



To Pay Now or Later?

How a hedge fund leveled-up their knowledge of online installment payments.

The Challenge

While eCommerce has revolutionized the way people buy things today, a decades-old form of payment has surprisingly re-emerged as a favorite for millennial consumers: "buy now, pay later" or installment payments.

When one Vancery client became aware of this buying trend, they saw an opportunity to invest. But before committing any capital they needed to complete due diligence. The client needed to understand things like the types of products consumers were buying using installment payment options and how frequently they were using the services. After struggling to find this information through traditional research outlets, that did not have access to installment payment experts, the client turned to Vancery.

Client Profile

Company Type
Hedge Fund

AUM
\$850 Million

Strategy
Long Short Equity, Value

Headquarters
New York, NY

The Solution

The client needed to talk to eCommerce directors and C-level executives at top consumer retailers to gain knowledge and insight into the space. On Vancery they were able to quickly and easily connect with these executives and level-up their knowledge.

They consulted with representatives at top brands including:

<p>JCPenney</p> <p>Director of Payments</p>	<p>HUDSON'S BAY</p> <p>Chief Digital Officer</p>	<p>wayfair</p> <p>Chief Marketing Officer</p>	<p>UNTUCKit</p> <p>Director of Operations</p>
<p>THE KOOPLES PARIS</p> <p>Director of eCommerce</p>	<p>ASOS</p> <p>Head of Commerce</p>	<p>A'GACI</p> <p>Director of eCommerce</p>	<p>cult gaia</p> <p>Chief Operating Officer</p>



Research Impact

Using Vancery, the client was able to connect with twelve experts on this niche topic, each with a different and unique perspective on installment payments and the various providers in the market. The client learned about what drove each company to opt for one provider over the others and why some companies decided against using them at all. This helped give the client a deep and well-rounded understanding of the market and its various players. Their newfound knowledge helped them identify a clear leader in the space and guided their decision to invest.

The Results

20 > **12** > **4** > **40%**

**Experts
Sourced**

**Calls
Scheduled**

**Companies
Analyzed**

**Total Research
Cost Savings**

We were blown away by the number of experts with such deep knowledge on this niche topic that we connected with on Vancery. We had calls with twelve experts and could probably have done another twelve if we wanted. Despite being a new company, Vancery is already attracting and growing with top experts.

**Jason M.
Portfolio Manager**

Want to find niche experts like these for your next project?

Get in touch to learn about how Vancery can meet your research needs with our network of industry experts.

Contact us at info@vancery.com

