

Släng papperskvittot. (SE)

Target audience

Swedish customers without expense solution today

Concept

Partner runs informational campaign towards their existing customer base to raise awareness about the new law on digital receipt handling, expected to be passed through Riksdagen early July 2024. This law will enable companies to digitise their receipt handling, and Findity's Partners' Expense solution(s) is well-positioned to provide real value with this new legislation by digitising the expense process further.

Execution

Findity provides the below content to Partner, who executes the campaign in preferred ways + channels:

- Email x1 (stand-alone)
- Copy for one (1) newsletter

