

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

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## 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.

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## 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

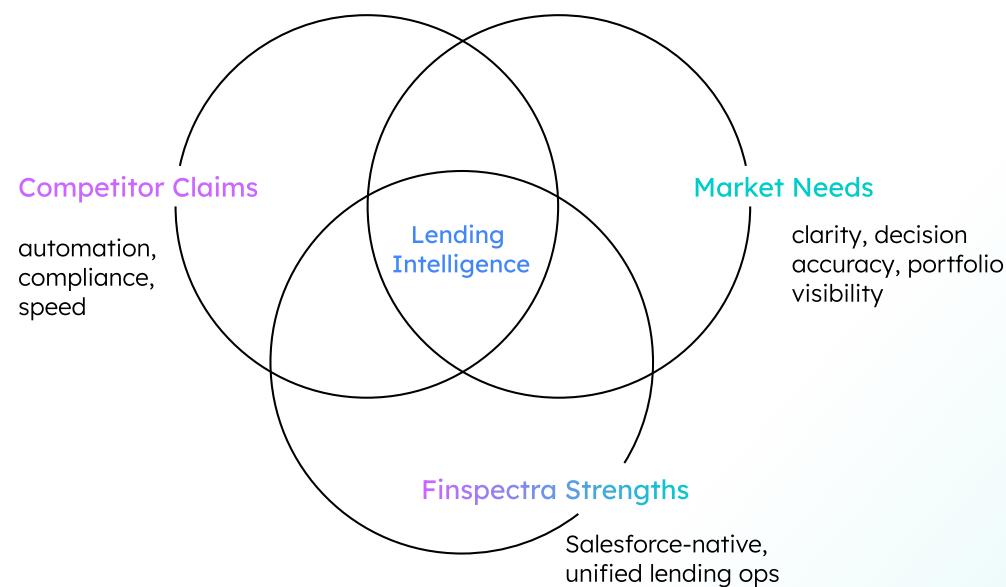
We mapped the competitive landscape.  
Every player had a strong angle: automation, compliance, speed, lower cost.

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.

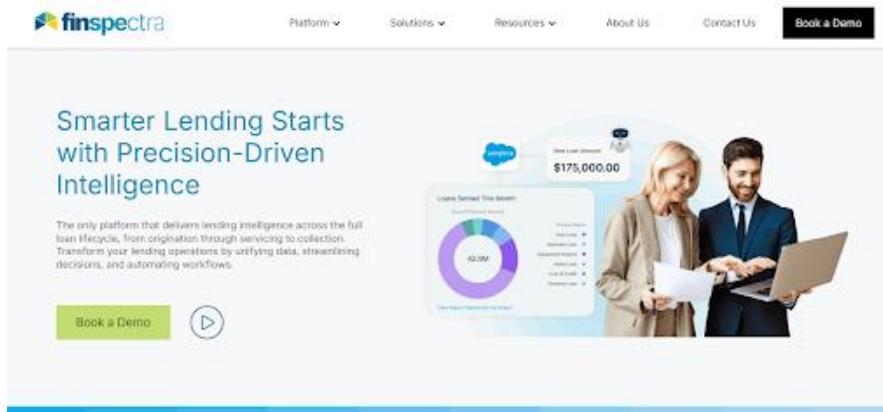


# Rebuilding the Foundation

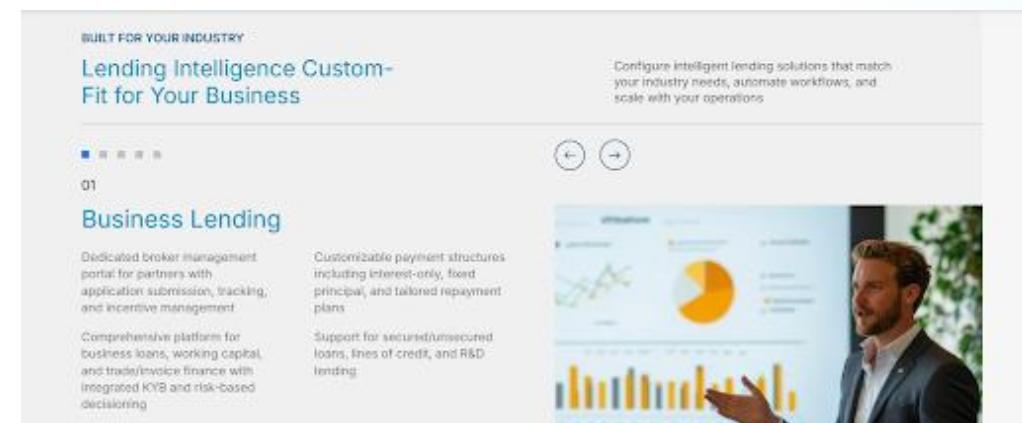
Once the new positioning was set, everything had to align with it.

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.



