



CLIENT STORY

Scaling Success: How Insight AI Transformed Global Payments for a Leading Creator Platform



Finance

Story Snapshot

In partnership with Stripe, Insight AI took on the challenge of delivering a scalable, secure and high-performing payment solution for one of its clients.

The heart of the client's mission is to empower digital creators to monetise their work. Its rapidly growing platform enables creators across the world to engage their audiences and generate income through memberships, digital services and live events.

As the client's community has expanded, so too has the need for a more robust payment infrastructure capable of handling global transactions, seamless payouts, and advanced security measures. By expertly managing the complexities of international payments, subscription renewals and fraud protection, Insight AI enabled the client to accelerate growth and build user trust by implementing Stripe's powerful toolkit into the client's platform.

The Challenge

To match its rapid growth, the client's platform needed to develop to consistently and reliably meet some key challenges:

- **Supporting payments in multiple currencies:** Essential to meeting the needs of the client's growing international user base, as well as ensuring compliance with cross-border transactions.
- **Timely and accurate payouts:** A critical factor for creators, who require a highly efficient system to handle dependable disbursements.
- **Robust fraud management:** Vital in nurturing the trust of the client's expanding network.
- **Powerful, scalable subscription tools:** Important in the management of high transaction volumes due to the variety of membership offerings.

Stripe's tools would enable the client to meet all of these challenges head on, but it would require the assistance of an extended team of Stripe-certified professionals to support with the ambitious integration plan.





The Solution

Insight AI approached these challenges by implementing Stripe's tools into the client's platform with a user-centric, structured methodology. Insight AI was recognised as Stripe Partner of the Year – UK & Ireland in 2023, and has since been named Stripe's partner with the most certified developers.

Backed by these credentials, the client could rest-assured that the integration would be seamless and deeply impactful.

- **Stage one – Discovery:** Insight AI conducted a thorough consultancy and discovery phase, working closely with the platform's leadership and technical teams to analyse the existing payment structures and identify any bottlenecks. This enabled the team to map out the specific requirements needed to support the platform's global scalability.
- **Payments and Connect:** Insight AI customised Stripe Payments and Connect tools – which cover everything from single payments to subscriptions – to ensure a smooth transaction process for the client.
- **Creator payouts:** Stripe Connect was further tailored to provide flexible schedules and options, offering a consistent earnings flow across different regions.
- **Stripe Billing:** Insight AI integrated Stripe Billing to support the client's varied membership tiers. This allowed for automated subscription renewals, flexible pricing, and streamlined invoicing, making recurring revenue management simple and effective for both Insight AI's client and its end-users.

Results

- **Global expansion:** Thanks to Stripe's multi-currency support, the client's platform has attracted users in over 50 countries.
- **Cost savings:** Automated renewals and efficient billing systems have freed up resources from elsewhere in the client's business to focus on new areas of growth.
- **Enhanced security:** Fostering confidence in users is crucial for ongoing engagement, and the security provided by Stripe has resulted in a new surge of sign-ups and subscription renewals.

