Brand Overview and Audience Analysis
Our community is growing

Audience Analysis

Below are our most engaged members:

- Managing Director
- Growth and Acquisition Specialist
- Group Reporting Manager
- Senior business manager
- Account Manager
- C-Suite
- Finance Director
- Board member
- Managing Director
- Partner
Our audience primarily consists of high-level professionals based in the UK, with nearly 60% holding C-level positions or higher.
Accountancy Age at a glance

Daily Newsletter Analysis

Total reachable newsletter subscribers: **49,231**

Daily newsletter average open rate: **19.1%**

Website Traffic Analysis

Unique visitors to the website: **122,969**

Main Website Traffic Sources – How Readers Found Us:

- Google – 50.7%
- Direct from our website domain – 36.2%
- Bing – 5.7%
Content Analysis and Strategy
### Top 10 most-viewed content pieces

Below are the contents that received the most views over the last quarter. **News** dominates the list with six pieces, highlighting the audience's preference for timely and relevant updates.

<table>
<thead>
<tr>
<th>Topic</th>
<th>Content Format</th>
<th>Audit</th>
<th>M&amp;A</th>
<th>Practice Strategy</th>
<th>Corporate Finance</th>
<th>Awards</th>
</tr>
</thead>
<tbody>
<tr>
<td>News</td>
<td>Audit</td>
<td>FRC publishes final settlement decision to KPMG on Carillion</td>
<td>Forvis Mazars Launches New $5 Billion Global Network in Professional Services</td>
<td>Grant Thornton Layoffs and PE Takeover: What's Happening?</td>
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<td></td>
<td></td>
<td>- 881 views</td>
<td>- 6073 views</td>
<td>- 1723 views</td>
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<td></td>
<td>Audit</td>
<td>FRC fines Grant Thornton £40,000 for pension fund audit</td>
<td>KPMG Switzerland and UK Merger: Creating a $4.4bn Giant</td>
<td>PwC US announces major reversal in tax division strategy</td>
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<td></td>
<td></td>
<td>- 675 views</td>
<td>- 743 views</td>
<td>- 1091 views</td>
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<td></td>
<td>Audit</td>
<td>Audit Industry Failures UK: 75% of Bust Companies Unflagged</td>
<td>- 533 views</td>
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<tr>
<td>Interview</td>
<td>M&amp;A</td>
<td>AI in Financial Auditing: KPMG Predicts Major Shift by 2027</td>
<td>- 815 views</td>
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<tr>
<td>Awards</td>
<td>Practice Strategy</td>
<td>O&amp;A: The SecretCFO tells all</td>
<td>- 912 views</td>
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<tr>
<td>Awards</td>
<td>M&amp;A</td>
<td>35 under 35 2024: First wave of winners revealed!</td>
<td>- 687 views</td>
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</table>

These pieces also had strong LinkedIn traction.
Key Topics

Based on our most-viewed content and what we are hearing from our audience, following are a deep dive into the key topics that are resonating well with the audience in the last quarter, also a great indication for our content plan for the upcoming quarter.

- Mergers and Acquisitions
- Practice Strategy - The shift to consultancy
- Audit
Key Topic 1 - M&A

- **Industry Consolidation**: The high interest in M&A topics reflects ongoing consolidation trends within the accounting industry. Firms are merging to expand their market reach, diversify service offerings, and enhance competitive positioning.

  This resonates with the audience as these changes can significantly impact market dynamics, client relationships, and career opportunities.

- **Strategic Growth**: M&A activities are often indicative of strategic growth initiatives. Our audience is keen to understand the motivations behind these mergers, the synergies expected, and the long-term implications for the firms involved. This knowledge is crucial for professionals involved in strategic planning and advisory roles.

- **Regulatory and Compliance Considerations**: M&A transactions in the accounting sector often come with complex regulatory and compliance challenges. Readers are interested in how firms navigate these challenges, ensuring smooth transitions while adhering to industry standards and regulations.

**Relevant articles:**
- *Forvis Mazars Launches New $5 Billion Global Network in Professional Services*
- *KPMG Switzerland and UK Merger: Creating a $4.4bn Giant*
Revenue Growth: The accounting industry has seen a significant shift towards consultancy services, driving substantial revenue growth. Mid-market firms, in particular, have seen substantial proportional gains by expanding their consultancy offerings. For example, Shaw Gibbs and TC Group reported significant increases in their fee incomes, primarily driven by their consultancy services.

