



stripe

Case Study Stripe

Thought Leadership Research; Providing original insights and content to position our client as a thought leader and present any future opportunities within the market they operate in.

The Challenge

Despite the EU's vision of a Digital Single Market, many regulations and taxes still vary by country, causing major hurdles for online businesses transacting across Europe. We were approached by Stripe, a technology company that builds economic infrastructure for the internet, to conduct thought leadership research exploring how regulatory complexities are impacting international business growth; what regulations should be harmonised across the EU; and how technology can play a vital role in reducing the complexities involved in abiding by and managing this.

Our client also asked us to:

- **Assess company growth**, including expansion and retraction plans into different markets
- **Identify regulatory barriers**, including where resources are focused and the opportunity cost of this
- **Understand business confidence** and the support businesses require
- **Analyse interest in online technology tools** to help with regulatory compliance and overcoming challenges related to this

The Solution

Market research was required to identify challenges and pain points faced by online businesses across Europe and how piecemeal regulations in different EU markets have made trade and investment more challenging. Our fieldwork team interviewed managers and executives in 9 European markets: UK, France, Germany, Italy, Spain, Netherlands, Sweden, Poland and Republic Of Ireland. All businesses operated predominantly online and transacted with at least one other country outside of their home market.

In total we conducted 500 telephone and online interviews throughout the COVID-19 pandemic with businesses of all sizes operating across Europe including 50 interviews to deep-dive into the UK FinTech industry, a heavily regulated industry sector which typically devotes a great deal of resource into regulatory and tax complexities.

The Insight



The research provided our client with valuable thought leadership material. Furthermore, it identified how technology could play a vital role in growing the EU digital economy through greater collaboration with policymakers. We provided our client with an in-depth findings report using advanced analytics, frameworks and verbatim comments to inform and illustrate the main story, as well as creating a 10-page whitepaper for them to use in future marketing communications and PR campaigns.

Testimonial

"As a research partner for Stripe, B2B International turned out to be a great choice. They not only conducted the research project for us, but continuously provided valuable ideas and suggestions for improvements along the way, from the conception phase to the final design of the results whitepaper. We are very happy with the result."

-Klaas Flechsig, Communications Lead Northern Europe, Stripe