



FinMkt Strengthens Employee Advocacy and Increases Organic Social Traffic by 270% and Impressions by over 500% with Skail

Executive Summary

FinMkt, a leading provider of white-label embedded lending and point-of-sale (POS) financing technology, implemented Skail to amplify employee-generated thought leadership on LinkedIn. Within the first 30 days, organic-social traffic to FinMkt's website grew by 270%. Employee posts consistently out-performed content published from the corporate page, while Skail's analytics facilitated an internal culture of healthy competition and ongoing engagement.

About FinMkt

Founded: 2014

Headquarters: New York City, USA

Business: API-driven, multi-lender POS financing and payments platform enabling financial institutions and merchants to embed real-time financing options within checkout flows.

Recognition: 2025 Best LendTech Finalist, Inc. 5000 2024, Top 25 Lending Technology (FTR)

Business Challenge

Despite producing high-quality thought-leadership articles, FinMkt observed minimal engagement when content was distributed solely through its corporate LinkedIn page. Marketing Manager, Ashok Vardhan Kore noted:

"The standard way of distributing our thought-leadership articles was getting minimal traction. We wanted to encourage our employees to share their expertise in the public domain."

Time constraints were the primary barrier: nearly 80% of LinkedIn users report that they do not generate content because of the effort required to draft and publish posts.

Solution

In March 2025, FinMkt deployed Skail, enabling employees to create, refine, and publish LinkedIn posts in just a few clicks while preserving individual tone.

Key platform capabilities included:

- AI-assisted drafting and editing
- Tone-preservation to maintain each author's voice
- Real-time performance analytics
- Employee gamification through leaderboards

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Ashok confirmed the impact:
“Skail has made it easy for employees to post their own thought leadership without losing their unique voice.”

Results (First 30 Days)

	Pre-Skail	Post Skail	Change
Average Website sessions from organic social	177	446	+270%
Average Impressions (Corporate + Employee)	311	1587	+510%

Additional observations:

- Increased click-through rates and longer time-on-page from social visitors
- Focused reach into target decision-maker segments

Cultural Impact

Skail’s analytics dashboard served as a catalyst for internal engagement. Leaderboards and comparative metrics introduced a constructive layer of gamification that resonated with FinMkt’s growth-oriented culture, further motivating employees to contribute content regularly.

Key Takeaways

- **Employee advocacy multiplies reach.** Content shared by individuals is perceived as more authentic and reliably achieves higher reach than corporate announcements.
- **Reducing friction unlocks participation.** When drafting time is minimized, subject-matter experts are more willing to share insights.
- **Transparent metrics sustain momentum.** Visibility into post-performance fuels healthy competition and continuous improvement.

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