



**Andreas Schneble**  
**Head of Global Marketing**  
**PPRO**

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# 77%

**of all global e-commerce  
purchases are made with  
a local payment method**

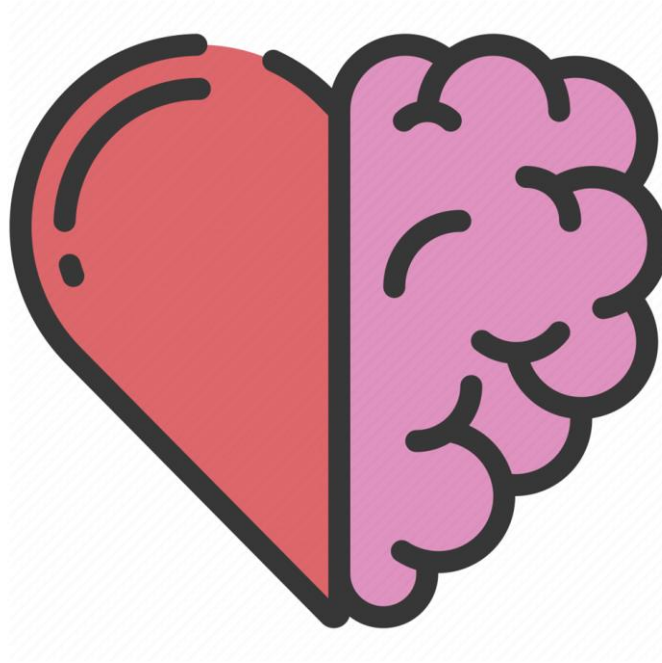
Bank transfers, e-wallets, cash-based  
payments, local cards, and more

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# Build a Global Payments Powerhouse Brand

B2B...B2C... B2B2C...Whatever

You need to reach the Hearts and Minds of your Audience



**Decision-makers prefer to  
'buy in' to a company, rather  
than just 'buy from' them.**

## CUSTOM SERIES



### **The Differentiators**

*A Brand-Defining Interview Series With  
Fintech's Boldest and Brightest Leaders*

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### **The Anthropology of Money**

*An Exploration of the Values Cultures  
Place in Their Economy*

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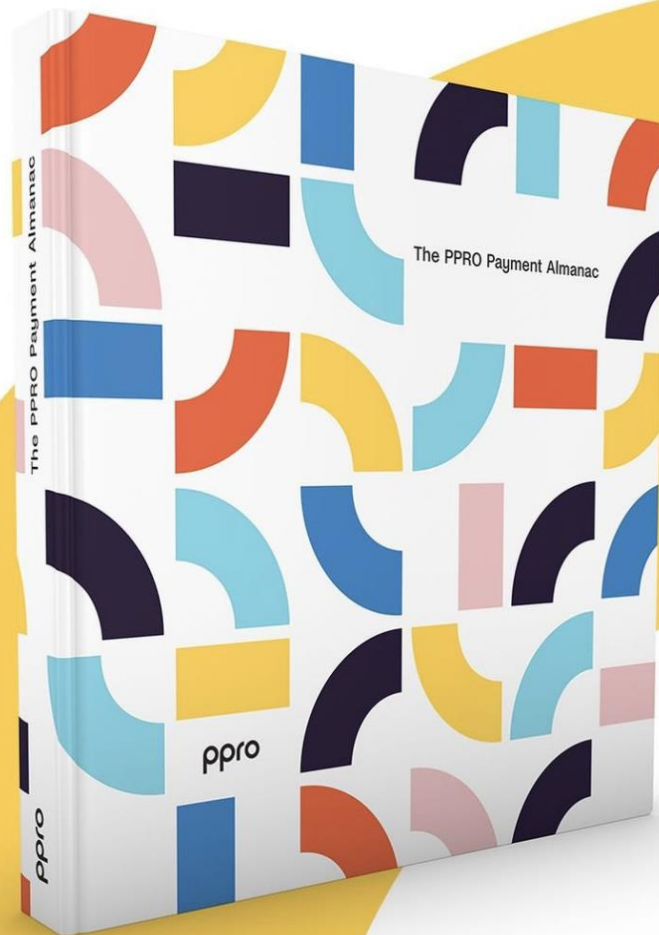
### **Greater Goods**

*Why Fintech May Be Better at  
Charity Than Others*

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# Yes, a Book !