The Finspectra homepage features a navigation bar with links to Platform, Solutions, Resources, About Us, Contact Us, and Book a Demo. The main headline is "Smarter Lending Starts with Precision-Driven Intelligence". Below the headline is a sub-headline: "The only platform that delivers lending intelligence across the full loan lifecycle, from origination through servicing to collection. Transform your lending operations by unifying data, streamlining decisions, and automating workflows." A "Book a Demo" button and a play button icon are at the bottom. The background features a man and a woman in business attire looking at a laptop, with a circular chart and a loan application interface overlaid.



This page is titled "BUILT FOR YOUR INDUSTRY" and "Lending Intelligence Custom-Fit for Your Business". It includes a navigation bar with a play button icon, a section for "Business Lending" with a sub-section for "Broker Management", and a section for "Customizable payment structures". A right-side sidebar says: "Configure intelligent lending solutions that match your industry needs, automate workflows, and scale with your operations". A man in a suit is shown pointing at a screen displaying financial charts.

## 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.

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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.



**finspectra**

Why Speed Without Clarity Will Sink Your Lending Strategy

And how lending intelligence is the answer.



**finspectra**

Turn Every Borrower Question Into Confidence

Empower borrowers to self-serve with lending intelligence.



**Simran S.** 2nd  
CEO @ Finspectra | Helping Lenders Scale Lending Ops  
Visit my website  
3w · 1 · 1

Lending doesn't fail because of bad decisions. It fails because of unseen risks and opportunities, which is why the industry needs more than tools. It needs Lending Intelligence. ...more



**finspectra**

Lending Intelligence

- Smarter Products
- Early Risk Detection
- Institutional Foresight



**Abhinav D.** 2nd  
President @ Finspectra | Building Lending Systems Tha...  
1w · 1 · 1

Most lenders digitized faster than they standardized.

Every new module added convenience, but it also added complexity. ...more



**finspectra**

Intelligence is the New Infrastructure

**prizm**  
Lending Suite

- Policy-Aware Automation
- End-to-End Portfolio Visibility
- Configurable Product Analytics

## 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.

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Lending Intelligence: The Shift Defining Modern Lending [External](#)

 Abhinav From Finspectra  <abhinav@finspectra.info> [Unsubscribe](#)

14:09 (1 minute ago)   

**Hey there,**

Welcome back to The Underwrite!

Most lending teams have gone digital, apps are online, decisions are quicker, and reports are easier to pull.

But here's what many still wrestle with: speed doesn't always equal clarity.

Everyone can see their numbers but few can truly read them. And that's what makes all the difference.

Waiting for Approvals is SO Last Year. Here's What's Next [External](#) [Inbox x](#)

 Abhinav From Finspectra  <abhinav@finspectra.info> [Unsubscribe](#)

14:53 (0 minutes ago)   

**Hey there,**

Welcome back to The Underwrite!

This time, we're diving into the biggest shift happening in lending: digital transformation.

Last time, we covered how to manage lending in the digital age. Now, let's zoom out and look at the big picture. Loan approvals, fraud detection, compliance checks—every step in lending now looks different when powered by digital tech.

## 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.



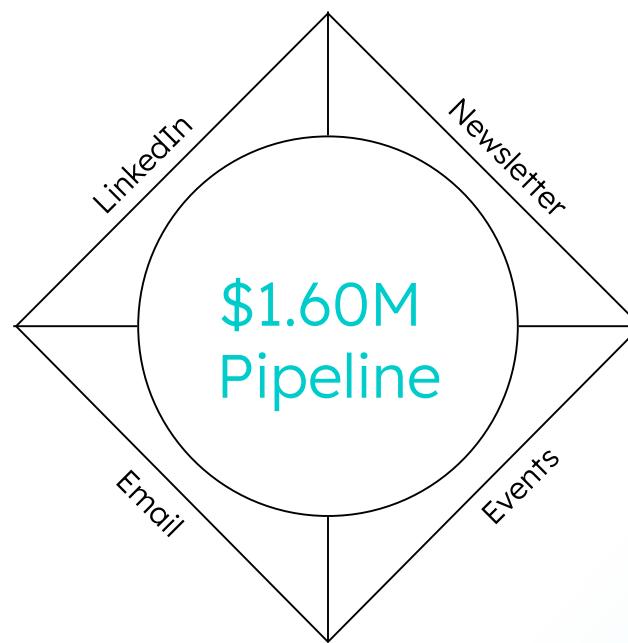
## The Outcome

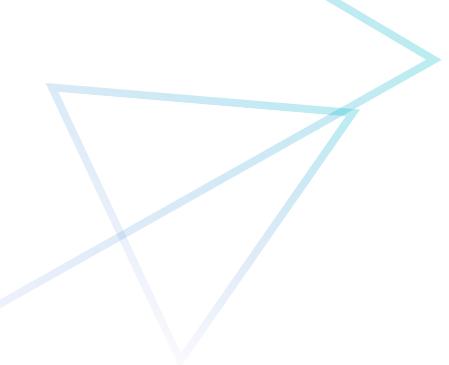
A distinct narrative buyers understood instantly.

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.

## Contact Us

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