



TOTAL SUBSCRIBERS

17,366



LINKEDIN SUBSCRIBERS

3,264

▲ 1.2% FROM Q2 2025

ABOUT BOBSGUIDE

Bobsguide connects fintech and financial services professionals exploring innovation in SaaS, automation, and risk technology. Its audience includes decision-makers shaping digital transformation across banking and fintech.

In Q3, engagement grew across newsletters and feature content, with readers showing particular interest in AI-driven finance and infrastructure modernisation. The report highlights where and how this future-focused audience is consuming content and what topics are gaining momentum.

TOP GEOGRAPHIES



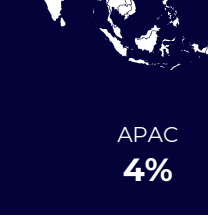
UK
11%



US
80%



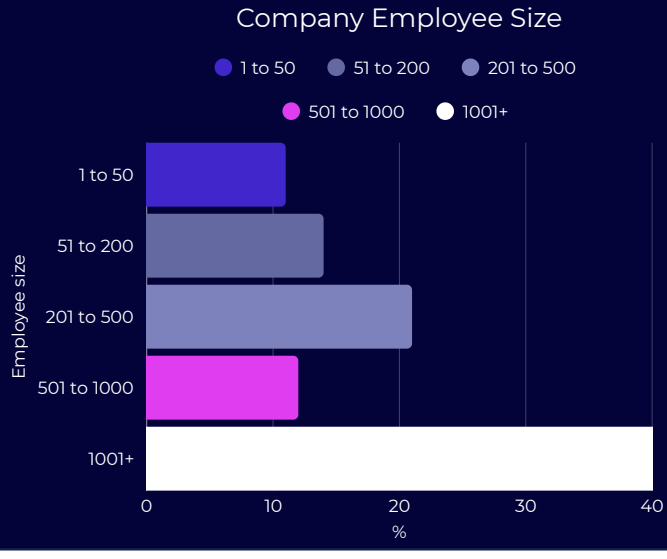
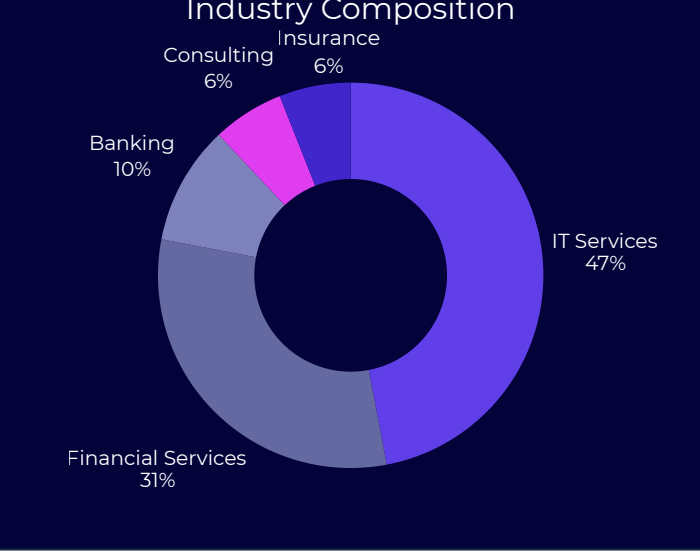
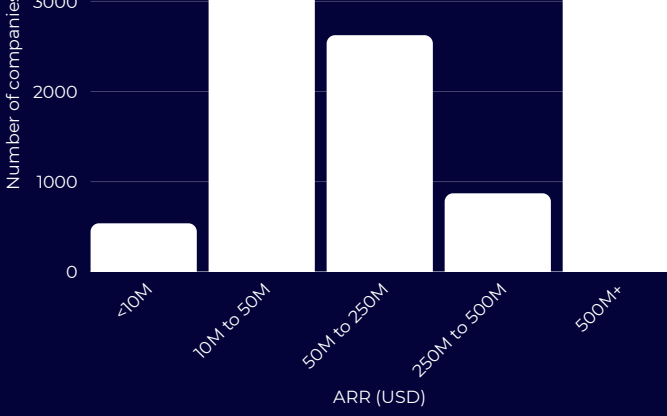
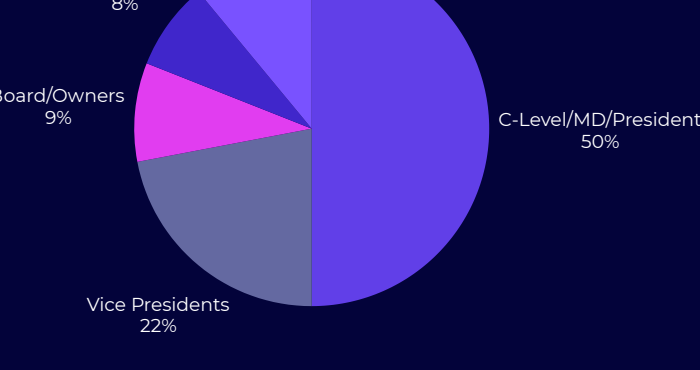
EU
5%



APAC
4%

AUDIENCE PROFILE

With more than 60% of the subscriber base in key decision-making roles, the audience tiers align with complex, enterprise-level B2B buying cycles and mid-market decision makers exploring digital transformation tools.



