

Wise IPO

The company, that provides fast and low cost cross-currency transaction services, first launched in 2011 as Transferwise. The London-based company rebranded to Wise in late February 2021 ahead of its IPO. The new name reflects recently launched consumer and business products - a move away from just offering money transfer services.

Key Takeaways:

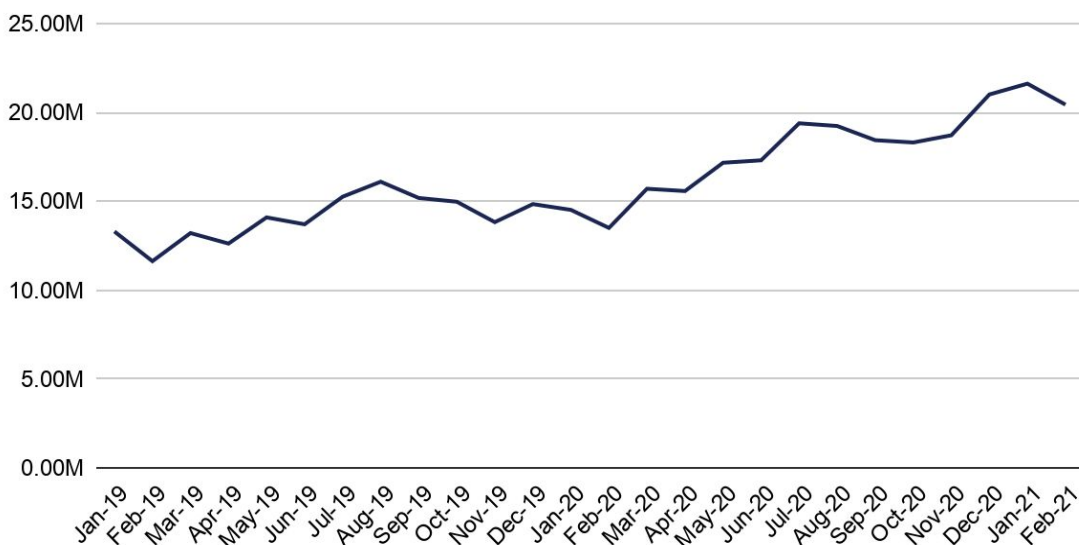
- ✔ Visits to transferwise.com saw a **33% YoY increase** in 4Q20.
- ✔ Wise's **global nature and appeal** has allowed the company to create a truly global infrastructure.
- ✔ **Over 95% of traffic came directly or from organic search** in 4Q20 indicating strong brand recognition.

Site Visits Globally are Increasing

Monthly visits to transferwise.com globally have been steadily increasing since January 2019, and crossed the 20M for the first time on Dec. 20. Total visits in 4Q20 reached 58M indicating a 33% YoY increase.

Monthly Visits to transferwise.com

Global, Desktop & Mobile Web Data, Jan 2019 - Feb 2021

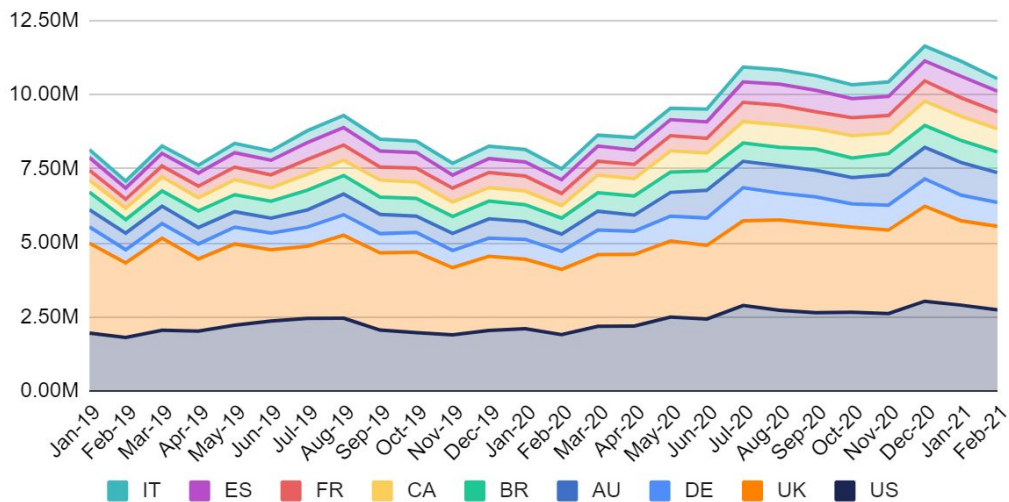


Global Nature and Infrastructure

One of the most interesting things to note about the traffic to transferwise.com is that no single country accounts for a significant share of its traffic. Yes, the U.K. and U.S. drive more traffic than other countries, but the traffic share is still fragmented. Wise started in the U.K. but the global nature of its service makes it appealing to people around the globe.

Country Breakdown: Monthly Visits to transferwise.com

Global, Desktop Data, Jan 2019 - Feb 2021

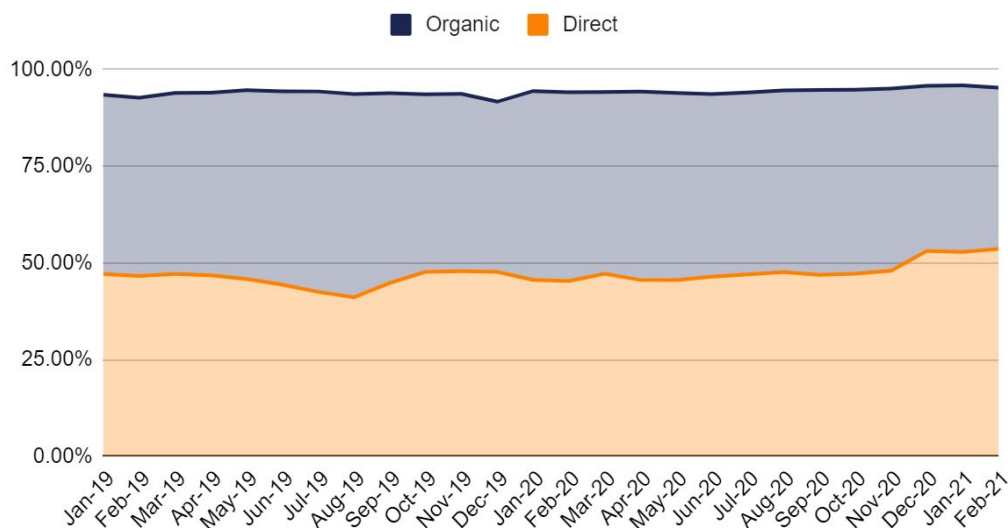


Strong and Growing Brand Awareness

With 95% of traffic in 4Q20 coming directly or from organic search, we see that Wise has exceptional brand strength. This, coupled with the growing number of site visits additionally indicates the continued growth of the brand.

Transferwise.com - Organic Search and Direct Traffic Share

Global, Desktop Data, Jan 2019 - Feb 2021



Gain visibility into the health of any company before it goes public
BOOK A DEMO NOW →