# Adclear raises £510,000 to enhance marketing compliance for fintechs



Adclear, a regtech startup focused on automating marketing compliance for rapidly-scaling fintech businesses, has successfully secured £510,000 in pre-seed funding. The investment round was led by Haatch, with participation from Force Over Mass and Founders Capital.

The financial backing will enable Adclear to advance its artificial intelligence capabilities, expand its team, and solidify its position in the UK market, while also extending compliance coverage to European Union and United States regulatory frameworks. Adclear specifically addresses compliance challenges faced by fintech firms operating under the stringent regulations imposed by the Financial Conduct Authority (FCA). This is particularly critical for companies within high-risk sectors such as investments, loans, foreign exchange (FX), contracts for difference (CFDs), spread betting, and cryptocurrency.

Fintech businesses are under increasing pressure to manage growth while maintaining compliance, especially as stronger regulations surrounding high-risk investments have been established to enhance consumer protection. Adclear’s software is designed to tackle these compliance issues by eliminating the tedious manual reviews that often cause bottlenecks and hinder interdepartmental collaboration.

The platform features evaluations that provide instant, contextual feedback regarding a company's compliance status. By automating and centralising existing workflows into a single platform, Adclear eliminates the reliance on multiple disparate tools, promoting efficiency.

Adclear counts prominent fintech brands amongst its clients, including Plum, Creditspring, and Trade Nation.

“The financial services sector is experiencing unprecedented regulatory scrutiny around marketing compliance, and what impressed us about Adclear was their practical approach to solving a real pain point that's costing fintechs millions in delayed campaigns and compliance overhead," said Martijn de Wever, CEO & Founder of Floww and Founder and General Partner at Force Over Mass, speaking to Tech.eu.

Co-Founder of Adclear, Joe Jordan, remarked, "Our experience in financial services and regulated marketing means we understand this problem first-hand. Our focus is delivering a product that enables teams to spend more of their time on the most important parts of their business."

Fred Soneya, General Partner at Haatch, noted the significance of the investment by stating, "Adclear addresses a critical pain point in the regulatory compliance landscape for financial services. As both investors and users of their platform for our marketing materials, we're particularly excited to support their growth journey."

Doni Hoti, Co-Founder of Adclear, shared insights into the future of the company: "This funding round will accelerate our product development and market expansion. We're committed to helping fintech businesses navigate the complex world of marketing compliance, allowing them to focus on innovation and growth while ensuring regulatory adherence."

As AI technology continues to gain traction within the business sector, Adclear exemplifies a trend towards automation being embraced by companies as they adapt to evolving regulatory environments. The startup's strategic approach to enhancing operational efficiency in compliance may position it favorably within the burgeoning regtech market.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://businesscloud.co.uk/news/regtech-startup-secures-500000-in-pre-seed-funding/> - This article corroborates Adclear's pre-seed funding and its focus on automating marketing compliance for fintech businesses.
* <https://www.fca.org.uk/> - This link provides information about the Financial Conduct Authority (FCA), which imposes stringent regulations on fintech businesses.
* <https://www.plum.com/> - Plum is mentioned as one of Adclear's clients, benefiting from its compliance solutions.
* <https://www.creditspring.co.uk/> - Creditspring is another fintech company that uses Adclear's services for compliance management.
* <https://www.tradenation.com/> - Trade Nation is listed as a client of Adclear, highlighting the startup's reach in the fintech sector.
* <https://www.haatch.com/> - Haatch is mentioned as the lead investor in Adclear's pre-seed funding round.
* <https://forceovermass.com/> - Force Over Mass participated in Adclear's funding round, supporting its growth and development.
* <https://www.founderscapital.co.uk/> - Founders Capital also contributed to Adclear's pre-seed funding, further validating its potential.
* <https://www.tech.eu/> - This platform may have featured Martijn de Wever's quote about Adclear's practical approach to compliance challenges.