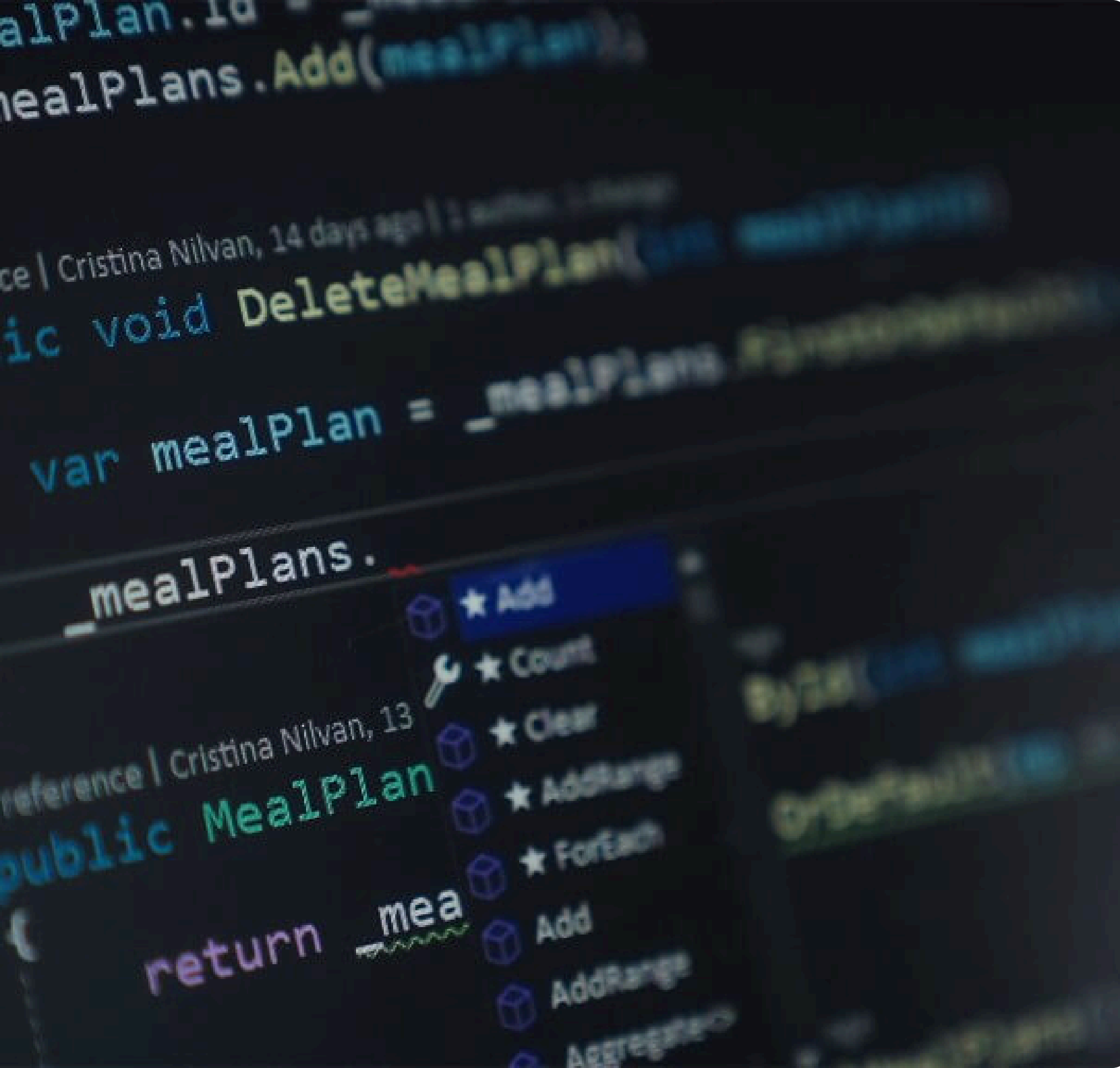
These results were made possible by Insight AI's use of Agile methodology to ensure a smooth integration process.

Customising Stripe's API enabled the creation of frictionless payment workflows, enhancing both transaction speeds and reliability.

The client's platform is also now capable of offering transactions in over 30 different currencies, which has been crucial for attracting and retaining its global audience.

Additionally, the customised payout system Insight AI developed has automated complex schedules and been tailored to meet diverse creator needs across the world, boosting global user satisfaction.





Highlights

- **\$2.8 TRILLION** Paid to businesses in cross-border payments in 2022.
- **>1 MILLION** Creators' payments handled by Stripe globally.
- **16.7 MILLION** Fraudulent transactions blocked by Stripe on Black Friday 2023.



Why Insight AI?

Insight AI offers a comprehensive range of capabilities, made possible by our world-class teams of exceptional software developers. We combine flexibility and firepower, enabling us to scale quickly and tailor solutions to fit your business's unique needs.

Whether you're looking for Stripe integration, bespoke end-to-end product development, or something in-between, Insight AI works hard to build deep, mutual partnerships, and bring technical knowledge and strategic support to deliver immediate results to each and every one of our clients.



**Thank you
for reading**

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