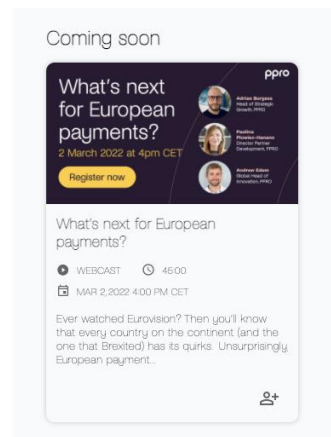
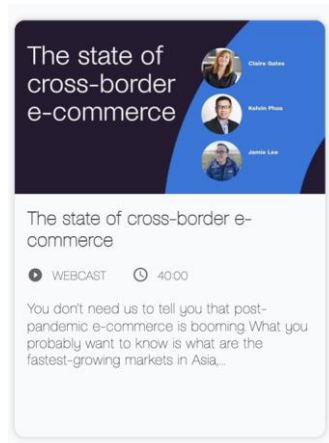
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# Always ON Audience Engagement

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## PPRO NOW

curated content available 24/7 for ongoing audience engagement, demand generation and lead qualification

Webinars, Podcasts, Whitepapers...





# Marketing Technology Landscape

## The Martech 5000

Total Solutions 8,000

Advertising &amp; Promotion 922

Content &amp; Experience 1936

Social &amp; Relationships 1969

Commerce &amp; Sales 1314

Data 1258

Management 601

Access all the data of this landscape & more at [martech5000.com](https://martech5000.com)

