

How We Built \$1.60 Million Pipeline for Finspectra with Hybrid GTM and a Fresh Positioning

The Challenge

Finspectra is a fintech platform built for lenders who need clarity and control across their portfolios.

With a cloud-native solution powered by Salesforce, the Prizm Lending Suite™ unifies origination, servicing, and collections into one seamless workflow, helping non-bank financial institutions operate with more speed, accuracy, and better borrower experiences.

Where We Started

We dug into closed-won deals, and they revealed the real story. Buyers struggled with:



Disconnected systems



Manual credit processes



Slow borrower experiences

When they chose Finspectra, it was because the product reduced uncertainty and improved decision-making across the lending lifecycle.

Pains

Fragmentation,
manual ops, slow cycles

Objections

Integration, adoption,
compliance

Why they chose Finspectra

Clarity, speed, faster
lending operations

Rethinking the Positioning

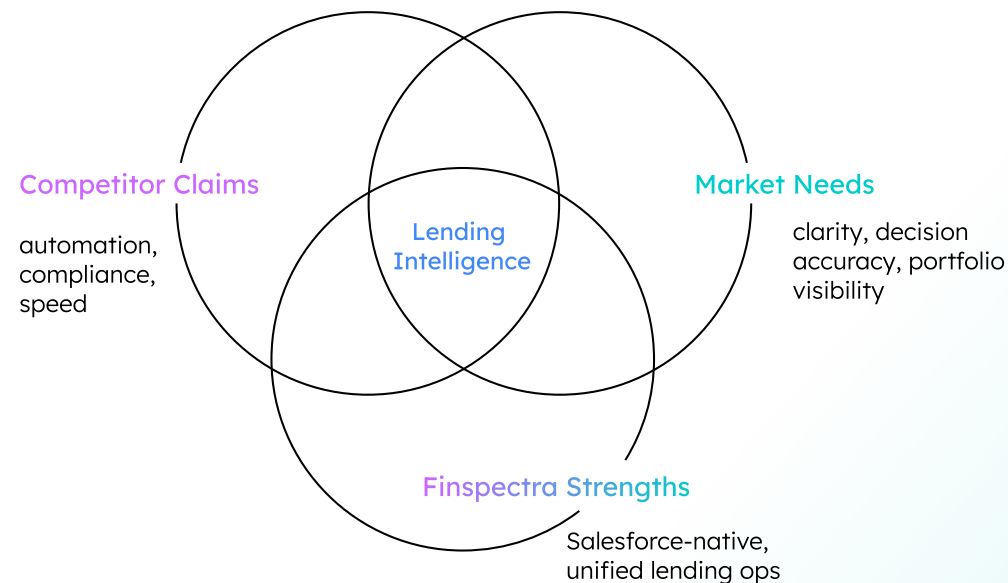
We mapped the competitive landscape.
Every player had a strong angle: automation, compliance, speed, lower cost.

But one thing was missing, a narrative that explained the intelligence behind every lending decision.

That was the opportunity. So we built a category HALO around it.

The outcome: Lending Intelligence.

A positioning that elevates the product and reframes the category.



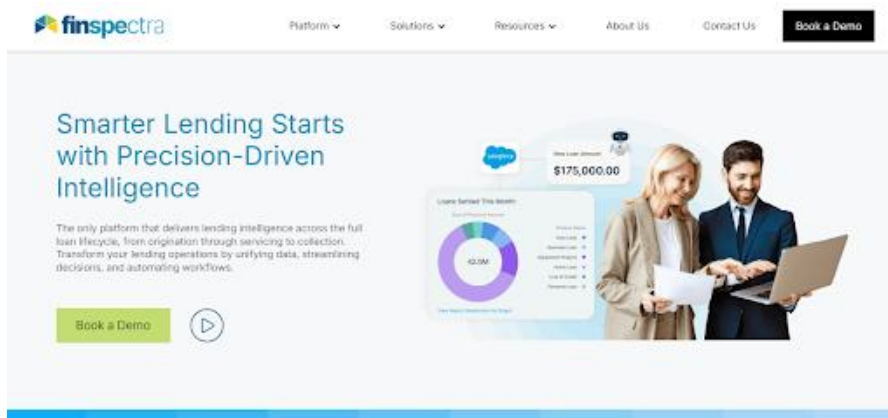
Rebuilding the Foundation

Once the new positioning was set, everything had to align with it.

We refreshed the messaging on their website and all marketing material so every touchpoint reinforced one idea:

Lending Intelligence.

A clear narrative. A consistent identity.



