Audience Intelligence Report

Q2 2024
Our community is growing

**Audience Analysis**  Our audience primarily consists of professionals based in the UK.

- Head Corporate & Trade Finance
- Director of Finance and Business Services
- Head of Business Development
- Managing Director
- C-Suite
- Finance Director
- Country Financial Controller
- Vice President Finance
- Finance Manager
- Finance Director
- Goodman
The CFO provides invaluable analysis and exclusive content, covering the critical issues to support finance directors through their daily challenges from corporate governance to financial planning, leadership and management, talent, compliance, technology, and more.
The CFO at a Glance

Daily Newsletter Analysis
Total reachable newsletter subscribers: **35,585**

Daily newsletter average open rate: **14.20%**

Website Traffic Analysis
Unique visitors to the website: **55,680**

Main Website Traffic Sources – How Readers Found Us:

- Google – 42.7%
- Direct from our website domain – 29.7%
- LinkedIn – 3%
- Bing – 2.6%
Content Analysis and Strategy
Top 10 most-viewed content pieces

Let's dig deeper into what our audience is consuming to understand their specific challenges in AI, people analytics, and employee experience.

<table>
<thead>
<tr>
<th>Content Format</th>
<th>Topic</th>
<th>Corporate Finance</th>
<th>Banking</th>
<th>Accounting Firms</th>
<th>Talent, Automation</th>
<th>CSR, ESG</th>
<th>Strategy &amp; Operations</th>
<th>Compliance</th>
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<tbody>
<tr>
<td>Interview</td>
<td>Q&amp;A: The SecretCFO tells all</td>
<td>★ 3370 views</td>
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<td>News Analysis</td>
<td>Should CFOs be worried about the accounting shortage?</td>
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<tr>
<td>News</td>
<td>Goldman Sachs becomes latest bank to withdraw from London</td>
<td>★ 1159 views</td>
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<tr>
<td>Opinion</td>
<td>Google's CFO announces team restructure following AI deployment</td>
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<td>Opinion</td>
<td>Netflix profits soar as password sharing crackdown pays off</td>
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<tr>
<td>News</td>
<td>What CFOs can learn from Shell’s carbon credit scandal</td>
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<td>News</td>
<td>RBC’s CFO exit is a warning to other finance chiefs not taking personal liability seriously</td>
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These pieces also had strong LinkedIn traction.
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.
Key Topic 1: Corporate Finance – Interviews with ‘Finfluencers’

- **Leadership and Strategy**: Corporate finance content often covers high-level strategic decision-making, financial planning, and risk management, all of which are critical areas of interest for CFOs.

- **Insider Insights**: CFOs are constantly seeking ways to enhance their skills and knowledge. They are likely drawn to such content as it offers practical advice, real-world experiences, and strategic guidance from a peer who understands their unique challenges.

**Relevant articles:**
*Q&A: The Secret CFO tells all*
*Secret CFO: How to master the pivotal first 100 Days as a new CFO*
Regulatory and Economic Impact: CFOs need to stay informed about changes in the banking sector, especially those that could affect their own financial operations, investments, and strategic planning.

Risk Management: The departure of a major bank like Goldman Sachs from London is significant news for CFOs, as it can indicate broader economic trends and potential impacts on financial markets. Understanding the reasons behind such moves helps CFOs assess risks and make informed decisions about their own firm's exposure to similar factors.

Relevant articles:
* [Goldman Sachs become latest bank to leave London](https://www.goldmansachs.com)
Key Topic 3: CSR & ESG

• **Evolving Regulations**: CFOs must navigate an increasingly complex regulatory environment related to CSR and ESG. Governments and regulatory bodies are imposing stricter requirements for environmental reporting, social responsibility, and governance practices.

  ◦ **UK Sustainability Disclosure Standards (UK SDS)**: The UK government is set to endorse the International Sustainability Standards Board (ISSB) standards to create the UK Sustainability Disclosure Standards by July 2024. These standards will require companies to disclose sustainability-related risks and opportunities, influencing their corporate strategies and operations significantly.

  ◦ **Anti-Greenwashing Regulations**: The Financial Conduct Authority (FCA) has finalised new rules under the Sustainability Disclosure Requirements and Investment Labels regime, including a general anti-greenwashing rule. These regulations aim to ensure that sustainability-related statements and marketing materials accurately reflect the underlying sustainability profiles of products and services, thus impacting all regulated firms from Q3 2024.
Key Topic 3: CSR & ESG

- **Long-term Value Creation:** CSR and ESG are not just about compliance; they are also about creating long-term value. Companies that prioritise these areas are often more resilient and better positioned to adapt to future challenges. CFOs are interested in learning how to integrate these principles into their long-term strategy.

- **Sustainability Risks:** Environmental and social risks can have significant financial implications. CFOs must assess and manage these risks to ensure the sustainability of their operations. Articles that provide insights into risk management strategies for ESG issues are highly valuable.

Relevant articles:
*Shell Carbon Credit Scandal: A Wake-Up Call for CFOs*
*ESG Assurance Readiness: Only 29% of Companies Prepared*
Is financial innovation the heartbeat of a company’s success? The Secret CFO shares their take that might change the way you think about finance.

The CFO has just published an exclusive interview with Secret CFO — a seasoned financial leader whose anonymous insights have captivated a global audience of business professionals.

In a new article for The CFO, Philip Edwards highlights where forward-thinking organisations are redefining success by integrating employee well-being into their financial strategies.

As CFOs, how can you harness AI to enhance our teams' efficiency while navigating the challenges of such integrations?

Are too many financial planners are simply scanning for potential crises rather than actively preparing for them?
Content Strategy for Q3

We will continue to improve the **Revenue Radar series** and conduct **interviews with CFOs**. Planned interviews include CFOs from Inchcape and Centre Parcs.

### On the topic front:

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<th>IPO Market in the UK</th>
<th>ESG Integration in Finance Strategy</th>
<th>Political Instability and Supply Chain Impact</th>
<th>Interdepartmental Collaboration and Turnover Concerns</th>
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<td>The IPO market, particularly in the UK, is under scrutiny. There are concerns about London’s diminishing appeal as a hub for business establishment and IPO launches. The upcoming election results are anticipated to influence this trend.</td>
<td>The integration of ESG considerations into finance strategies is a significant point of interest. The recent EU elections have highlighted a decline in the attractiveness of ESG, leading many businesses to reevaluate its priority in their agendas.</td>
<td>The impact of political instability on supply chain fragility and business environment favorability has come to the forefront. The evolving situations in emerging markets such as South Africa, India, and Mexico are being closely monitored. The impending US election also raises questions about potential regulatory shifts.</td>
<td>Collaboration with other departments has become a growing concern for CFOs. They are exploring ways to effectively engage with their CMOs and CTOs while maintaining strong working relationships with their CEOs. Furthermore, the increasing turnover within the market is a subject of consideration.</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 CFO audience let us know.

partnerships@contentive.com