
FINTECH · BUYING GUIDE · 2026

The 2026 Fintech PR Buying Guide

What to look for, what to avoid, and what to pay — for B2B fintech founders and CMOs evaluating a PR partner in 2026.

What a great Fintech PR program does

- Translate regulatory complexity into business-press narratives.
- Build credibility with finance, banking, and credit decision-makers.
- Turn proprietary transaction data into renewable PR assets.
- Position executives as cited authorities on macro and sector trends.
- Seed AI citation visibility in ChatGPT/Perplexity for category queries.

Fintech PR retainer benchmarks

Stage	Typical retainer	Typical scope
Pre-Series A fintech	\$8K – \$15K/mo	Trade press, exec LinkedIn
Series A/B fintech	\$12K – \$22K/mo	Tier-1, AR, data PR
Late-stage / public fintech	\$25K – \$50K/mo	Full-stack incl. IR-adjacent

The 8 questions to ask in your Fintech PR RFP

Don't accept generic pitches. These are the questions that surface real capability:

- **1.** Have you worked with companies under SEC, FINRA, FCA, or state regulator scrutiny? Walk us through one.
- **2.** How do you handle materiality screening on earnings or funding announcements?
- **3.** Which fintech-specific trade outlets do you have warm relationships at — name 5 reporters?
- **4.** How do you measure share of voice vs. our top 3 fintech competitors?
- **5.** What's your approach to data-led PR? Can you turn our transaction data into a quarterly trend report?
- **6.** How do you structure releases for AI search visibility (AEO/GEO)?
- **7.** What's your time-to-first tier-1 placement for fintechs at our stage?
- **8.** Do you have crisis comms experience with a regulated fintech?

Where Fintech PR coverage actually moves the needle

MarketWatch, TheStreet, American Banker, Fintech Times, Bloomberg, WSJ, Forbes, PaymentsSource, Finextra, Banking Dive.

About Crackle PR

Crackle PR is a senior-led B2B tech PR agency with deep fintech experience. Retainers start at \$10K/mo, no junior coordinators, no multi-year lock-in. **cracklepr.com**