HOW SOLDO USED BALLPARK TO VALIDATE AND EVOLVE THEIR BRAND

soldo

Founded: 2015
Headquarters: London
Industry: FinTech
Website: Visit

Ballpark

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KEY STATS

8 HOURS

Research
completion time

33%

Faster campaign
creation

3M

size of participant
pool

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INTRODUCTION

Soldo's mission is to "liberate finance" by providing businesses with tools to manage spend simply and proactively, empowering people across the organisation to accomplish more. Their platform integrates seamlessly with existing accounting and ERP systems, providing real-time expense tracking, reducing administrative burden, and ensuring compliance with internal policies.

Soldo went through a brand evolution with a refresh of the visual as well as the value proposition and messaging. Feedback from internal teams and external partners revealed that the brand no longer aligned with Soldo's evolving vision or communicated clearly to its target audience. Brandon Till, Head of Transformation for Soldo, took on the challenge of evolving the Soldo brand.

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THE CHALLENGE

Soldo needed an evolved identity. A fresh identity that reflected their agility and forward-thinking ethos, while still resonating with key decision-makers like CFOs, finance directors, and business leaders. The idea of a Hummingbird—symbolising agility, speed, and precision—emerged as a potential new brand character. But before committing, Soldo needed assurance that this new direction would connect with their target audience.

As one team member put it:

"We want to make sure this is a tattoo we don't regret getting."

Brandon Till
Head of Transformation at Soldo

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THE SOLUTION

Soldo turned to **Ballpark** to validate their new branding strategy in real-time. With Ballpark's research platform, Soldo was able to:

- Test the new **Hummingbird** character and associated marketing messages with decision-makers that matched their ideal customer personas.
- **Receive instant feedback** on whether the new brand identity resonated emotionally and visually with their audience.
- **Compare brand associations** by testing the Hummingbird character against well-established competitors, like Lloyds Bank, whose iconic black horse logo has long been a symbol of trust and reliability.

The key question was whether the Hummingbird could evoke a similar level of trust, emotional connection, and relatability among Soldo's audience.

Using Ballpark's survey tools, Soldo gathered accurate feedback that increased their confidence in moving forward with the rebrand. Additionally, Ballpark's video recording feature provided deeper insights, capturing the emotional responses of participants and revealing how the new logo was perceived.

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EMPOWERING TEAMS WITH AN INTUITIVE USER EXPERIENCE

One of the standout features for Soldo was Ballpark's intuitive user experience. The platform enabled non-researchers to confidently launch their own research projects, allowing teams across the organization to gather insights quickly and easily.

This ease of use, coupled with Ballpark's fast turnaround time, was transformative for Soldo. Even teams outside the research department were able to contribute to the process, speeding up decision-making and enabling Soldo to stay nimble in their marketing efforts.

Ballpark's user-friendly interface drastically shortened Soldo's research timelines and improved overall efficiency.

"I could launch a research project in the morning and have all of the feedback gathered by the end of the day."

Brandon Till
Head of Transformation at Soldo

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COMPETITOR COMPARISONS

Soldo wasn't just focused on the symbolism; they also wanted to understand how updated messaging would fare against their competitors. Using a straightforward survey, Soldo was able to gather detailed feedback on how their prospects perceived the new messaging when compared to other brands in the market.

Soldo included a free-text option in the survey to allow respondents to provide more in-depth feedback. Normally, interpreting open-ended responses can be time-consuming and difficult to analyze. However, with Ballpark's AI summary feature, Soldo was able to generate clear, actionable insights with just a single click. In seconds, they had a well-rounded conclusion on the feedback—and fortunately, their new messaging resonated with their ideal buyers!

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CONFIDENT DECISION-MAKING, EVERY TIME

While Ballpark offers a variety of research solutions out of the box, what truly made the difference for Soldo was the confidence it brought to their decision-making. With accurate data in hand, teams were able to align more effectively across departments, accelerating time to market for new campaigns.

Whether Soldo needed to test marketing messages, validate campaign ideas, or refine brand positioning, Ballpark provided clear, actionable data that helped them understand their audience's preferences and behaviors.

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A GOOD RESEARCH CULTURE IS KEY TO SUCCESS

So what are Brandon's views on successfully implementing a research solution? Culture.

A strong user research culture is essential for building a customer-centered market orientation and launching successful campaigns. When teams prioritize research and integrate it into every stage of campaign development, they can create solutions that truly resonate with end users. By gathering continuous feedback, companies can identify pain points, understand user needs, and make data-driven decisions that lead to better product-market fit. This approach not only minimizes risks but also boosts internal confidence in new initiatives.

In Soldo's case, their data-driven mindset has empowered them to continuously improve their marketing, ensuring that their messaging meets the evolving needs of their customers and stand out in the market. A robust research culture helps teams stay agile, adjust strategies based on real-world insights, and ultimately drive more successful marketing campaigns.

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WHAT'S NEXT FOR SOLDO AND BALLPARK?

Soldo is now focused on revamping key sections of their website, starting with UX and copy improvements. As they enter phase 2, they will continue to use Ballpark to validate design concepts and ensure that these changes meet the expectations of their target audience.

Soldo also plans to implement **micro testing** to further optimize campaign messaging and strategies. Additionally, they will be integrating Ballpark into their persona research workflow, creating more accurate and data-driven profiles to strengthen customer engagement.

With Ballpark's support, Soldo is poised to continue evolving their brand and marketing efforts, ensuring they remain aligned with both their internal vision and their audience's needs.

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THANK YOU

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