

BOBSGUIDE

FOUNDED 1998

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 Q4, 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.



TOTAL SUBSCRIBERS

16,880



LINKEDIN SUBSCRIBERS

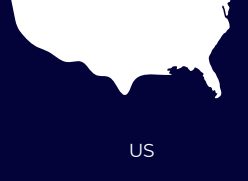
3,307

TOP GEOGRAPHIES



UK

10%



US

80%



EU

5%



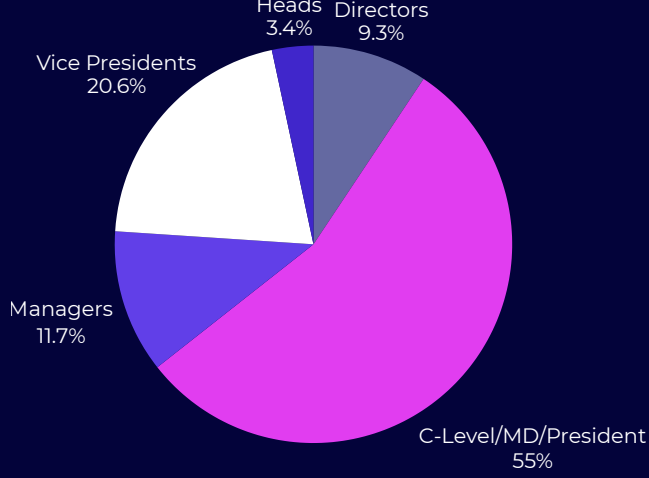
APAC

5%

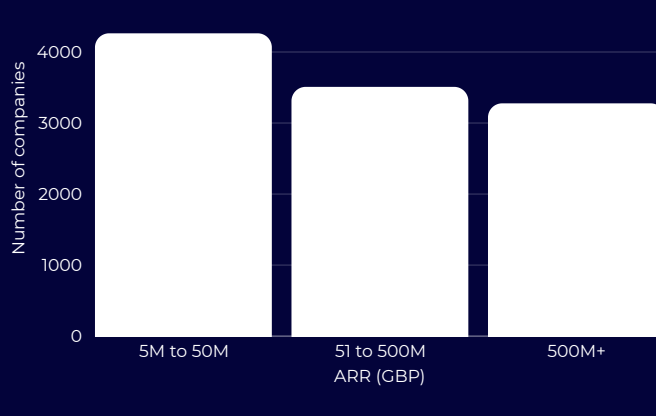
Bobsguide is a **US-first B2B fintech and banking audience**: nearly 8 in 10 readers are US-based which makes it a strong channel for campaigns aimed at US financial institutions, fintech buyers, and vendors selling into North America