AUDIENCE REACH AND DIGITAL FOOTPRINT



NEWSLETTER OPENS

14.5%



NEWSLETTER CLICK

2.65%



ANNUAL PAGE VIEWS

226K



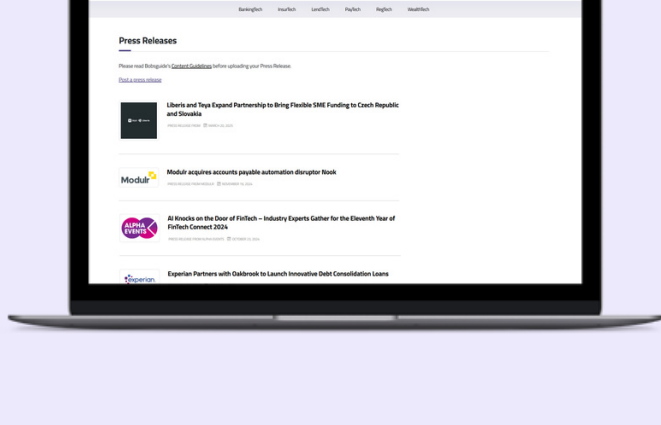
ANNUAL WEBSITE VISITS

201K



AVERAGE TIME ON WEBSITE

21 seconds



AUDIENCE SEGMENTS: WHERE ENGAGEMENT LIVES

Bobsguide reaches tomorrow's finance stack, decision-makers who connect compliance with creativity, transforming risk, regulation, and technology into competitive advantage.



THE RISK DEFENDER

- Cybersecurity, fraud prevention, and compliance automation
- Rapid engagement during event-driven spikes
- Opportunity for Threat detection, GRC tools, fraud



THE FINANCIAL OPTIMISER

- Fintech partnerships, digital onboarding, and financial transformation
- Long-form, professional development-oriented sessions
- Opportunity forSaaS vendors, API-based finance tools



THE INNOVATOR

- AI, machine learning, and fintech infrastructure
- Early adopters with strong cross-topic cons
- Opportunity for GenAI vendors, AI risk analytics, and automation platforms



THE REGULATOR

- Banking regulations, audit standards, ISO 20022, and open banking
- Predictable Monday engagement linked to policy updates
- Opportunity for compliance tech, regtech integrations, open finance enablers

READER PAIN POINTS AND OPPORTUNITIES

Bobsguide's readers are building the financial industry's digital backbone, connecting compliance, automation, and innovation to future-proof global finance.



Rising Regulatory Complexity

- Automated audit and compliance platforms
- RegTech integrations
- Policy tracking dashboards
- Compliance-as-a-service offerings
- Sponsored explainer content



Inefficient Manual Workflows

- RPA (Robotic Process Automation) solutions to
- AI workflow orchestration tools
- No-code automation platforms
- Embedded compliance bots
- Case study-led campaigns



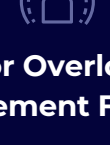
Difficulty Innovating in a Secure, Scalable Way

- Hybrid and enterprise-grade fintech platforms
- AI risk management and model validation tools
- Cloud-native sandbox environments
- Cyber resilience platforms
- Thought-leadership and partner content



Lack of Real-Time Visibility

- Embedded analytics and dashboard tools
- Real-time API data layers
- Predictive analytics platforms
- Cross-domain observability tools
- Sponsored insights



Vendor Overload & Procurement Fatigue

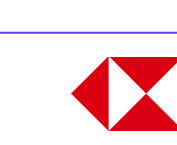
- ROI and time-to-value calculators embedded campaigns
- Peer comparison dashboards
- Analyst-led sponsored content
- Interactive demos and proof-of-concept showcases
- Thought-leadership series

KEY THEMES

These themes signal a shift from product-based competition to platform-led collaboration, where the winners will be those who combine security, scalability, and seamless customer experiences into a unified digital financial network.

