



PCN

PCN Media Kit 2023



PCN Media produces **original multi-media content** and promotional platforms for the fintech and payments community to connect, exchange knowledge, and to showcase their strengths and aspirations. With the ever-evolving landscape, businesses need access to the latest trends and developments to remain **competitive and in front of mind.**

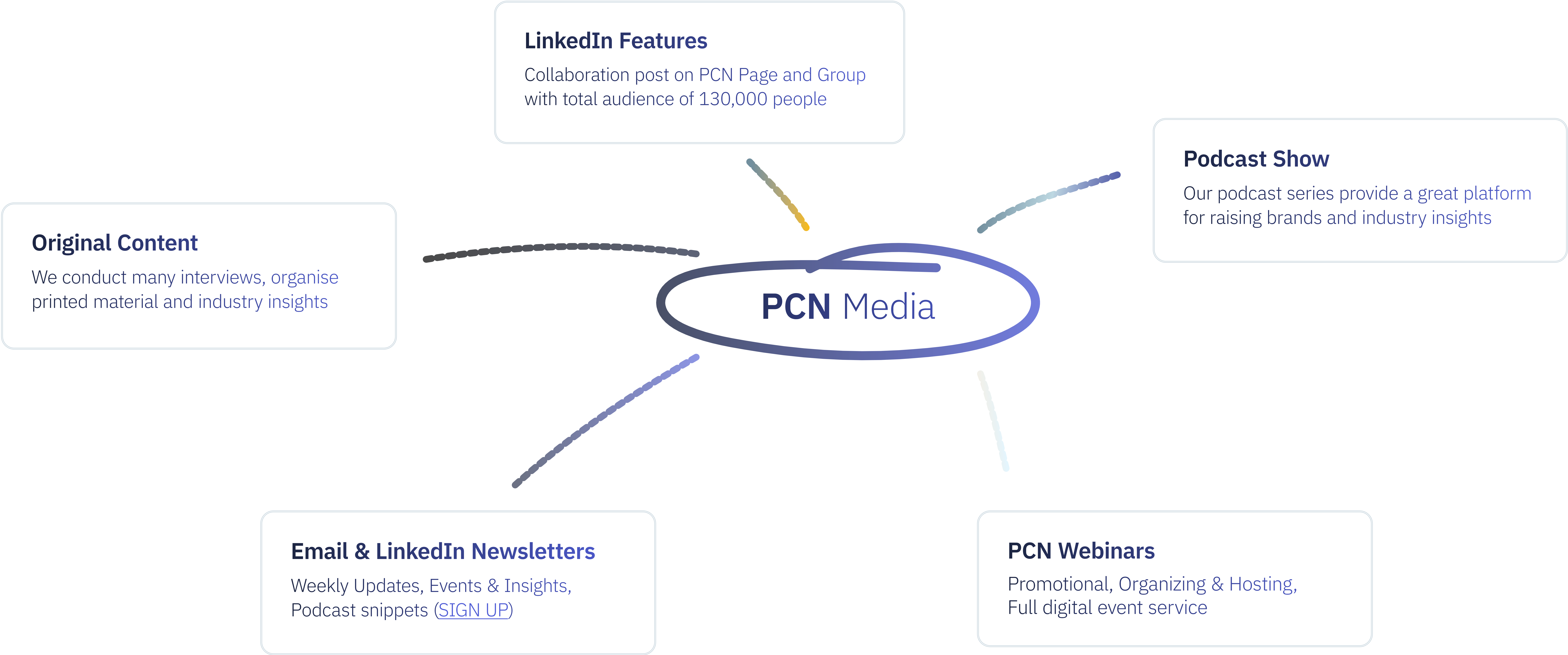
All about the PCN

Media Kit



What do we do?

We produce original, relevant, and stimulating content on our industry across several media avenues:



What do we do?

PCN Media Kit

We produce original, relevant, and stimulating content on our industry across several media avenues:



Are you a fintech & financial services professional?

With a reach of over 6k website views per month, and a social media presence of 45k followers, our media services provide tailor made platforms to exchange practical industry challenges and ways to tackle them.

