



TOTAL SUBSCRIBERS

24,985

(250% increase from previous quarter)



LINKEDIN SUBSCRIBERS

3,160

TOP INDUSTRIES

IT Services

19%

Financial Services

14%

Banking

13%

Consulting

3%

TOP ENGAGED COMPANIES



TOP GEOGRAPHIES



UK

16%



US

54%



EU

5%

TOP SUBSCRIBER DESIGNATIONS

31%

Senior Level
(C-suite, CTOs,
Directors, Board)

49%

Mid level
(Managers, VPs and Head of
Cybersecurity)

20%

Other
(Security and
Technology consultants)



KEY TAKEAWAYS:



Campaigns with tech forward
finance innovations have
generated high interest



Bobsguide's readers are US-
based finance professionals,
focussed on cybersecurity



Bobsguide is a trusted and
efficient medium for timely
information.

CONTENT CONSUMPTION

In comparison to Q4 2024, Q1 2025 saw a

104% increase

increase in overall engagement (clicks + opens) from readers
across topics like [fintech](#), [cybersecurity](#), [data protection](#), [risk](#) and [fraud monitoring](#)

SPONSORED CONTENT CONSUMPTION

In Q1 2025, campaigns about using AI for financial workflow
transformation, rise of financial automation and neobanks
attracting millennial and GenZ traders drove more than

50% engagement

NEWSLETTER OPEN RATE

18%

(> industry average of 15%)

CLICK THROUGH RATE

16%

(100% increase from the
previous quarter)

PEAK OPEN TIME

Mondays at
4pm

DEVICE ENGAGEMENT

Consistent desktop
engagement of 10k like the
previous quarter.



KEY TAKEAWAYS:

- Rapid **increase** in audience and interest in Bobsguide's **editorial themes**.
- Readers are actively seeking information on **mission critical** topics like **cybersecurity**, **risk** and **fraud monitoring**.
- **Sponsored campaign** engagement shows **strong interest** in **future-forward** and **tech led financial innovations**
- **High overall engagement** indicates strong subject lines and **content relevance**.
- **Consistent desktop engagement** confirms that the audience is B2B and decision-makers.
- **High open rates** and **click rates** are reflective of active interest.

WEBSITE CONTENT ENGAGEMENT TRENDS

TOP CONTENT PIECES	IMPRESSIONS	AVERAGE READING TIME (SECONDS)
The future of fintech: Key predictions for 2025 – Part 1 bobsguide	120k	50
Top 10 fintech innovations transforming the financial sector bobsguide	44k	36
Top 10 RegTech trends for 2025 bobsguide	13k	43

TOP CONTENT FORMATS AND AVERAGE IMPRESSIONS

NEWS ANALYSIS

120k

NATIVE ARTICLES

45k

TOP 10 LISTICLES

40k



KEY THEMES THAT HELD OUR AUDIENCE'S INTEREST



Future focused analysis
and predictions



Cutting edge financial
technologies.



Thought leadership and
trend spotting



Insights into specific
technologies.

PRODUCT PERFORMANCES



Native Placement

Open Rate

19%

Click Rate

14%



Content Calendar

Why work with Bobsguide?

BG's readership includes highly engaged financial tech audience that are actively seeking solutions. Combining campaigns for AI and automation- based solutions with topics of emerging tech and SaaS campaigns will help meet buyers at the awareness and consideration stage. The audience is consuming deep-dive insights which are ideal for whitepapers, webinars and product explainers making Bobsguide the ideal space to discover next-gen finance tools.

To learn more, talk to us : partnerships@clickzmedia.com