PAYMENT INNOVATION & DIGITAL INFRASTRUCTURE

- Fraud prevention, data protection, transaction monitoring
- Contactless, mobile, and instant payment technologie
- BaaS models, fintech partnerships, API-driven integration



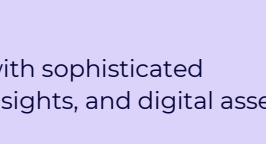
BANKING TRANSFORMATION & CUSTOMER EXPERIENCE

- Legacy system modernisation, cloud adoption, open APIs
- Threat intelligence, compliance, resilience frameworks
- Partner ecosystems, digital banking integration



OPERATIONS & ENTERPRISE

- Predictive analytics, fraud detection, customer insights
- CRM, data analytics, automation platforms
- Scalable infrastructure, hybrid storage, system reliability
- API Development: Real-time connectivity, cross-platform integration



ENGAGEMENT SIGNALS

Bobsguide's audience demonstrates exceptionally high engagement levels (36% click rate) with sophisticated fintech content, driven by professionals seeking cutting-edge market intelligence, security insights, and digital asset expertise.

"I must protect my organisation from evolving cyber threats"



SECURITY & RISK MANAGEMENT

- Advanced persistent threat analysis (Scattered Spider campaigns)
- Digital asset security frameworks and risk assessment
- 2026 cybersecurity risk landscape and preparation strategies

"I want to stay ahead of fintech innovation and business trends"



FINTECH INNOVATION

- Future of payments and agentic payment systems
- Fintech business model evolution and revenue strategies
- Regulatory compliance frameworks (DORA, VAMP ratios)

"I need to understand digital assets and cryptocurrency developments"



DIGITAL ASSETS

- Cryptocurrency trading optimisation strategies & trends
- ETF approvals and institutional adoption pathways
- Stablecoin regulation and compliance frameworks

"I need deep market intelligence and trading technology insights"



MARKET INTELLIGENCE

- Liquidity pattern analysis and temporal market depth research
- Digital asset market intelligence and trading optimisation
- Real-time trading technology and infrastructure solutions

TOP PERFORMING CONTENT TYPES



SECURITY FIRST MINDSET

Fraud prevention and cybersecurity content



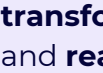
INNOVATION FOCUS

Emerging technologies and business models



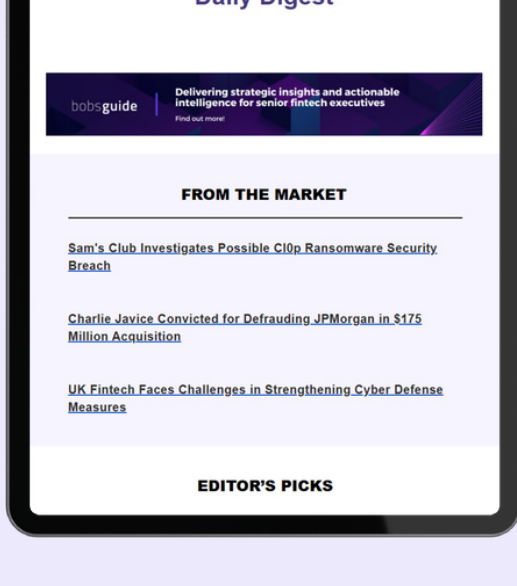
FOCUS ON PRACTICAL IMPLEMENTATION

How-to guides



INDUSTRY INTELLIGENCE

Market analysis and trend coverage



Bobsguide's audience is particularly focused on **security**, **payment innovation**, and **banking transformation**, with growing engagement around **AI implementation**, **embedded finance**, and **real-time payment technologies**.

READER JOURNEY

DISCOVER

→ Daily newsletter

17k subscribers

ENGAGE

→ Webinar, native content, reports

80% engagement

CONVERT

Event sign ups, product demos, report downloads

EXPLORE

→ Website Content

15 to 30 seconds reading time

SOCIAL ENGAGEMENT

→ LinkedIn newsletters, featured posts, polls

13k organic impressions

CONTENT CALENDAR



Campaign recommendations: (see [here](#))

- Q3 2025 | GenAI and Cyber Resilience
- Q4 2025 | Fintech Compliance & Regulation
- Q1 2026 | Platform Convergence & Open Finance
- Q2 2026 | Cloud Modernisation & Vendor Rationalisation

Why Partner with Bobsguide

Bobsguide offers unmatched reach across the fintech ecosystem — from global banks to disruptive SaaS players — engaging senior buyers exploring next-gen financial infrastructure.

Partner benefits:

- Access to C-level fintech decision-makers across banking, IT, and risk.
- High-intent traffic around compliance, automation, and cloud migration.
- Brand-safe environment for thought leadership and demand generation.

 **Partner with us:** partnerships@clickzmedia.com