Email Newsletter:

- Open rate: 10%
- Click rate: 1.13%
- Subscribers: 30,000 contacts

LinkedIn Newsletter:

- Subscribers: 8.2k

Inquire for info

Website:

- 7200 pageviews per month
- Top 5 locations:
 1. The US
 2. The Netherlands
 3. The UK
 4. Germany
 5. France

Inquire for info

Linkedin/Social Media:

- LinkedIn Group: 77,200
- PCN LinkedIn: 45k followers
- Twitter followers: 3.7k
- Industries:
 - IT & Services: 35.4%
 - Financial Services: 20.3%
 - Software & Commerce: 7.56%
- Locations:
 - EU: 51.2% | USA: 26.5% |
 - UK: 11.7% | APAC: 10.6%

Inquire for info

Some of our events & media partners:



Plus more to come...

PCN Podcast

The Show: A conversational Q&A with your company representative.

We cover all things related to the payments and fintech industry, from open-banking to blockchain, ecommerce, cybersecurity, merchants, acquirers, PSP’s, thought leaders, and more.

Podcast Audience Regions:

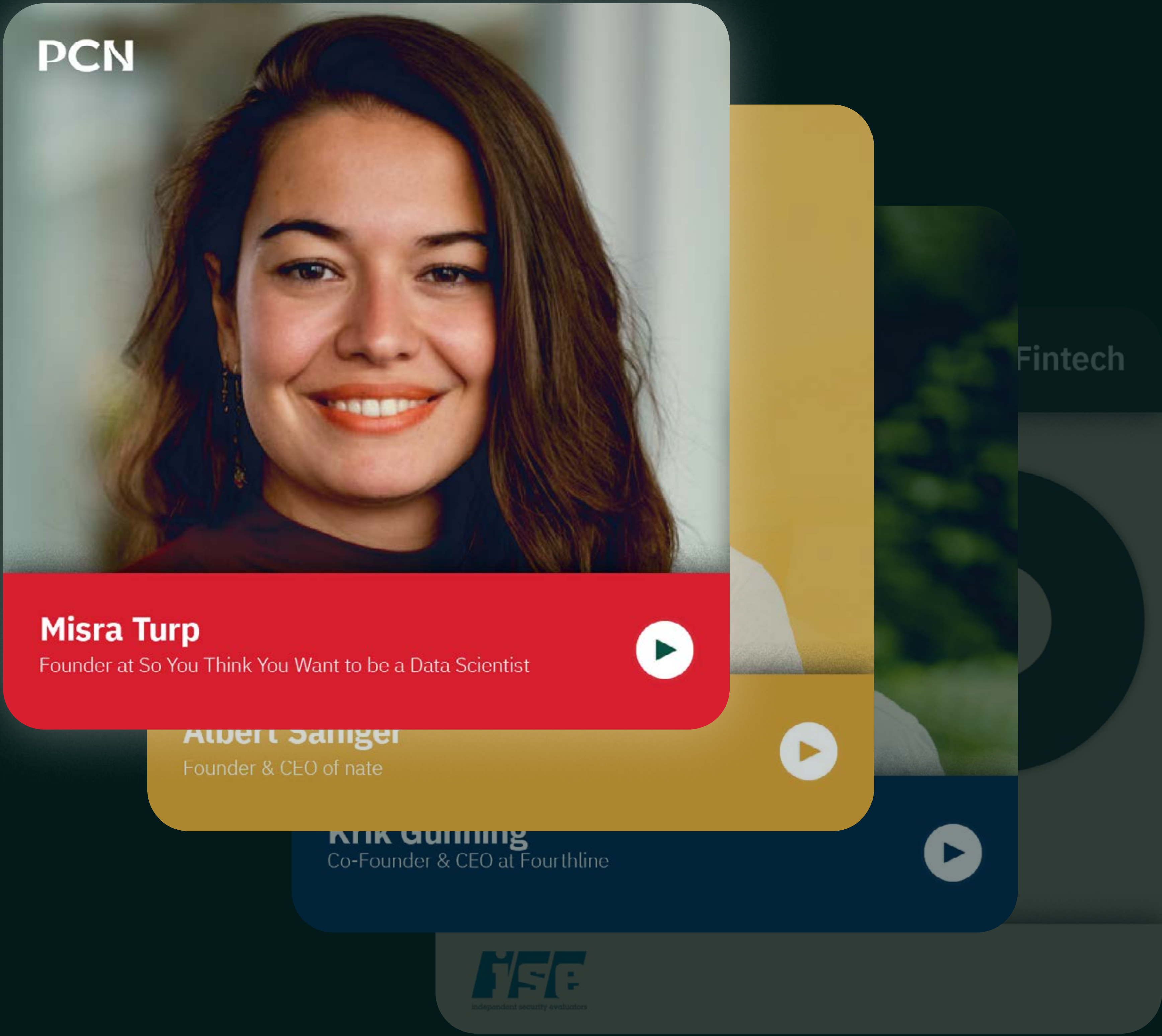
| | | | | | |
|-----------|------------|-----------|--------------|------------|--------------|
| EU 40% | USA 21% | UK 15% | ME&A 11 % | APAC 8% | LATAM 5 % |
|-----------|------------|-----------|--------------|------------|--------------|

