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

Sources: 10to8, GWI study data
2. Delivering result-oriented campaigns, through:

**Contextual Targeting**

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

- 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.

- 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
- Investopedia
- Nasdaq
- Charles Schwab
- Finviz
- Investing.com

Banking & Credit
- CHASE
- AMERICAN EXPRESS
- Fifth Third Bank
- LendingTree
- CITI

Business News
- BUSINESS INSIDER
- REUTERS
- Inc.
- Forbes
- FORTUNE
- FOX BUSINESS

**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