Designing The Hybrid GTM Motion

Once the new positioning was set, the GTM had one job:
Make Lending Intelligence unavoidable.

We blended four channels that work together instead of
a siloed approach:



LinkedIn



Email



Newsletter



Events

Each touchpoint reinforced the same message.
different format, same belief system.

Different channels. One story.



LinkedIn

to build mindshare with
precision



Email

to shape the category
in public



Newsletter

to grow the owned media



Events

to deepen trust in-market

To Shape the Category in Public and build mindshare

Three profiles. One narrative. Founders led with:



Company values

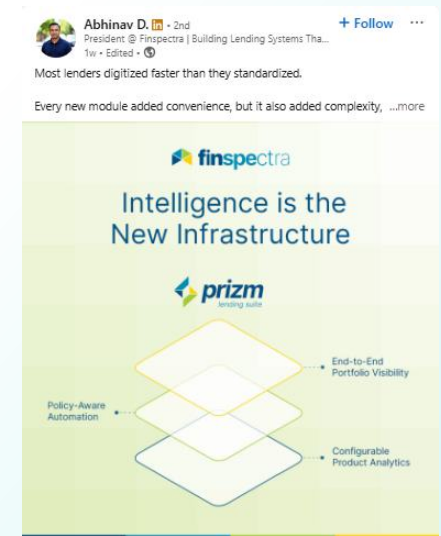
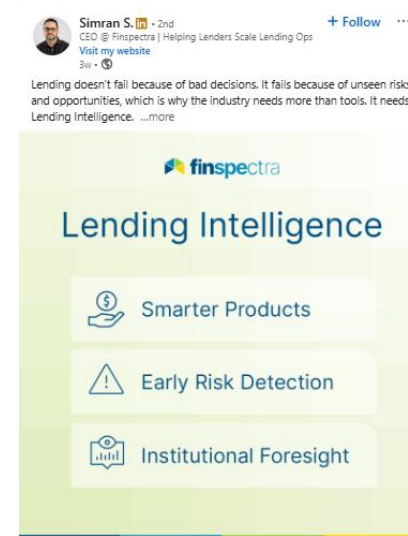
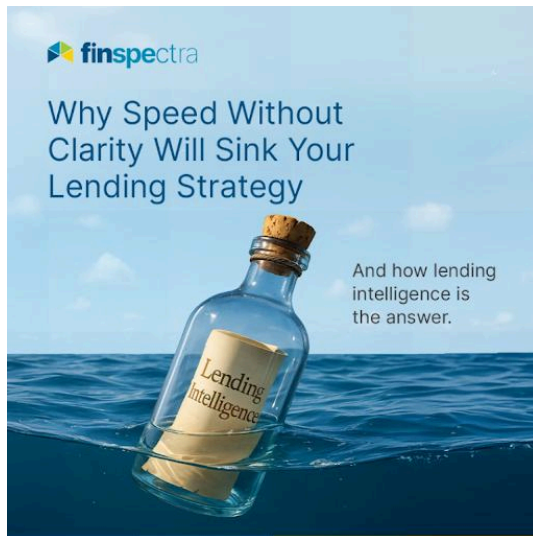


Buyer pain points



Category perspective

The brand drove the product story through sponsored posts.
All targeted directly at the ICP using contact-level ads.



Email

To Build Mindshare with Precision.

Targeted ICP-matched prospects, people who looked exactly like the two closed-won deals we studied.

Cold email was the first touchpoint for our narrative, introducing **Lending Intelligence** long before a meeting.

- ☐ Opened 2 of 3 emails → LinkedIn touch
- ☐ Clicked a link → cold call
- ☐ Low engagement → retarget with a fresh sequence

Infrastructure

Warm domain. Clean infra.
Proper sequencing.