2019

7,043 solutions



2018

6,829 solutions



2017

5,361 solutions



2016

3,874 solutions



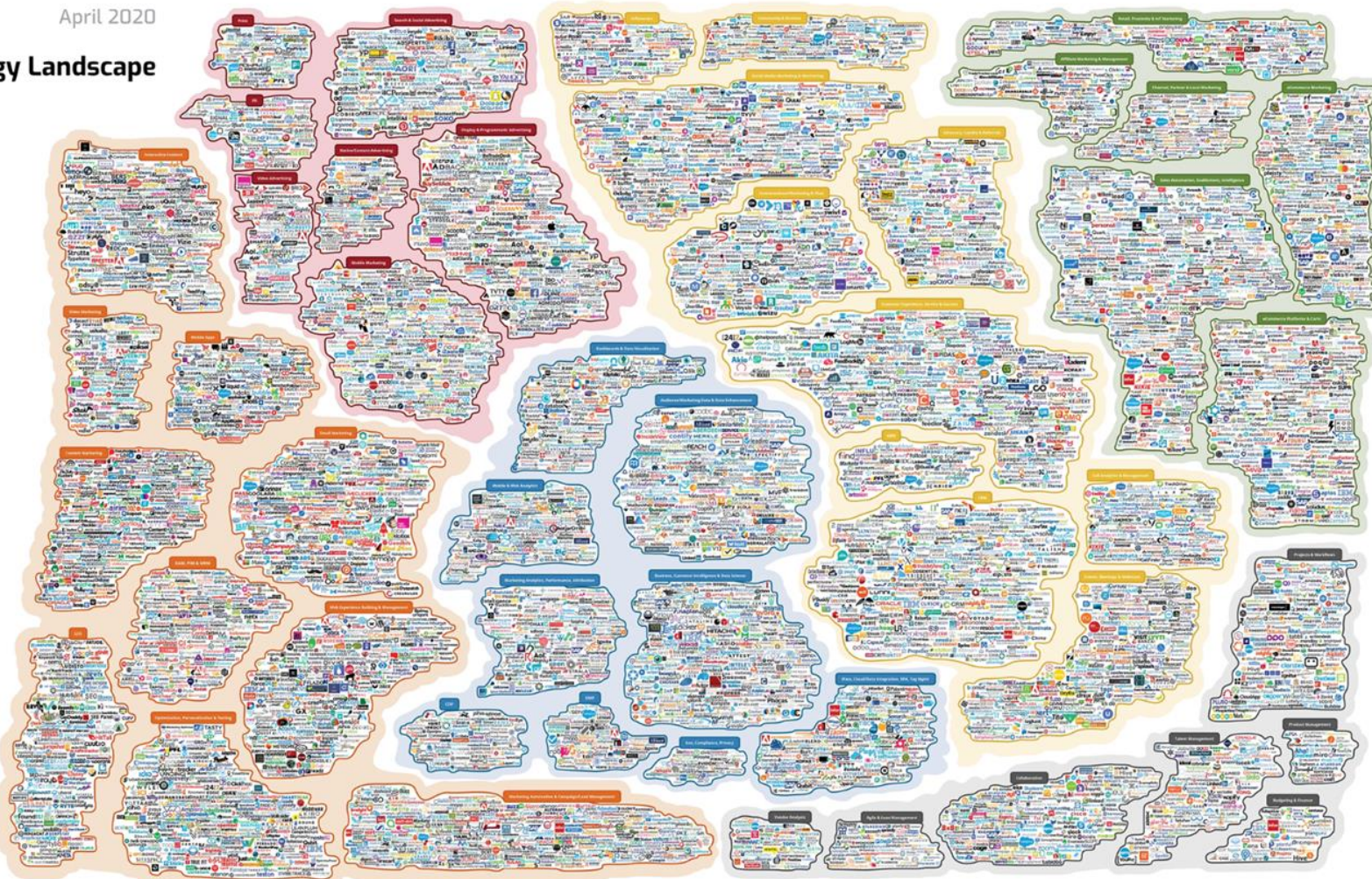
2015

1,876 solutions



2014

947 solutions





Check out:

**Boomsig.com**

Andi + David



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Unsucking Email Signatures.  
Boom. You're welcome.



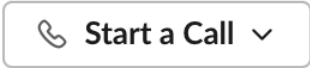


# Events



**Matt**

Head of global Events



Community  
Connections  
Conversations

# Marketing Programs to build our Brand

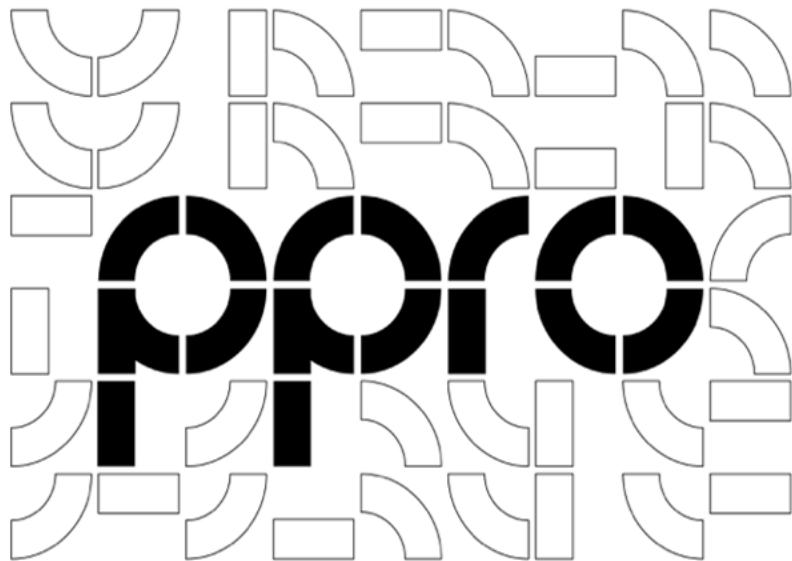
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**Content**

**Conversatio  
n**

**Community**

Technology + Data + Team Skills



Let's Connect:  
<https://www.linkedin.com/in/andreasschneble/>