

# Reach and Understand Niche Audiences

How N26 reached a new niche audience and grew their market share



## N26

Founded in 2013, N26 is a fastgrowing online bank which challenges the original brick and mortar institutions. Its mobile banking application is leading in Europe and also expanding into the United States.

**“Because of Latana, we were able to bring a high-tech approach to audience segmentation, finding niche audiences for our core German market. We gained insight into where we stand against competitors and are now using this information to become even more competitive in the fin-tech space.”**

James Crease, Head of Research and Insights - N26

### The Challenge

## N26 Wanted To Understand Specific Audiences

N26 is already a leading online bank in Germany. However, they wanted to further understand several niche audiences to expand their reach and market position. They had a student ambassador program with specific companies and were looking to target cities and top 3 segments. It was important to them to compare this audience's perception of N26 against both online banks and traditional brick and mortar institutions.



### The Solution

## N26 Turned to Latana's Audience Segmentation Solution

N26 utilized Latana's Brand Tracking solution to dive deep into their audience segmentation. Latana provided them with the ability to measure brand position within a hyper-targeted group. Utilizing Latana's MRP (Multi-Regression and Poststratification) Algorithm, N26 was able to target a very niche audience within a specialized vertical that would drive their brand and marketing strategy.

### The Result

## N26 Was Able To Drive More Targeted Messaging

N26 was able to gain a well-rounded perspective on where they stood within a niche audience and utilize this information to help them grow in other markets as well. They were able to apply an adaptive approach to make the right investments in the right markets for their niche segment, thereby saving time on their go-to-market strategy as well as brand and campaign spend. Latana provided them with the capability to measure their brand position within a hyper-targeted group.



# Key Findings



### Audience Growth of 20%+

N26 was able to focus on a niche segment (students) and utilize the brand KPIs to execute hyper-targeted campaigns and grow their audience by over 20%



### Growth in Germany & the US

Brand awareness levels in Germany (home market) that show their niche audience has grown in addition to gaining market share in the US



### Increase in LTV

N26 was able to grow LTV (lifetime value) of their niche audience by utilizing a hyper-targeted approach based on the Latana Brand Tracking Algorithm

**Understand how you can track brand performance and grow your brand**



**Lea Holzfurtner**  
lea.holzfurtner@latana.com  
sales@latana.com