Brand Overview and Audience Analysis
Our community is growing

Audience Analysis

Our audience is dispersed globally, with the UK and North America being the two main regions. The majority of our readers are high-level professionals, either in large organisations or small start-ups, reflecting an interesting polarisation.
Our extensive readership, distinguished reputation, and over two decades of media experience, along with detailed reports on financial technology developments and trends across the globe, affirm Bobsguide as the ultimate, authoritative intelligence source for the sector. We deliver daily news, comprehensive analyses, and insightful commentary spanning a broad array of subjects such as: FinTech, BankingTech, PayTech, RegTech, WealthTech, LendTech, and InsurTech.
**Bobsguide at a glance**

**Daily Newsletter Analysis**
- Total reachable newsletter subscribers: **5,435**
- Daily newsletter average open rate: **26.5%**

**Website Traffic Analysis**
- Unique visitors to the website: **26,054**

**Main Website Traffic Sources – How Readers Found Us:**
- **Google** – 46.6%
- **Direct from our website domain** – 40.5%
- **LinkedIn** – 2.9%

Most users found our resources through Google search or by saving our website and checking it, without any attributed sources directing them to the content.
Content Analysis and Strategy
Top 10 most-viewed content pieces

Below are the contents that received the most views over the last quarter. News and news analysis dominate the list, highlighting the audience's preference for timely and relevant updates.

<table>
<thead>
<tr>
<th>Topic</th>
<th>Content</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banking, Payments</td>
<td>Robinhood Dives Into the Credit Card Arena with Its Gold Card Launch</td>
</tr>
<tr>
<td>AI</td>
<td>OpenAI introduces GPT-4, its faster and free for all new AI model</td>
</tr>
<tr>
<td>Fintech, Top 10</td>
<td>Wells Fargo fires employees for using mouse jiggers to fake productivity</td>
</tr>
<tr>
<td>Banking</td>
<td>Alibaba bets big on China's genAI startups with cloud power</td>
</tr>
<tr>
<td>Crypto</td>
<td>Goldman Sachs sells Marcus Invest accounts to Betterment</td>
</tr>
<tr>
<td>Sustainability</td>
<td>Revolut launches Revolut X, a crypto trading platform for UK retail customers</td>
</tr>
</tbody>
</table>

- 1296 views
- 1296 views
- 983 views
- 442 views
- 442 views
- 493 views
- 433 views
- 388 views
- 348 views
- 1638 views
- 1722 views
- 1296 views
- 381 views
- 420 views
- 388 views
- 348 views
- 420 views
- 388 views
- 348 views
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.

- Banking
- AI
- Crypto
- Sustainability
Market Dynamics: The high interest in banking topics such as Robinhood's credit card launch and Wells Fargo's employee actions reflects the dynamic and often contentious nature of the banking industry. This interest highlights the audience's need for updates on regulatory changes, new product launches, and internal corporate developments that could impact the market and individual careers.

Technological Integration: The banking sector is increasingly integrating technology to enhance customer service and streamline operations. Articles on topics like Wells Fargo's employee monitoring practices and Goldman Sachs' asset sales reflect this trend and the potential ethical and operational implications.

Relevant articles:
* Robinhood Dives Into the Credit Card Arena with Its Gold Card Launch
* Wells Fargo fires employees for using mouse jiggles to fake productivity
* Goldman Sachs sells Marcus Invest accounts to Betterment
Innovation and Accessibility: OpenAI's introduction of GPT-4o and Alibaba's investment in generative AI startups are of significant interest due to their implications for technological advancement and accessibility. The audience is keen on understanding how these developments will impact various industries, including finance, and what new opportunities or challenges they may present.

Industry Impact: AI's growing presence in finance and other sectors necessitates a deeper understanding of its capabilities and limitations. Readers are particularly interested in how AI can drive efficiency, innovation, and competitive advantage.

Relevant articles:
* OpenAI introduces GPT-4o, its faster and free for all new AI model
* Alibaba bets big on China's genAI startups with cloud power
Key Topic 3 - Crypto

- **Market Volatility and Opportunity**: Articles on Bitcoin halving and Ripple's move into stablecoins highlight the crypto market's inherent volatility and the strategic moves being made within it. These topics are crucial for readers interested in the financial and technological implications of cryptocurrency developments.

- **Regulatory Landscape**: The evolving regulatory environment for cryptocurrencies is a significant area of interest, influencing market behaviour and investment strategies. Understanding the regulatory context is essential for readers involved in crypto trading, investment, and development.

**Relevant articles:**
*The bitcoin halving aftermath for investors, miners, and the crypto market*
*Ripple's Strategic Leap into the Stablecoin Arena*
*Revolut launches Revolut X, a crypto trading platform for UK retail customers*
Long-term Viability: Fintech sustainability trends are gaining attention as firms and investors look to align their strategies with long-term environmental and social goals. This reflects a broader industry shift towards sustainable and responsible investing.

Innovative Practices: Readers are interested in how fintech companies are adopting sustainable practices and what trends are emerging in this area. This knowledge is crucial for professionals involved in strategic planning, compliance, and investment.

Relevant articles:
* [Key fintech sustainability trends to watch in 2024](#)
Social Performance

Over the last quarter, our social community has grown. On LinkedIn, we had 242 unique visitors and 46 new followers, representing year-over-year growth of 55.1% and 360%, respectively.

See our top 5 LinkedIn posts below.
Content Strategy for Q3

- **More interviews**: Increase the number of interviews with key figures in the fintech and banking sectors.
- **Long-form content**: Expand the production of long-form content to provide in-depth analysis and insights.
- **Focus on visual elements**: Enhance articles and video content with infographics, images, graphs, and charts.
- **Continue top ten lists**: Maintain and expand the popular top ten lists, as they attract significant reader interest.

### Topics in focus:

- The State of AI in Banking and Finance
- Do Banks Need Gamification?
- Is Blockchain the Answer to Financial Inclusion?
- Tokenisation in Fintech
- Open Banking
- The State of Gender Diversity in the Fintech Sector
- Green Fintech
- Digital Payments
- Embedded Finance
- The Rise of Neobanks – Disrupting the Traditional Banking Model
- Expert Predictions for Fintech 2025
- Virtual/Crypto POS
THANK YOU

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

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