Podcast Statistics:

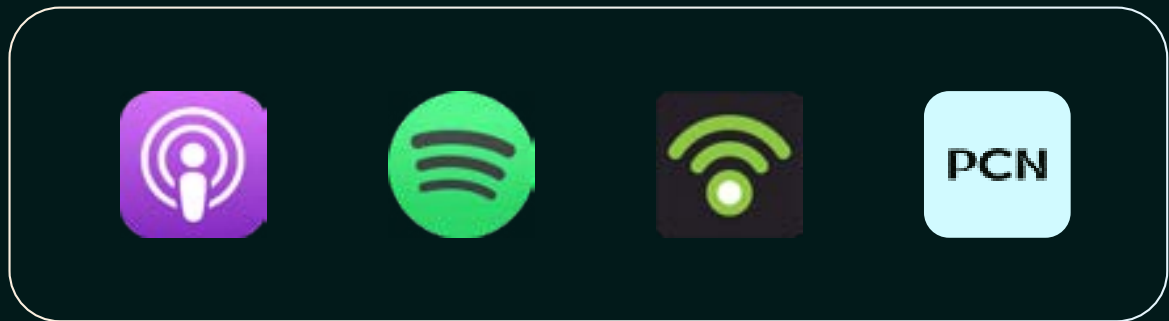
- Growth rate of 113%
- 56.8k downloads (September 2023)

Advertorial:

| | |
|--|--|
| Mid-roll <ul style="list-style-type: none">• 15 second snippet mid-show | Post-roll <ul style="list-style-type: none">• 15 second snippet post-show |
|--|--|



Podcast streams on:



Listen to a podcast here!

Our client Netcetera partnered with G&D’s digital channels, to advertise and showcase their knowledge in the European Payments Initiative.

The brief

In order to successfully publish and distribute thought-leading content, Netcetera and G+D came to us to launch the EPI. From explaining the Digital Euro, to giving up control of everyday payments to Big Tech.