AUDIENCE PROFILE

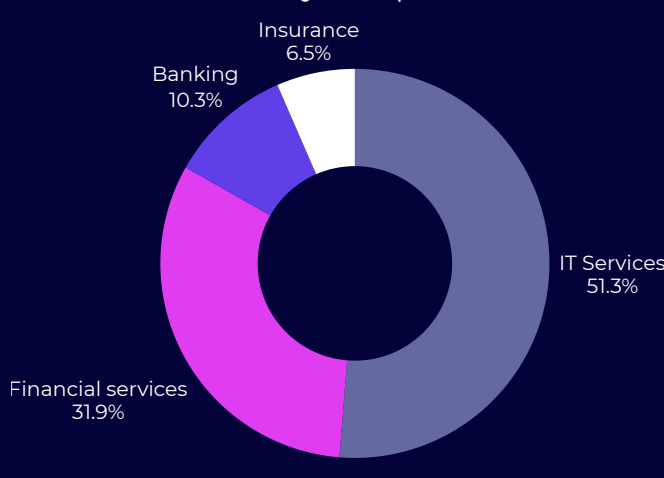
Seniority



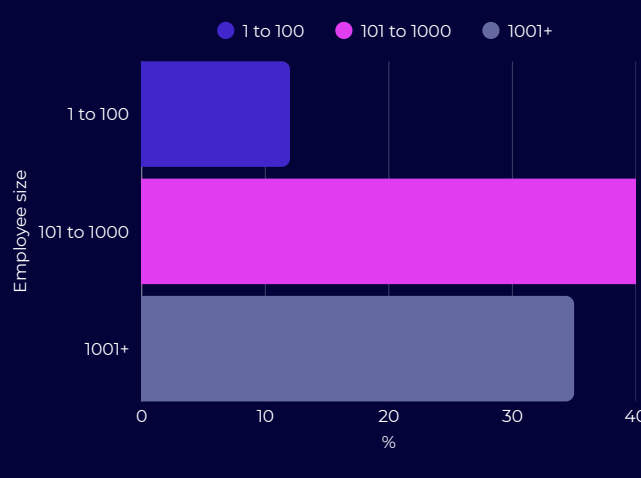
Annual ARR



Industry composition



Company employee size



- **Bobsguide's readership skews senior and strategic**, with most readers sitting at C-level/MD level and a meaningful layer at VP level.
- Qualitatively, the audience profile points to a **community focused on financial services technology** and transformation: the largest concentration comes from IT Services, followed by financial services and banking followed by insurance.
- This mix suggests readers are typically engaged with themes like platform modernisation, integration, infrastructure decisions, operating efficiency, and risk/governance, the kind of **work that sits at the intersection of finance, technology, and regulated environments**.

AUDIENCE REACH AND DIGITAL FOOTPRINT



NEWSLETTER OPENS

14%



NEWSLETTER CLICKS

2.89%



ANNUAL PAGE VIEWS

462K



ANNUAL WEBSITE VISITS

411K

KEY THEMES

Top themes

Cryptocurrency
Security in FinTech
Payments evolution
Green/Sustainable Fintech
Regulation and Market Structure

Bobsguide's readers are focused and forward-looking: they engage with emerging tech (crypto, digital assets), risk (security), and impact (green/sustainable fintech). Strong interest in "Fintech's green awakening" suggests an audience that cares about both innovation and ESG.

HIGH VALUE AUDIENCE SEGMENTS

Bobsguide's audience is fintech and financial-services professionals who want to adopt new technology and products (crypto, digital assets, green finance, payments) but need to do it in a way that is secure, compliant, and credible to regulators and stakeholders. Content and commercial offerings that speak to "how we do this safely and prove it" resonate across all segments.



SECURITY AND RISK GUARDIANS

"We're moving fast on digital assets and new products, but I'm not confident our security and risk controls can keep up"



CRYPTO AND DIGITAL ASSETS EXPLORER

"We need to offer or use crypto and digital assets in a compliant way, but execution, custody, and regulation are moving targets"



SUSTAINABLE FINTECH ADVOCATE

"We're under pressure from investors and regulators to show real ESG and sustainability impact, but we struggle to embed it in our products"



PAYMENTS AND INFRASTRUCTURE PROFESSIONAL

"Payments are changing fast new rails, methods, and regulation and our legacy systems and processes can't keep up"

- Cybersecurity and fraud detection
- Digital-asset custody and security
- RegTech and compliance monitoring
- Incident response
- Breach readiness framework

- Trading and execution platforms
- Custody and wallet solutions
- Crypto ETP/index products
- Market data and analytics

- ESG data, analytics, and reporting
- Green lending and impact investing tech
- Carbon and sustainability tracking
- Impact measurement and disclosure

- Real-time and instant payments
- Payment orchestration and routing
- Open banking and API-based payments
- Scheme and regulatory compliance

IN BOBSGUIDE'S READERSHIP

Bobsguide is read by companies at the core of fintech and financial services infrastructure, payments, credit/identity, enterprise platforms, and consulting, suggesting a readership focused on technology-led transformation, data/automation, and risk/control rather than consumer banking headlines.



