

# Upsell/info campaign: Overview.

## Target audience

Existing customers without Partner's expense solution today

## Concept

Partner runs a small marketing campaign towards their existing customer base to upsell their Expense solution.

## Execution

Findity provides/has provided the below content to enable Partner to execute the campaign in preferred ways + channels:

- Email x1
  - #1: Hey, do you know that we offer (expense solution name) + CTA (link to product page)
- Screens of partner's app
- Demo video
- One-pager (*on hold until new app launch*)
- Social media post about expense solution (*support offered upon request*)

