

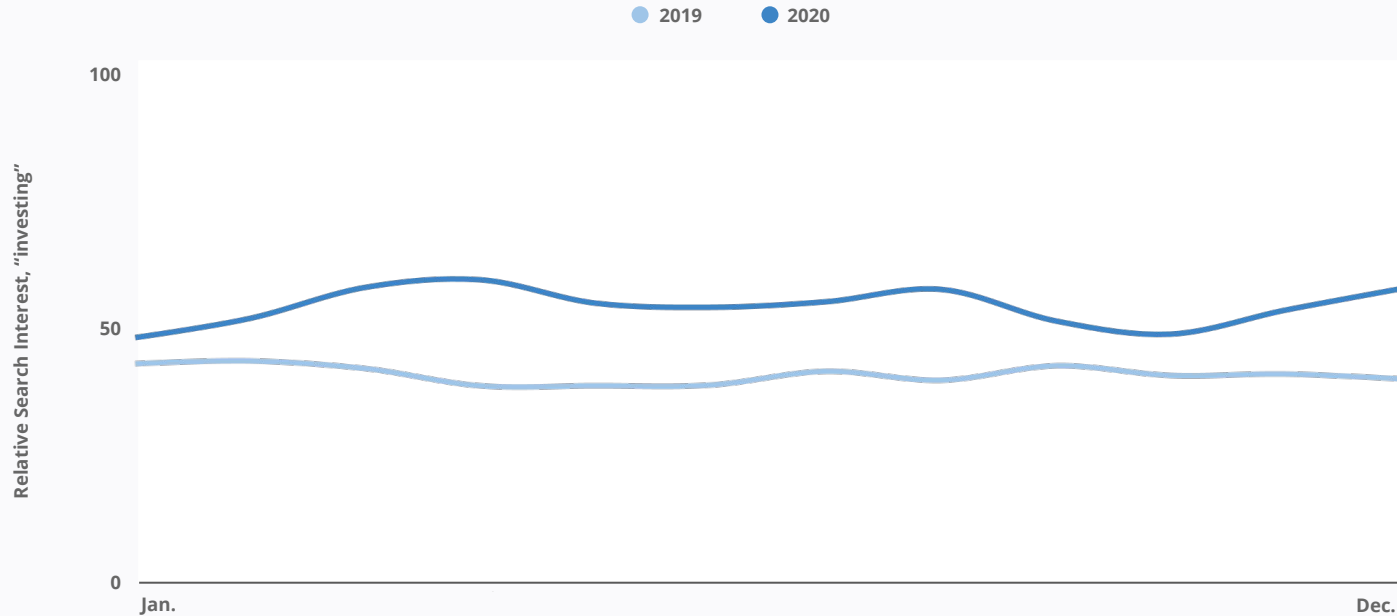


**Public**

**Capitalizing on Shifting  
Customer Needs to Increase  
App Downloads by +732% YoY  
Financial Services**

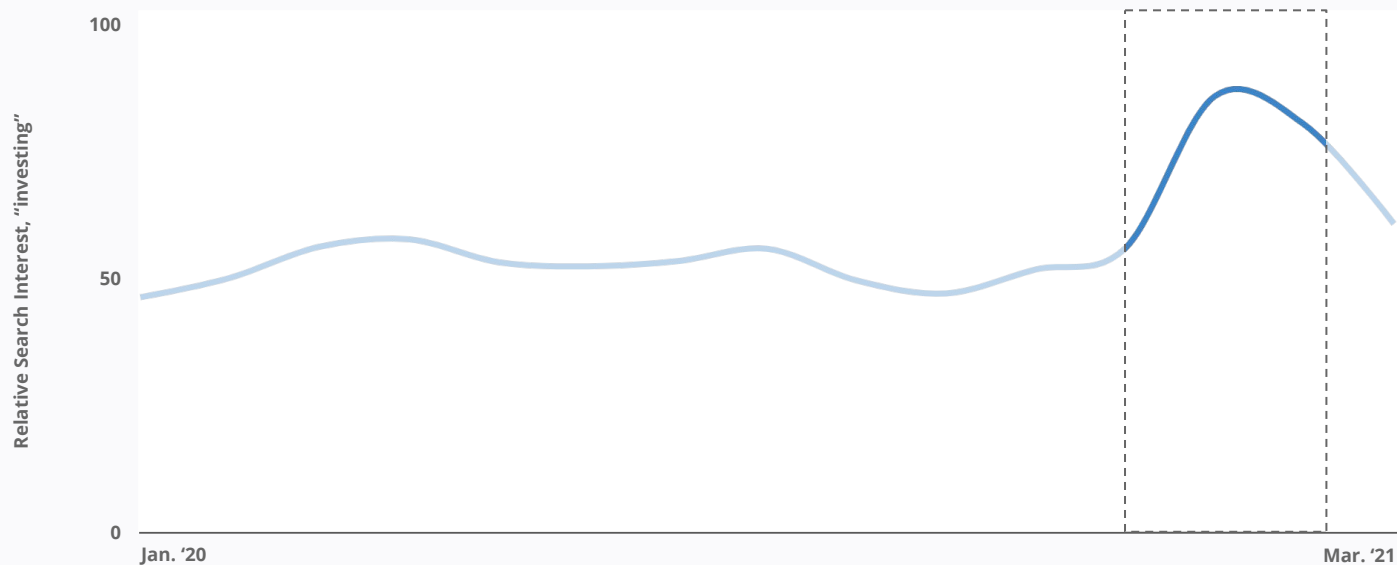
Over the past year, search interest for the term “investing” has increased by **+38% YoY.**

