AUDIENCE INSIGHTS REPORT

Bobsquide | Q1 2025



(250% increase from previous quarter)

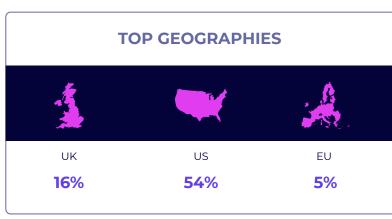
LINKEDIN SUBSCRIBERS

3,160

TOP INDUSTRIES







TOP SUBSCRIBER DESIGNATIONS



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



Mid level (Managers, VPs and Head of Cybersecurity)



SPONSORED CONTENT CONSUMPTION

In Q1 2025, campaigns about using AI for financial workflow transformation, rise of financial automation and neobanks

attracting millenial and GenZ traders drove more than

Other (Security and Technology consultants)



CONTENT CONSUMPTION

In comparison to Q4 2024, Q1 2025 saw a

104% increase

increase in overall engagement (clicks +opens) from readers

across topics like <u>fintech</u>, <u>cybersecurity</u>, <u>data protection</u>, <u>risk</u> and fraud monitoring

NEWSLETTER OPEN RATE 18%

16%

(> industry average of 15%)

CLICK THROUGH RATE

(100% increase from the

previous quarter)

50% engagement 🦐

PEAK OPEN TIME Mondays at

4pm

IMPRESSIONS

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.

WEBSITE CONTENT ENGAGEMENT TRENDS

• **High open rates** and **click rates** are reflective of active interest.

		(SECONDS)
The future of fintech: Key predictions for 2025 – Part 1 bobsguide	120k	50
<u>Top 10 fintech innovations transforming the financial sector </u> <u>bobsguide</u>	44k	36
<u>Top 10 RegTech trends for 2025 bobsguide</u>	13k	43

NEWS ANALYSIS NATIVE ARTICLES TOP 10 LISTICLES

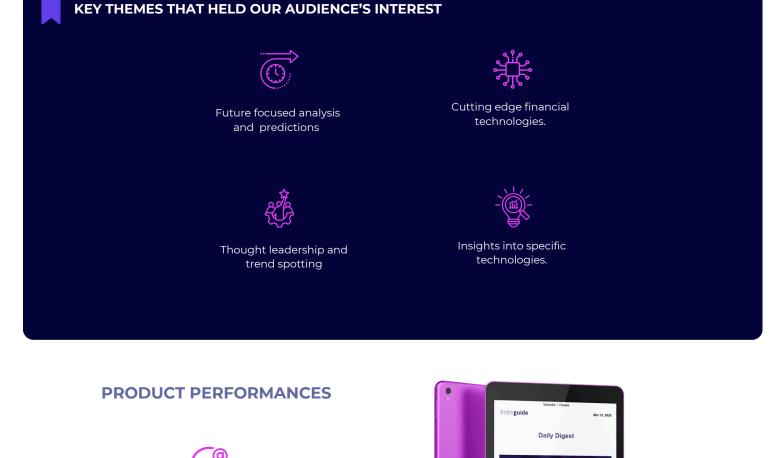
TOP CONTENT FORMATS AND AVERAGE IMPRESSIONS

120k

TOP CONTENT PIECES



AVERAGE READING TIME



Native Placement

Click Rate

14%



Open Rate

Content Calendar



Why work with Bobsguide?

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

BG's readership includes highly engaged financial tech audience that are actively seeking solutions. Combining campaigns for Al and

