

Solutions to support your digital **personal finance** campaigns



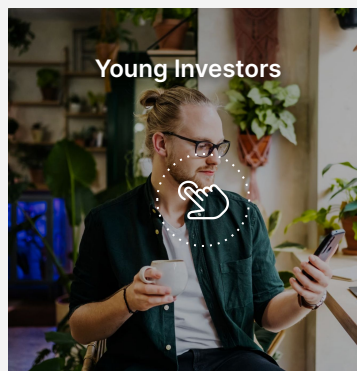
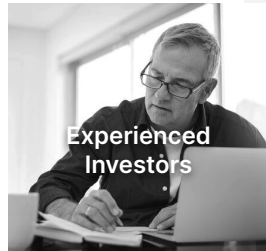
Technology drives financial innovations

Technology disrupting the finance sector is nothing new. Innovation has provided consumers with more banking, payment, and investing options, all while making existing options even more accessible. 76% of Americans have used at least one payment app and 26% can envision dealing with financial transactions exclusively via their smartphones.

When it comes to investing, 58% of Americans have some money invested in the stock market and 21% have owned cryptocurrency as of 2022, showing that many are open to the idea of a portfolio combining the stability and risks. The younger investors rely heavily on social media for advices, and 40% of Gen Z report using Robinhood at least once a month.

Equativ helps you connect with personal finance enthusiasts

1. Providing advanced consumer insights



Who are the young investors

- They are **risk-taker** (i260)
- **Stocks** (59%) & **cryptocurrency** (43%) are their top 2 investments
- High usage rate of online trading platforms such as **Robinhood** (30%), **Coinbase** (25%), and **Fidelity** (24%)

Get more insights on how personal finance enthusiasts think, shop and where to find them online!

[Book a meeting](#)

2. Delivering result-oriented campaigns, through:

Contextual Targeting

Target your audience real-time interests with the most relevant segments towards your goals.

Contextual Segments

- Finance & Economy
- Business
- Hightech
- CTV - Business
- CTV - Finance
- ...

3rd Party Data Targeting

Easily apply a layer of data from leading providers that are already integrated with us.

Data Segments

- Stock Investors
- Crypto Investors
- HHI 150K+
- Financial Planning Purchasers
- ...

Enhanced Ad Experience

Tell a story that will resonate with users and drive meaningful actions directly within the ad.

Recommended Formats

- Video Preroll + Skin
- Display Banner + Form

Across relevant inventory

Investing



Banking & Credit



Business News



How to activate?



Managed Service



Programmatic (Auction Packages, Programmatic Guaranteed)

Our team is already helping 35K+ brands across the globe, ensuring they deliver memorable ad experiences. With both managed service and programmatic activation, we help brands exceed their goals.

[Get Started](#)