

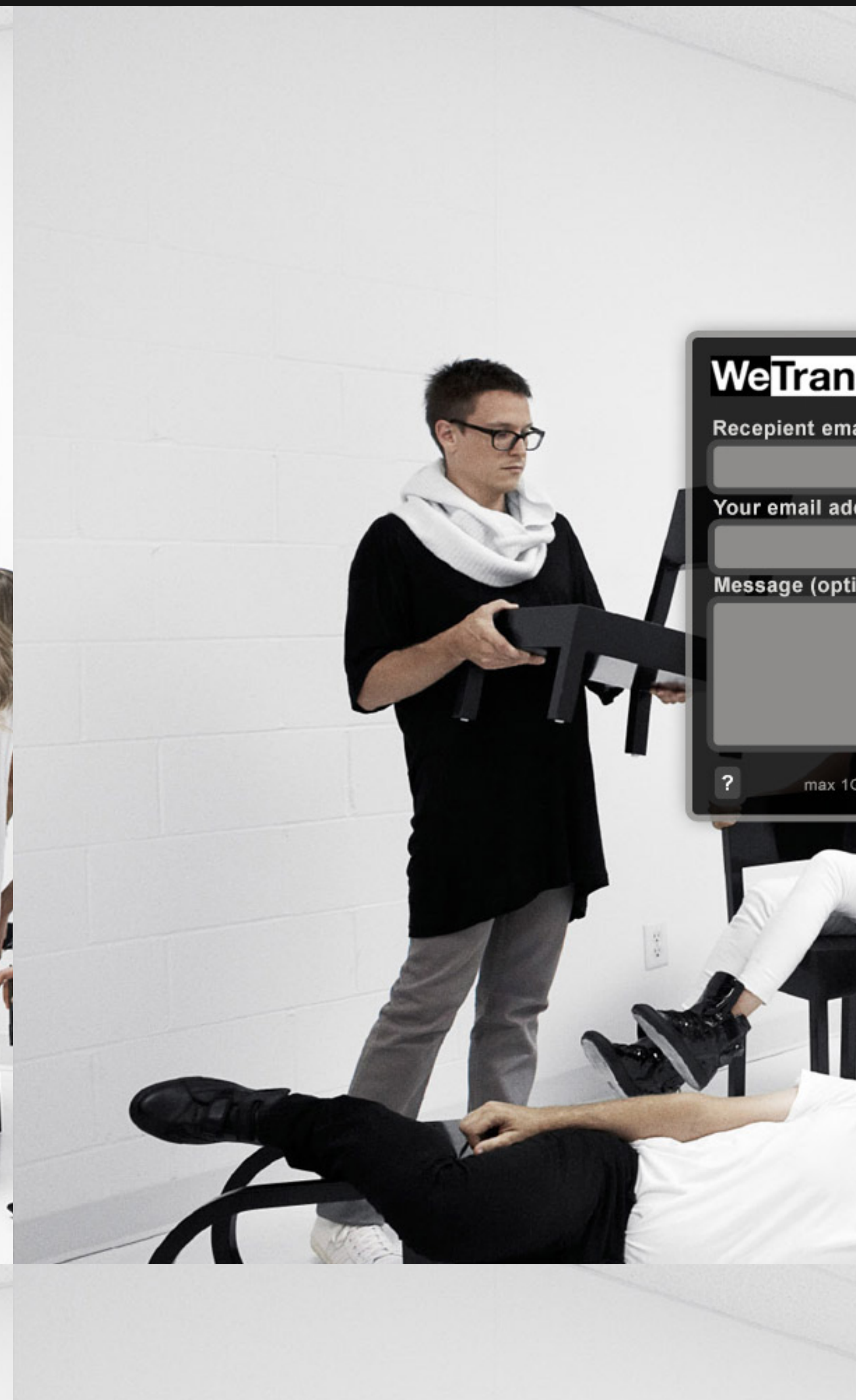
Product Marketing and the Customer Experience

Salut, Hi, Hoi, Hola, Hallo.

