Investopedia is a trusted, unbiased, global financial education resource. Backed by a team of data scientists and financial experts, Investopedia is the destination for the most timely, relevant and actionable financial content to help financial advisors and affluent investors at every level make smarter financial decisions.

Investing
Markets
Forex
Financial Advisors
Retirement
Personal Finance
ETFs & Mutual Funds
Managing Wealth
Active Trading

26MM Global monthly uniques
72MM Global monthly pageviews

Source: Google Analytics, 2018.
Investopedia’s Unique Take on Financial Content

The World’s Largest Financial Education Website

Investopedia is uniquely positioned to make investors smarter about financial themes, ideas, and insights – and to connect them with the expertise of financial advisors.

By leaning into news and timely content in addition to the tutorials, charts & analysis and other tools that have built the Investopedia brand over the years, our platform is the go-to destination for interactive financial education at any level.
Education Leads to Action
Reaching Users at Every Point Along the Customer Journey & Guiding Them to Action

Client Goals:
- Awareness
- Interest
- Consideration
- Intent
- Conversions

Path to Conversion

Marketing Solution:
- Display (CPM)
- Sponsorships (CPM)
- Native & Custom Content (CPV)
- Video (CPM)
- Webinars (CPL)
- Performance Suite (CPC, CPA)
Investopedia users are highly engaged and poised to take action, coming to the site to gain the knowledge they need to make informed investing decisions.

76% of users have taken action after visiting Investopedia.

**Actions Taken After Visiting Investopedia**

- 48% Shared Investopedia information with someone else
- 32% Bought or sold an investment (e.g., stock, bond, fund)
- 26% Visited the website of a financial services company

Source: Visitors Survey, Jun 2018
A Winning Content Strategy
Driving YoY Growth Across Investopedia

+12% A25-34 Audience
+18% Average time spent on page
+20% Sessions
+25% Mobile Traffic
+63% Email Traffic
+180% Content Pieces

Source: Google Analytics 2017/2018
Top Investopedia Traffic by Country
Monthly Unique Visitors

Source: Google Analytics, 2018.
Investopedia’s Audience

- **Average Age**: 43
- **Average Income**: $105K
- **Financial Professionals**: 17%
- **Professional/Managerial status**: 76%
- **Social Followers**: 904K
- **Newsletter Subscribers**: 5.5MM
- **Desktop : Mobile : Tablet Audience Breakout**: 54% : 41% : 5%
- **Male : Female**: 70% : 30%
- **Over $250K investable assets**: 38%

Source: Google Analytics, 2018; ComScore 2018; Ipsos Double-Base, June 2018; Investopedia Visitor Survey, 2018.
Reaching Sophisticated Investors
Active, Affluent & Diversified

ACTIVE INVESTORS:

191 Index
20+ Securities transactions made in the last year

201 Index
Medium or Heavy Stock Trading

AFFLUENT INVESTORS:

143 Index
HH income $200K+

125 Index
Brokerage Value $500M - $1MM

132 Index
Portfolio Value $10MM+

DIVERSIFIED INVESTORS:

% of Investopedia users who own:

- 29% Money Market Funds
- 39% 401k
- 40% IRA
- 61% Stocks
- 34% ETFs
- 43% Mutual Funds

Reaching Financial Professionals

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<tr>
<th>Index</th>
<th>Description</th>
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<td>Registered Investment Advisor (RIA)</td>
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<td>665</td>
<td>Certified Financial Advisor</td>
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<td>546</td>
<td>Broker/Dealer/Trader</td>
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<td>Financial Planner/Asset Manager</td>
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<td>227</td>
<td>Financial Occupation</td>
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Source: IPSOS Affluent Survey Fall 2018
## Investing in the Right Content

Investing in the Right Content

**Investopedia’s Core Content Channels**

<table>
<thead>
<tr>
<th>Category</th>
<th>Pieces of Content</th>
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<td>FINANCIAL ADVISORS</td>
<td>7K</td>
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<tr>
<td>MARKETS</td>
<td>56K</td>
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<tr>
<td>PERSONAL FINANCE</td>
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<tr>
<td>INVESTING</td>
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<td>RETIREMENT</td>
<td>4K</td>
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<tr>
<td>FOREX</td>
<td>2K</td>
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<tr>
<td>ETFS &amp; MUTUAL FUNDS</td>
<td>5K</td>
</tr>
<tr>
<td>ACTIVE TRADING</td>
<td>9K</td>
</tr>
<tr>
<td>MANAGING WEALTH</td>
<td>3K</td>
</tr>
</tbody>
</table>

Source: Investopedia Internal Data, April 2018
Partner Testimonials
Providing Effective Solutions for Our Clients

“Investopedia is flexible, open to ideas and always transparent ... which isn’t something that can be said for many of their competitors. They are constantly progressing with new ideas and innovations which keeps our clients excited about using the site, time and time again.”

Account Director, Pure Media

“Investopedia proved to be a highly effective partner, engaging a qualified audience while maintaining efficiency goals.”

Client, Nadex

“We partnered with Investopedia for our direct-response campaign and quickly saw success with their audience. They now fall within our 5 top-performing publisher partners and we continue to grow the relationship through existing inventory and new opportunities they provide beyond just a display banner”

Senior Strategist, The Media Kitchen

“Investopedia worked really well for our DR-focused campaign! They really provide efficiency and outperform similar sites.”

Media Planner, Generator Media
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