roast the company nor put it on a pedestal.

Our goal is to look at what they do overall, bring out what we think is great (and worth using in your marketing too) and what's not so great (and worth improving).

We are aware that no brand or company is perfect so just because we think they can do certain things better (or we simply dislike the approach) doesn't take away from their achievements.



WHAT TO EXPECT FROM THIS DEEP DIVE

Today, Wise is a multi-billion dollar giant. 10 years ago, it was a scrappy Fin-Tech startup holding naked parades in the streets of London to gain media attention. Wise has come a long way since its founding, and we're here to break down how they did it. And, how you can use those same tactics in your own business (sans naked parades, maybe).

This is different from other deep dives we've written. While we'll still analyze Wise's marketing, we'll also give you some backstory on the most interesting tactics they used in their journey from 2011 to today. Here's what to expect:

- **Insights on some of Wise's wildest marketing tactics in the early 2010s.** Wise used plenty of guerilla marketing, and we'll break down why it worked.
- **How Wise can clean up a disastrous social media situation.** Wise's social media situation in 2021 is less than ideal. So, we'll break down solutions for improving it and reveal some insights on what makes a good brand social media account.
- **How Wise generates nearly 10M in monthly organic traffic--and hardly any of it comes from their blog.** The smartest form of content on Wise doesn't come in the form of a blog post. It's something much shorter. We'll explain what it is and why it brings in millions of users each month.
- **The evolution in Wise copy from 2011 to 2021.** Wise's website and copy at first launch looked nothing like they do today. And over the past decade, they've changed--a lot. We break down Wise's major slogans over the years and separate the best from the worst.
- **The good and the bad of Wise's current website.** There are some brilliant tools and widgets that elevate Wise's website above their competition. But, there are a few mistakes that are worth learning from.

... And much more.

Who this deep dive is for: Any marketer who wants to learn the story, and the strategy, of one of the most influential FinTech companies around. You can use the insights in this deep dive in your business--regardless of whether you're running a dog food e-commerce brand or a FinTech startup of your own.



Annual revenue

Between March 2020 and March 2021, Wise reported revenue of 421M British pounds. That comes out to just over 561M US dollars per year, and revenue is still growing rapidly (especially with the rise of remote work due to the pandemic).

The company was worth around \$11B when it launched an IPO back in July of 2021.



WEBSITE

Wise has been around since 2011. Which means, of course, that there have been many renditions of the site--from a bare-bones MVP in its first years to a well-polished site today.

Below, we'll drop the links to Wise's major website evolutions over the years. Click the link to view the page on Wayback Machine, where you'll be able to see the full website over the years.

Wise's website evolution over the years

2011: [Basic website and just EUR -> GBP transfer](#)

2012: [Basic site with some new copy](#)

2014: [Added more countries and currencies, completely changed their landing page](#)

2016: [Even more stuff, new copy and design](#)

2018: [New copy, new design](#)

2021: [Completely revamped site with emphasis on new product](#)

It's fascinating to walk through Wise's site over the years, and it's a great lesson in how websites can evolve as your own products evolve.



THE SIGNUP PROCESS

In most of our deep dives, this is the section where we walk you through the purchase process for a given brand.

But, Wise is a bit different. So here, we'll walk you through the signup process if you want to open an account at Wise. Ready?

wise ×

Create your Wise account

First, enter your email address

Next

Or log in with

  

By registering, you accept our [Terms of use](#) and [Privacy Policy](#)

Already have an account? [Log in](#)



MARKETING

Wise is in the position they are today due to excellent marketing. We've covered their copywriting and website above. Now, we'll show you what they're doing on a day-to-day basis to bring in customers.

But, first, let's chat about how they got the brand off the ground in the first place...

Marketing in the early days of Wise

Wise is just like any other startup. Prior to launch, nobody knew who they were. But, that changed with a mix of good PR and smart marketing tactics.

PR efforts

First, the PR: [An article by TechCrunch](#) in January 2011 was the first time Wise had been covered by a big tech publication. The article quickly led to Wise's first £1,000 transfer, which snowballed into a few more transfers and got early momentum going for Taavet & Kristo (the founders).

How did they get the TechCrunch feature? A semi-cold email. Taavet had a friend who knew a journalist at TechCrunch, that friend introduced the two, and Taavet fired off this email:



REFERRAL PROGRAM

Wise, like almost any smart business that wants more customers, has a referral program.

Why? If you're not familiar with referral programs, they work because people are more likely to take action on a recommendation from their friends than they are from an advertisement.

So, if you can convince your customers to refer their friends, you can attract loyal customers at a higher conversion rate than you'll see from advertisements.

Here's what Wise's referral program landing page looks like:

Refer your friends — and start earning!

Invite 3 friends and earn up to £50.

[Invite your friends!](#)

How it works

- 1 Get your link**
Click on 'Start inviting' below to get a personal invite link.
- 2 Share your link**
Share your link. When people use it to sign up, we'll waive the fee on up to 500 GBP of their first transfer.
- 3 Get paid**
When 3 of your friends make their first transfer of more than £200, we'll pay you up to £50 as a referral bonus. [Read more](#)

[Start inviting](#)



Testimonial and social proof ads

One of Wise's primary testimonial ad formats is like this one: A video. This doesn't have the same UGC feel that some good testimonial content has, but it's well-produced and communicates the message effectively.

[You can check out the ad itself here.](#)

A screenshot of a social media sponsored video advertisement for Wise. The ad features a woman with long brown hair, wearing a white short-sleeved top and a tan high-waisted skirt, standing in front of a building at night. She has her hands clasped and is speaking. The video player interface includes a play button in the center. Text overlays on the video read: "I would highly recommend Wise to everyone looking". At the top of the ad, it says "Wise Sponsored" with the Wise logo and "ID: 739779336936332". Below that, the text reads "Sending money to India? Shilpa found a better way - Wise." with a globe icon. At the bottom of the ad, it says "WISE.COM Join millions of others saving with Wise." and a "Learn More" button.

Wise
Sponsored
ID: 739779336936332

Sending money to India?
Shilpa found a better way - Wise. 🌍 🇮🇳

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SEO & CONTENT

According to estimates, Wise receives more than 9M organic users per month. That makes it the most popular website, organically, of any brand we've analyzed so far for our deep dives.

And a huge chunk of their traffic isn't branded. Wise is killing the game with organic content. Let's dive into how.

Because Wise offers a product that caters to a large portion of the general population, they can write articles about nearly any topic. Here are the most popular topics on Wise's blog:

- Currency exchange
- Banking FAQs and information
- Lifestyle articles (like how to pay property tax in Spain, for example)

Wise receives the largest portion of their organic traffic from the top two topics above: Currency exchange and banking FAQs. Specifically, most articles look like this:

- [USD to JPY - Convert USD to JPY at the real exchange rate](#)
- [Wells Fargo Routing Number](#)

Yeah: Currency converter and bank routing number content far outperforms anything else on Wise's site. **The common thread?** Neither of them are formatted like traditional blog posts. Which means Wise is an organic traffic machine, for the most part, without the need for traditional, SEO-formatted blog posts (even though they still have many of these).



insights

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