Melanie Linehan

Product Marketing Manager
MSP ◇ SFO ◇ LAX ◇ AMS







100M+

transfers
per month

50M+

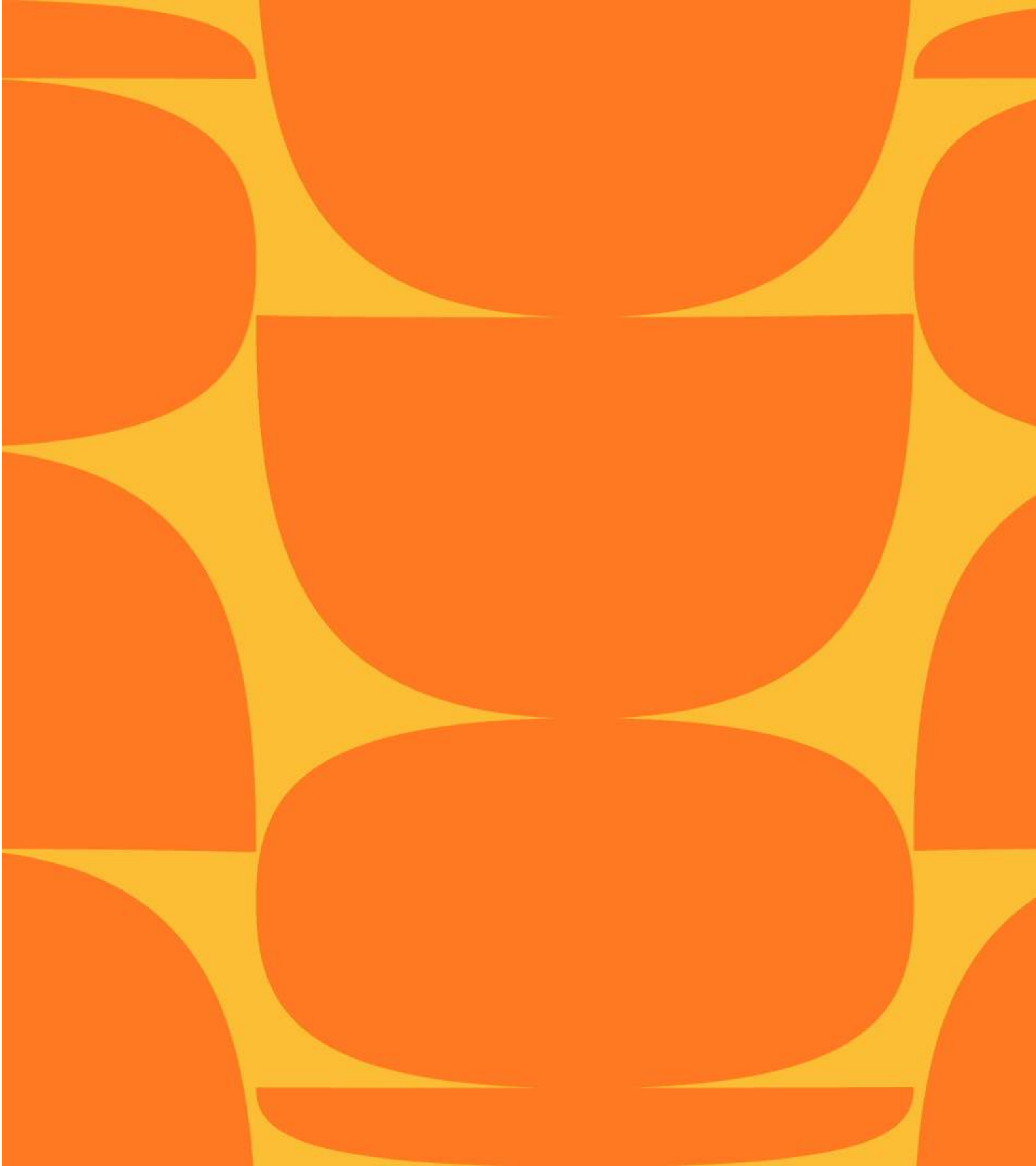
active users
per month

1B+

files transferred
per month

WeTransfer

Tools to move ideas



People not users.

We prioritise the needs of our
community through active listening.

Focus on your craft, not your inbox.

So you can bring even bigger,
better ideas to the table.

we

So how do we market
our products without
getting in their way?

Creative

Built by creatives, for creatives.

How does WeTransfer support you in your flow with creativity?

Product

Beautifully Obvious Tools

How does WeTransfer keep you in your flow while using our tools?

Partners

Authenticity

How does WeTransfer support you in your flow through partnerships?



“To most people, WeTransfer is nearly invisible. We’re just the transfer box. The background belongs to someone else, but it accounts for 95% of what people recognise as the brand.”

Damian Bradfield,
Co-Founder and CCO of WeTransfer

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Your email


Message



Transfer




WeTransfer Plus is now **WeTransfer Pro** with 1TB of storage that's 10x more

 Add your files

Email to

Your email

Message

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Boy Power!

Chinese illustrator Tianju Duan
explores a new masculinity

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Transfer



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Category

WeMadeThis

Projects we made happen because we thought they should exist in the world.