The process

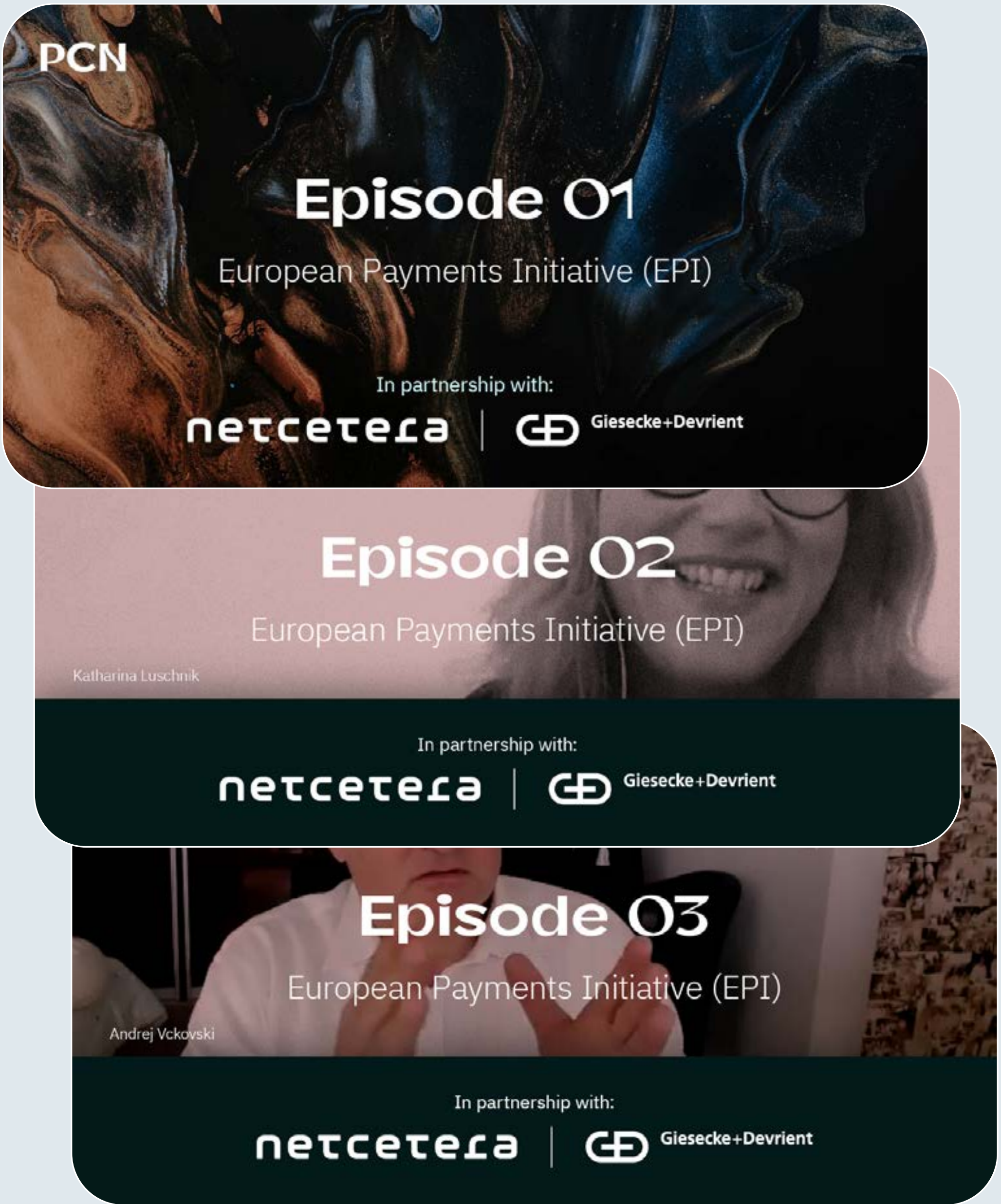
To successfully meet their goal of being thought leaders in the topic, we developed a 3-episode podcast series consisting of 30 minute episodes. We targeted the episodes to countries across Europe and distributed them via organic marketing on PCN’s channels (social media, email marketing and the website) and paid marketing on GoogleAds, YouTube and LinkedIn.

The outcome

By combining all PCN, Netcetera and G&D’s digital channels, we generated over 1 million impressions. We were also able to achieve a social media engagement rate of 4.76% (LinkedIn’s average engagement rate is 0.54%).

YouTube results of the 3 episodes:

