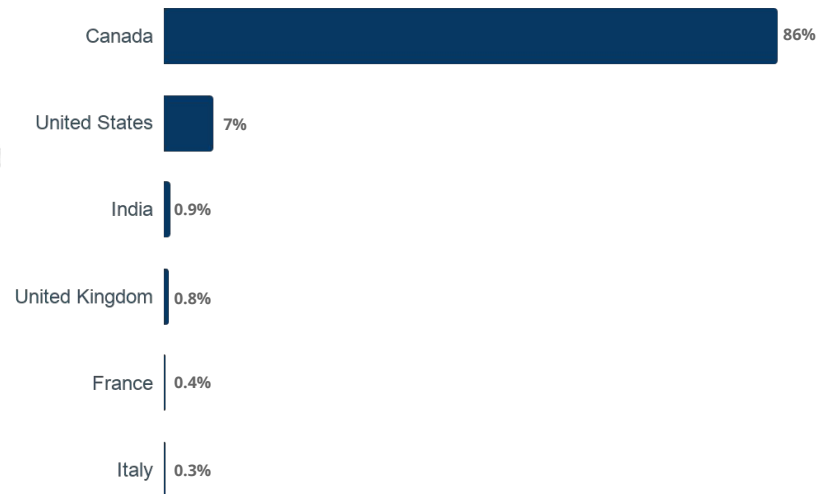
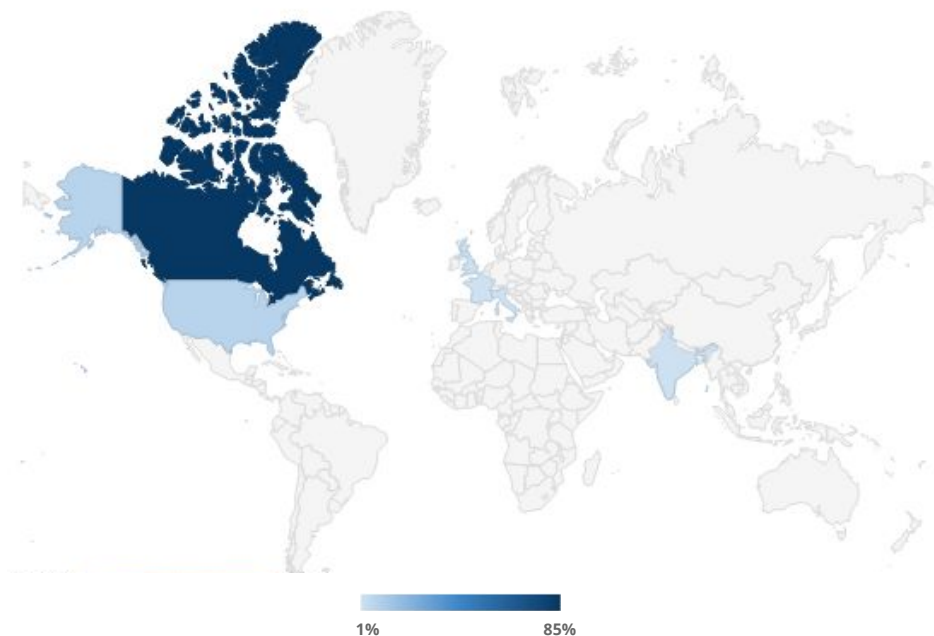