Bjork Utopia - Photo by Santiago Felipe



Edel Rodriguez
I want to paint the reality here — real life



Elisabeth Sutherland
An Okyeame's legacy is to remember and recount history



Bon Iver
There was definitely some weird magic involved



Carlin Díaz
Every brain has its universe



Unexpected stories about creativity
Told by WeTransfer



ENOUGH ^{is} ENOUGH





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How does WeTransfer support you in your flow with creativity?

By supporting and sparking creativity with our wallpapers and WePresent content platform.

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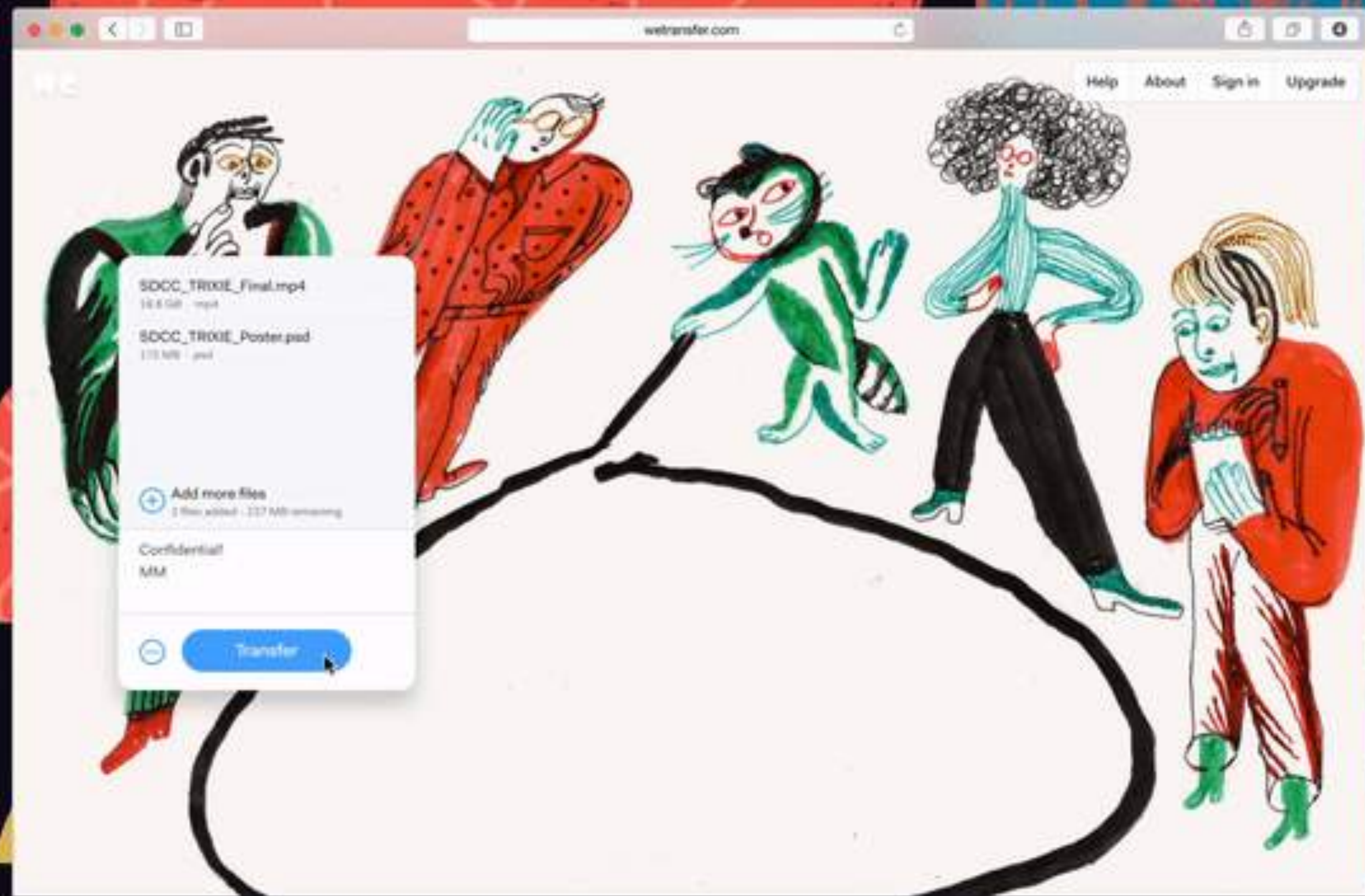


WeTransfer Pro

20 GB

1 TB

Customization
Management



How do we get people to convert?



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<https://we.tl/Uxm1n3lyl6>

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- ✓ Custom delete dates for transfers
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- ✓ Password protection for transfers
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By supporting and sparking creativity with our wallpapers and WePresent content platform.