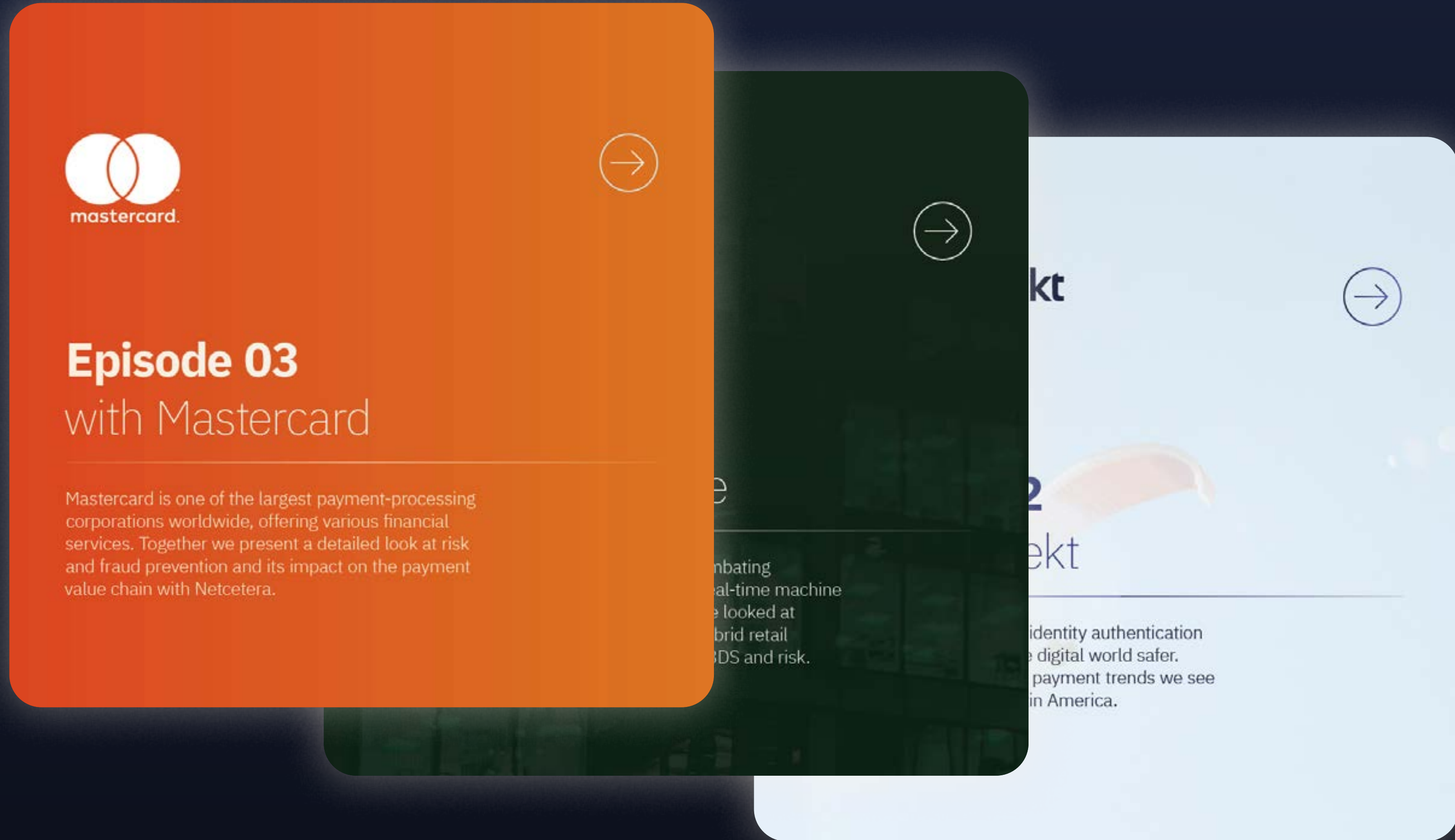
Impressions: 1,003,883
Views: 55,828



Watch 3 part series online



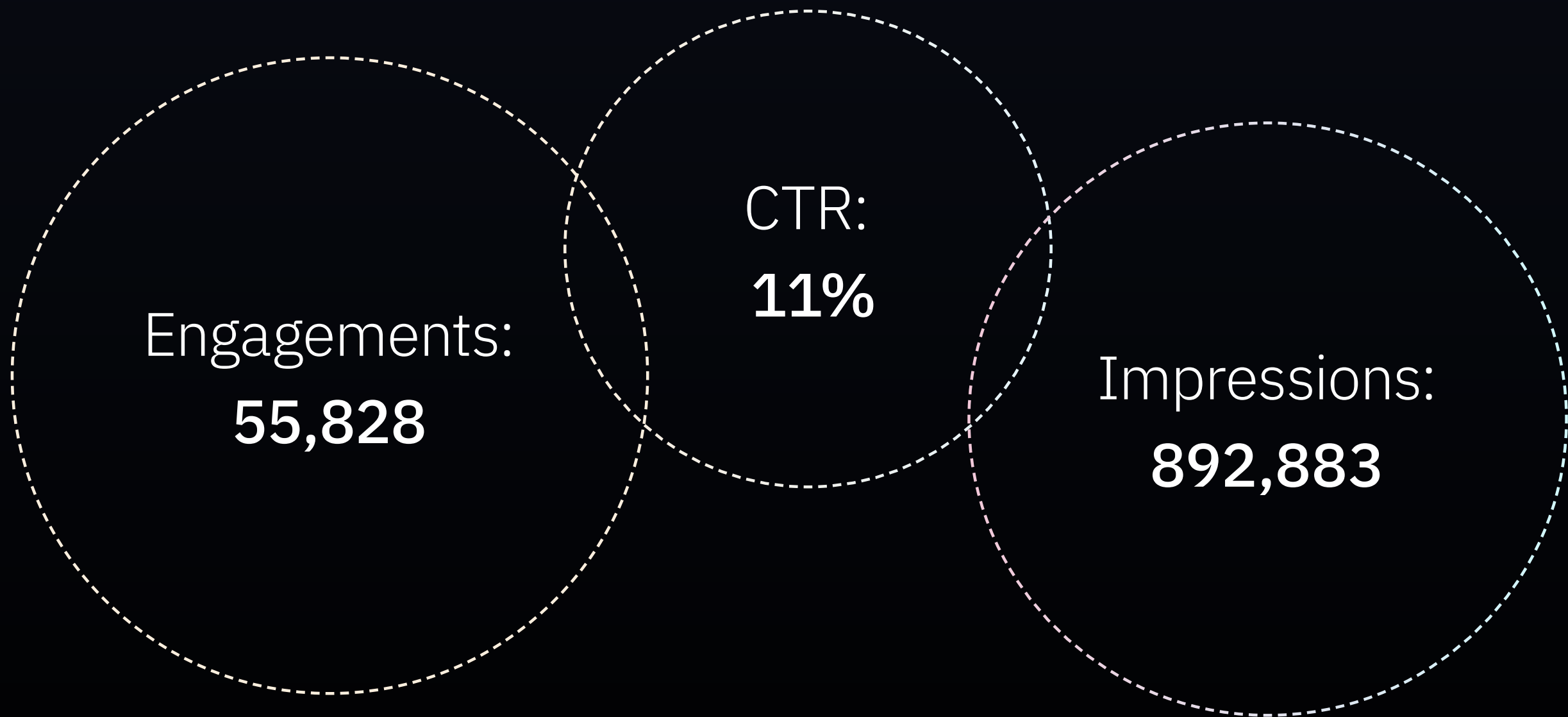
netcetera



Click here to watch the EPI series



Overall results of the campaign:



PCN offers a webinar service crossing all verticals in fintech and finance. From promotion only all the way through to a Full Webinar service - PCN can promote, source, host, and deliver a quality digital event experience.



Promotional, Organizing and Hosting, Full digital event service:

Promotion

- Highlighted news for 1 week
- 2 x Social Media posts.

[Inquire for info](#)

Sourcing and Hosting

- Highlighted News for 2 weeks
- 3 x Social Media posts
- Newsletter inclusion
- Zoom hosting
- Panelist Sourcing
- 1 x LinkedIn Group recommended post inclusion
- Includes list of registrants (GDPR compliant), attendee report & recording

[Inquire for info](#)

Full Webinar Service

- Highlighted News for 3 weeks
- Social Media posts (3), Newsletter inclusion (3), LinkedIn Group recommended post (2)
- Zoom hosting
- Panelist Sourcing
- Includes list of registrants (GDPR compliant), attendee report & recording
- Open comms with the registrants
- Follow-up campaign (sending out recording and post-event ads)
- Banner on the PCN website

[Inquire for info](#)

Webinar results:

15 Webinars hosted

8 EU / Intl editions

3000+ Registrations

4 USA Editions

1450+ Attendees

47+ Countries

We're proud of the work we do and we've got all the stories and results to show for it. Here's a snippet of some of the clients that we have worked with and delivered results for.

Want to work with us on recruitment and headhunting services?

Get in touch with us to work on your recruitment needs. Whether you are a young startup looking to grow fast or an established company looking for find new employees, our recruitment team is ready to help you out.

We work with large/small companies in the payments & fintech industry, and already helped to place thousands of jobs.

marketing@teampcn.com

PCN

PCN

Academy

PCN

Projects

PCN

Internal

PCN

Tech



Our clients

We're proud of the work we do and we've got all the stories and results to show for it. Here's a snippet of some of the clients that we have worked with and delivered results for.

mollie



Swile

Klarna.