In 2023, the top 100 firms generated £74.6 million in fees from advisory and consultancy services, with the Big Four firms averaging £1.3 million each in consultancy fee income. This represents a substantial increase from previous years and highlights the growing importance of consultancy in the industry.
**Client Expectations and Needs:** Firms have increasingly diversified their service offerings to include strategic planning, technology implementation, and ESG advisory, driven by client demand for more comprehensive, tech-savvy solutions. The adoption of advanced technologies such as AI, automation, and cloud computing has enabled accounting firms to enhance their processes and provide deeper data analytics. These technological advancements are pivotal for firms to offer high-value consultancy services and meet evolving client expectations.

**Navigating Economic Uncertainty:** The economic landscape in the UK remains volatile, with factors like high inflation, rising interest rates, and global market shifts. Consultancy services have become crucial for firms to help their clients manage these uncertainties through strategic planning, cost control, and cash flow management. Additionally, the complex and evolving regulatory environment has necessitated that accounting firms offer consultancy services to help clients stay compliant with new regulations, including areas such as tax compliance, and digitalisation.

**Relevant articles:**
- [Grant Thornton Layoffs and PE Takeover: What’s Happening?](#)
- [PwC US announces major reversal in tax division strategy](#)
Key Topic 3 - Audit

- **Regulatory Scrutiny and Compliance:** The accounting profession is heavily regulated, with strict standards governing audit practices. Articles on audit resonate because they address the consequences of non-compliance, highlight the importance of maintaining high standards, and provide cautionary tales for other firms.

- **Technological Impact:** The integration of AI and other advanced technologies into audit practices is a hot topic. Professionals are eager to learn how these technologies can enhance audit quality, improve efficiency, and address new challenges posed by an increasingly complex financial landscape.

- **Professional Integrity and Reputation:** Audit failures can significantly damage a firm's reputation and client trust. Articles on audit issues underscore the importance of professional integrity and the measures firms need to take to uphold their reputations and maintain client confidence.

Relevant articles:
* FRC publishes final settlement decision to KPMG on Carillion
* AI in Financial Auditing: KPMG Predicts Major Shift by 2027
Social Performance

Over the last quarter, our social community has grown. On LinkedIn, we had 1,178 unique visitors and 563 new followers, representing year-over-year growth of 244% and 221%, respectively.

See our top 5 LinkedIn posts below.

Our Q&A with the Secret CFO has just been published where we get a glimpse into the mind of one of the most mysterious financial professionals within the industry.

In case you missed it: KPMG UK and KPMG Switzerland have announced a merger!

Exclusive interview alert! Ahead of Forvis Mazars in the UK announcing their new partnership this week, Accountancy Age spoke to CEO Phil Verity to get the inside scoop.

Winner in focus - Introducing George Suthon!

In case you missed it, here is the full list of this year’s winners from the #35under35 awards, in partnership with AJ Chambers!
Content Strategy for Q3

Focus for Q3 will be two-fold – a greater number of peer interviews, as well as refocus on certain topics.

We have interviews lined up with CEOs at a number of mid-tier top firms to talk about practice strategy, M&A, AI and talent retention. Targets include: Cooper Parry, BKL, Azets and Baker Tilly International.

We also have 15+ interviews to be scheduled off the back of the 35 under 35.

On the topic front:

<table>
<thead>
<tr>
<th>Impact of the UK election</th>
<th>Consolidation</th>
<th>Branding</th>
<th>Talent Retention</th>
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<tbody>
<tr>
<td>What will this mean for:</td>
<td>Continued consolidation within the UK accounting sector, particularly the mid-tier firms and what impact will private equity play in the next few months.</td>
<td>The importance of branding – how can accounting firms stand out in an overly competitive market, one where client demands continue to grow.</td>
<td>Talent retention – big one for the firms in the next quarter as they seek to take on graduates post degree graduation. Goes back to the branding piece – what makes them a great employer.</td>
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<tr>
<td>a. Corporation tax</td>
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<td>b. Tax credits, specifically R&amp;D</td>
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<td>c. Audit reform</td>
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<td>d. HMRC reform</td>
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*You can also find our 2024 content calendar here.*
THANK YOU

Hope you find the insights from this report beneficial. If you’d like more information and insights on the AccountancyAge (AA) audience let us know.

partnerships@contentive.com