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How does WeTransfer keep you in your flow while using our tools?

By not getting your way while in your flow.

Communicating at the right time.

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In our 2018 Ideas Report,
65% reported needing quiet
to really be creative.



WeTransfer




RIP
MEDICAL
DEBT

 Add your files

Email to

Your email

Message

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Big ideas need

Get a year of Headspace on us when you sign up for WeTransfer Pro →

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WeTransfer supports you in your flow through partnerships.

By supporting you where you truly need it.



Identify key moments.
Live your values.
Create advocates.



gugutka nažici
@goattess

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@WeTransfer i love you, thank you for making it a little bit easier for students

9:43 PM - 17 May 2017



Gen 10
@genevievedoull

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Had to send some huuuuge sized pictures to a journalist yesterday - WeTransfer to the rescue! Really is an awesome service 🙌👍

8:59 AM - 25 Jul 2017 from **Durban, South Africa**



Marsha Doucette
@marshadoucette

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love the stories & art behind the @WeTransfer pages, especially finding new & inspiring artists. #thisworks 'championing diversity'

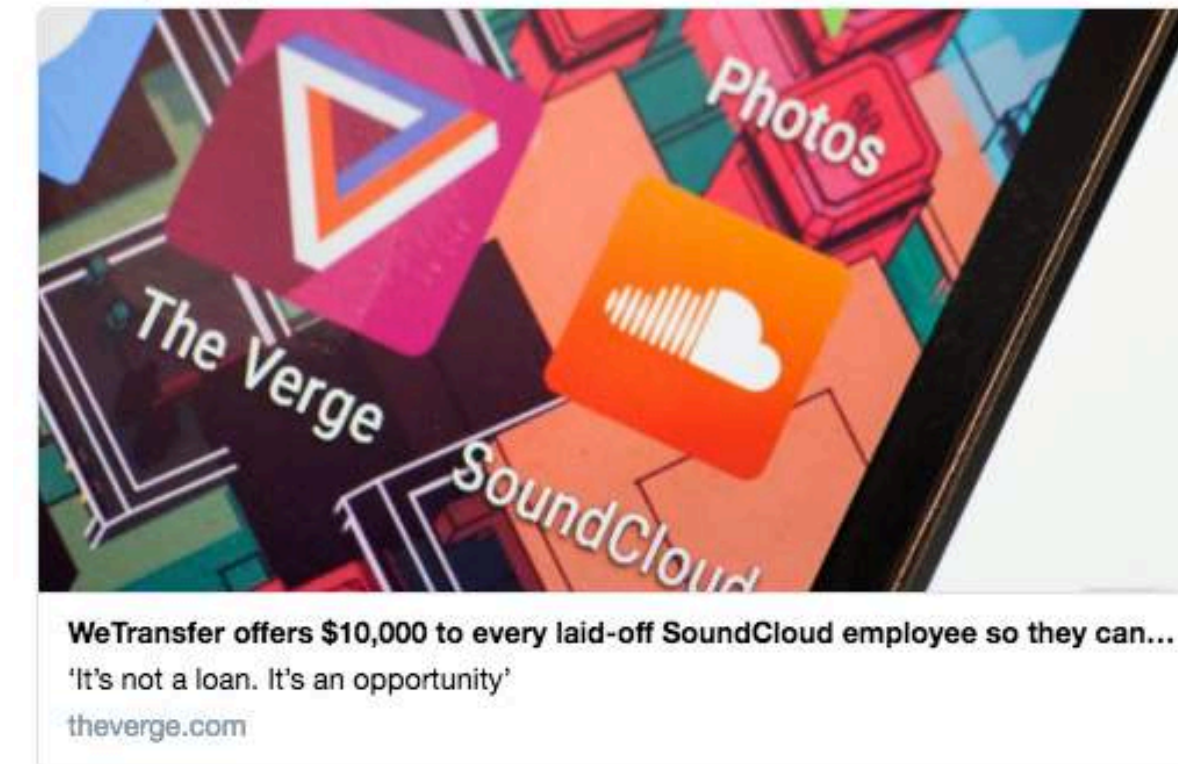
4:19 PM - 25 Jul 2017



Peter Malick ✓
@silvertone

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I had no idea #WeTransfer was such a cool company. This is awesome. 🙌



3:47 PM - 27 Jul 2017 from **California, USA**

2 Retweets 8 Likes



1 2 8

Tweet your reply



Asungaia @AlizeBarth · Jul 27
Replying to @silvertone
Yes. Been using #wettransfer to send audio. I totally agree #wettransfer is Pretty cool.

1



Thank you!

WeTransfer

Questions?

Twitter: @MLinsight