ICP Precision

High ICP match beats clever
messaging every time

Narrative + Offer

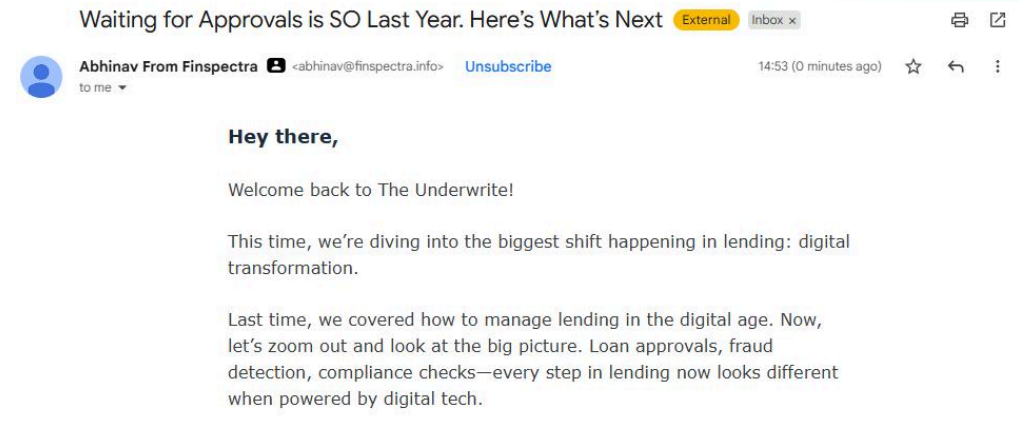
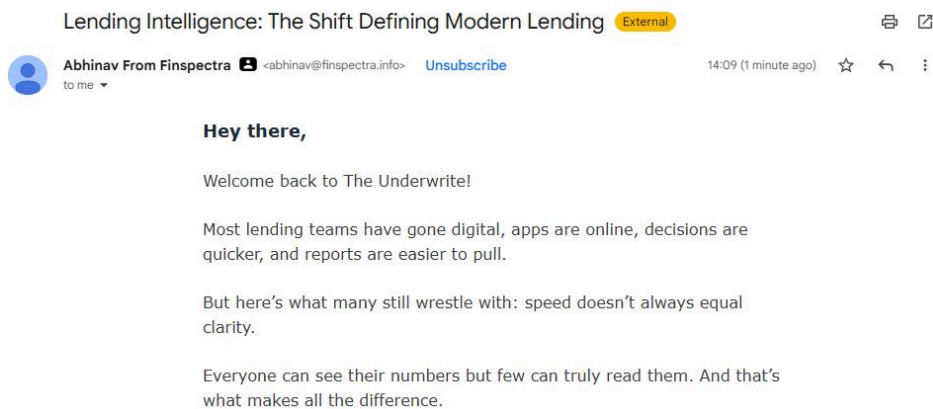
Use email to reinforce the core
story buyers need to hear.

Newsletter

To Grow the Owned Media.

We took a list of past clients, warm contacts, and grew that with high-fit ICPs brought in through outbound.

Every edition was value-led and tied to a core buyer job. Actionable thinking lenders could use that month.



Events

To Deepen Trust in-market.

Launched **The Syndicate**, an invite-only event series shaped around **Lending Intelligence**. A true community-first format for lenders and ICPs.

- Their pain points.
- Their challenges.
- Their perspectives - front and centre.

A platform that earned trust and built category credibility.



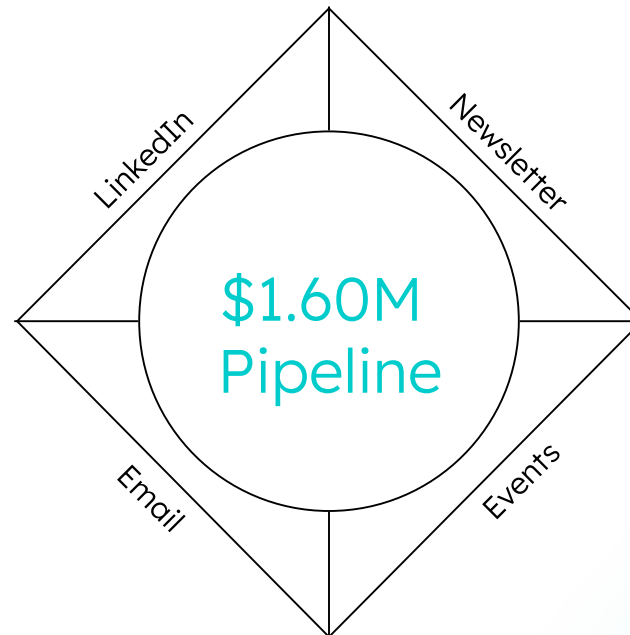
The Outcome

A distinct narrative buyers understood instantly.

A GTM system that met lenders across channels. Momentum that compounded week after week.

And the result speaks for itself.

We built **\$1.60 Million in pipeline** for Finspectra by pairing Hybrid GTM with fresh positioning.





What This Means for SaaS Founders

Single GTM motion can't keep up with how buyers move today. They discover in one place, evaluate in another, and convert somewhere else.

That's why Hybrid GTM works. It stitches together positioning, channels, and touchpoints so your go-to-market adapts as buyer behaviour changes, not the other way round.

Finspectra proved it

The right narrative plus a blended motion created measurable pipeline.

Takeaway: stop picking a motion. Build a system that adapts.



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boundary