READER PAIN POINTS AND OPPORTUNITIES

Bobsguide's engagement data highlights a recurring **tension between interest in adopting new technologies (digital assets/crypto, green finance, payments) and the need for secure, compliant, regulator-ready implementation.** Security and controls, alongside third-party/vendor risk, emerge as dominant concerns, while crypto/digital assets show strong demand for credible execution and custody solutions. Across all themes, the consistent thread is an **emphasis on trust and evidence progress that can be demonstrated and defended.**



Uncertain movement on digital assets and new products

"Our security and risk controls can't keep up with digital assets and we have to prove we're ready."

Cybersecurity and fraud detection, digital-asset custody and security, RegTech and compliance monitoring, incident response and breach readiness, third-party and vendor risk solutions.



Compliant digital and crypto offering

"We need to offer crypto and digital assets compliantly but execution, custody, and regulation are moving targets."

Trading and execution, custody and wallet solutions, crypto ETP/index products, market data and analytics, regulatory and compliance advisory, education and certification.



No clear view of security and risk

"We can't tell which vendors and partners are safe, third-party risk is a black box."

Third-party and vendor risk platforms, supply-chain and partner security assessments, integrated risk dashboards, vendor due diligence and audit support.



Pressure from investors and regulators to show real ESG/sustainability impact

"We're under pressure to show real ESG impact but we can't measure or report it in a way that stands up to scrutiny."

ESG data, analytics, and reporting, green lending and impact investing tech, carbon and sustainability tracking, impact measurement and disclosure, ESG advisory and certification.



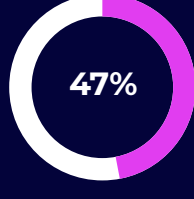
Need faster, cheaper payments without breaking compliance or operations.

"Payments are changing fast and our legacy systems can't keep up without breaking compliance."

Real-time and instant payments, payment orchestration and routing, open banking and API-based payments, scheme and regulatory compliance, payment analytics and fraud prevention, modernisation and migration advisory.

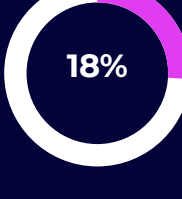
ENGAGEMENT SIGNALS

The audience is adoption-minded but trust- and evidence-minded interested in what's next (crypto, green finance, payments) but even more interested in how to do it safely and prove it to regulators, auditors, investors, and boards. Security and risk is the anchor topic; the other three are strong secondary themes



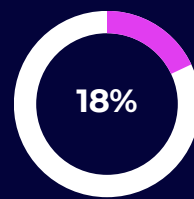
SECURITY AND RISK

- Pressure to prove security and readiness
- Innovate safely
- Show control



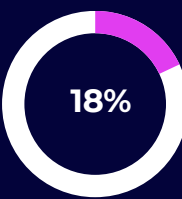
GREEN/SUSTAINABLE FINANCE

- Fintech supports green finance and ESG measurement/reporting
- Impact measurement and disclosure



PAYMENTS

- Future of payments, new rails, methods
- Real-time/instant payments, orchestration/routing,
- Open banking/APIs, scheme/compliance,



CRYPTO & DIGITAL ASSETS

- Mix of market curiosity and operational/compliance concerns.
- Compliant execution, custody, and credible vendors.

READER JOURNEY

DISCOVER

→ Daily newsletter

16.8k subscribers

ENGAGE

→ Webinar, native content, reports

52% engagement

CONVERT

Event sign ups, product demos, report downloads

EXPLORE

→ Website Content

40 to 70 seconds reading time

SOCIAL ENGAGEMENT

→ LinkedIn newsletters, featured posts, polls

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.**

CONTENT CALENDAR

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

- Innovate Safely (Q1–Q2 2026); run early in the year to align with planning and audit cycles.
- Compliant Crypto (Q1 2026); Q1 aligns with budget and planning.
- Green & Credible (Q2–Q3 2026); mid-year aligns with ESG reporting and investor cycles.
- Payments Future-Proof (ongoing); infrastructure modernisation is a continuous need.

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



bobsguide