KOHO

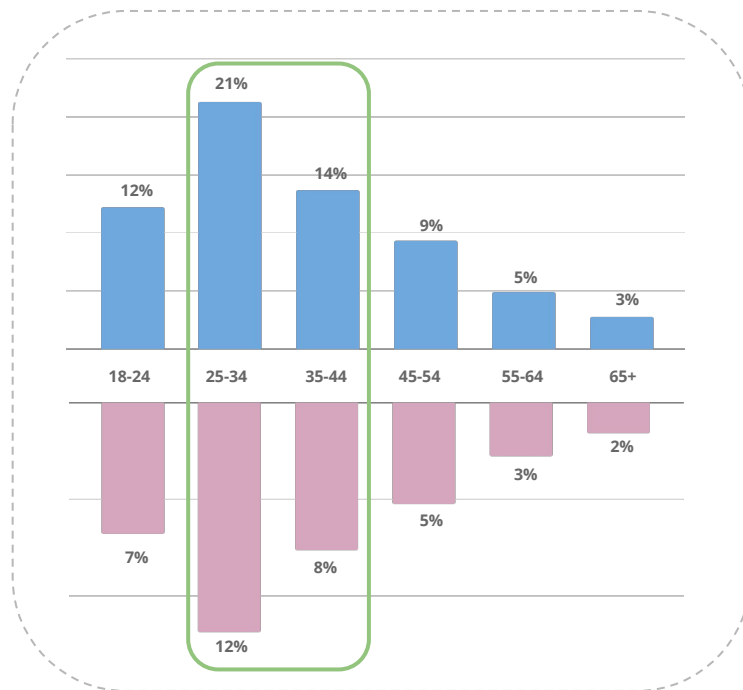
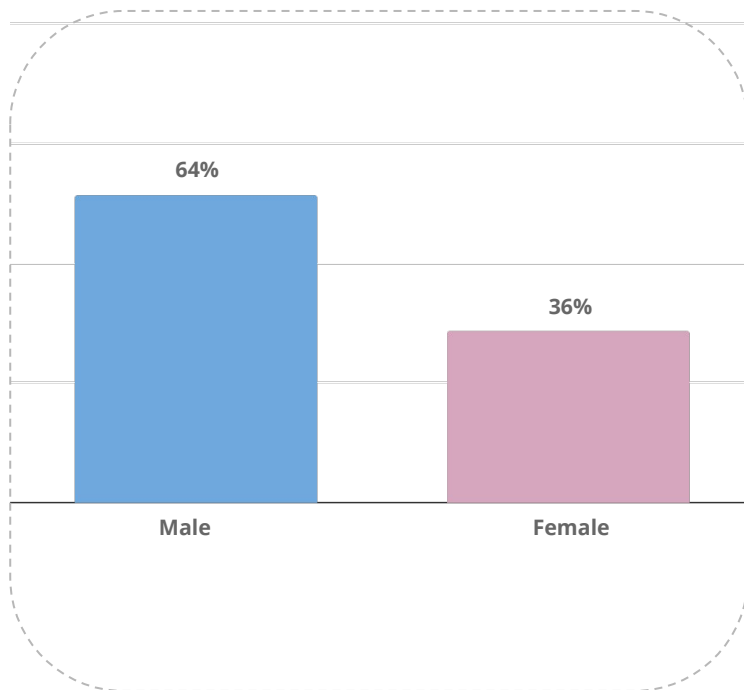
**The Consumer Fintech
Audience**
Financial Services

Geographically, the KOHO's web audience is primarily concentrated in North America (86% in Canada) - making up 93% of the total audience.



*Based on Web Audience Only (www.koho.ca)

Looking at the demographics of KOHO website visitors, the audience skews more male, with the majority falling between the ages of 25 and 44.



*Based on Web Audience Only (www.koho.ca)

Outside of Finance, KOHO's audience is also interested in:

Tech & Gaming



[Discord](#)



[Best Buy](#)



[Twitch](#)



[Apple](#)



[Steam](#)

News & Media



[DailyHive](#)



[CNN](#)



[Global News](#)



[CNBC](#)



[blogTO](#)



[BBC](#)

Food & Grocery



[Skip The Dishes](#)



[Costco](#)



[Walmart](#)

Social Networks & Messaging



[Pinterest](#)



[Twitter](#)



[Whats App](#)

Travel



[Airbnb](#)



[Tripadvisor](#)



[Booking.com](#)



[Reddit](#)



[Tik Tok](#)

*Based on Web Audience Only (www.koho.ca)

Key Takeaways

From the Brand Positioning Case Study

Targeting — Male & Mid-Twenties to Forties, residing in North America: KOHO's website visitors skew more male with the majority falling between the ages of 25 and 44. 86% of their audience is from Canada, and 7% from the USA.

Create lookalike audiences using behavioural targeting, keywords, & website placements that match the interests and brand affinities of competitors' audiences. Consider testing ad targeting outside competitors' core demographics to take advantage of lower competition and lower cost to reach the audience.

Create content relevant to audience interests: Based on web traffic, KOHO's audience is most likely to visit websites in the following categories: tech & gaming, news, travel, and food. When creating content, find ways to insert your brand into the conversation relevant to your audience's interest and consider partnering up with brands such as DailyHive, Best Buy and Skip The Dishes to host giveaways.