

Case Study

Launching the worldwide digital wallet



Go To Market



Brand



Awareness



Lead Nurture

Worldline

Worldline is a global company connecting and securing payment transactions. Its technological expertise covers the whole payment value chain, and with millions of highly critical transactions running through its systems, Worldline creates and operates digital platforms that handle all transactions between a company, its partners and its customers.

CMFG was selected to create a go-to-market plan for its Digital Wallet solution and deliver a suite of sales enablement materials and a lead generation campaign.

www.worldline.com



CMFG - the B2B marketing agency

a team of creatives, planners, digital techies, writers and project managers that help create and deliver standout multi-channel campaigns.

We help clients sell!

www.cmfg.co.uk