✕ qonto

token

zalando

Delivery Hero

oney

HiPay

treezor

tink

eshopworld
Sell Global, Feel Local

Oui .SNCF

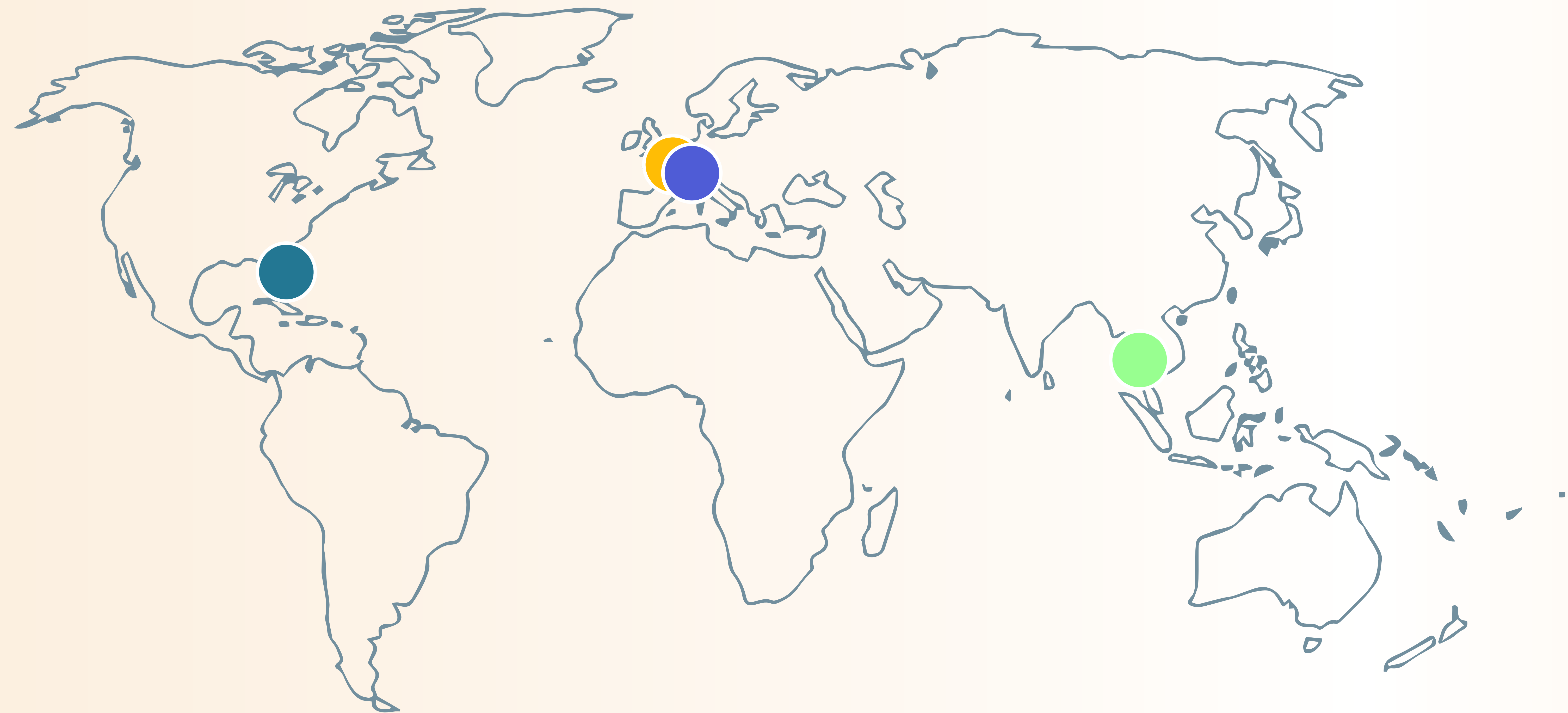
bitvavo

ManoMano

Plus many more undisclosed clients...

Contact us

Here are the locations of our global offices.



Amsterdam HQ
Barbara Strozzi laan 300
1083 HN Amsterdam
The Netherlands
+31 203 030 257

Berlin
Großbeerenstraße 13,
10963 Berlin
Germany
+4915203419604

Atlanta
Singapore
London