Many attribute this increased interest in investing to the “rise of the retail investor” and the “democratisation of finance.”

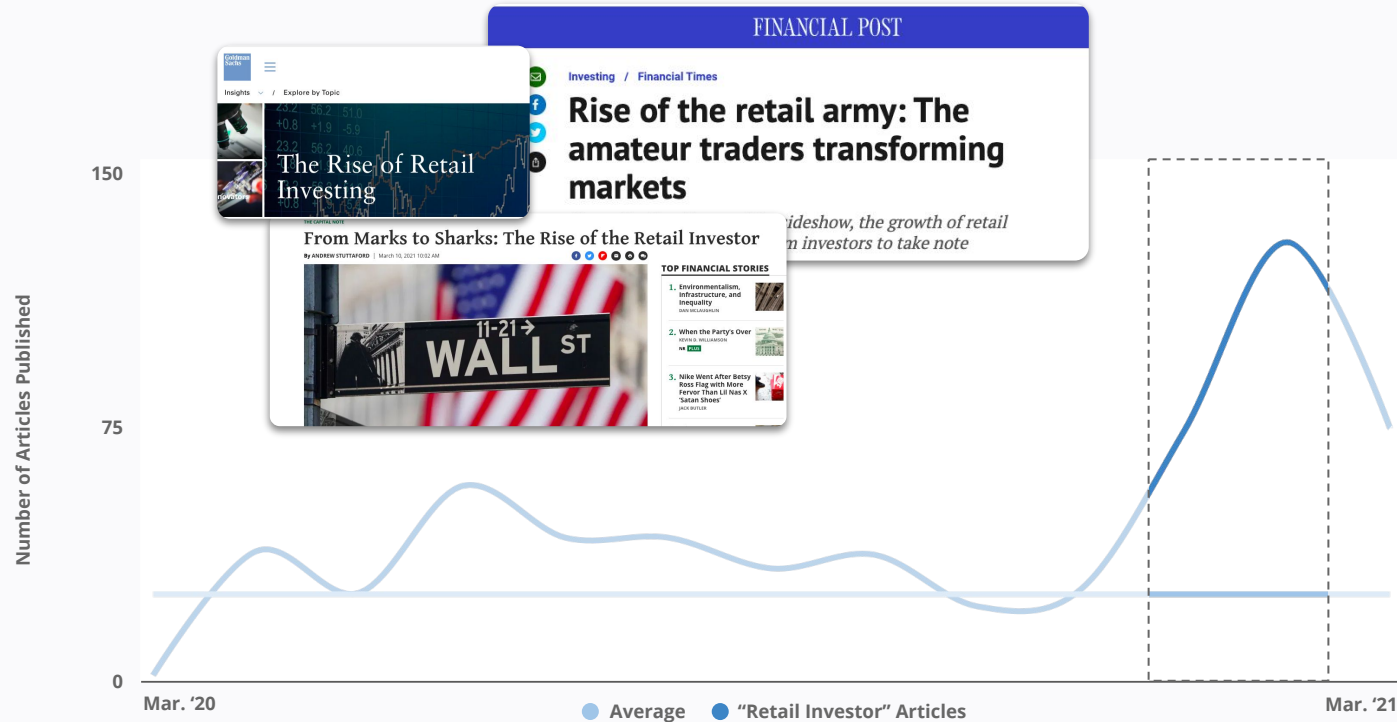


## The search interest for the term “investing” spiked in Jan. and Feb. of 2021 during the media frenzy around GME and the significant rise in bitcoin’s value.

*Average YoY increase in search interest of +68% from Jan-Feb.*



The number of articles including the phrase “**retail investor**” in their title also increased significantly above the yearly average in January and February of 2021.



**During this time, Robinhood angered users as the platform halted trades due to a sudden increase in collateral needs.**

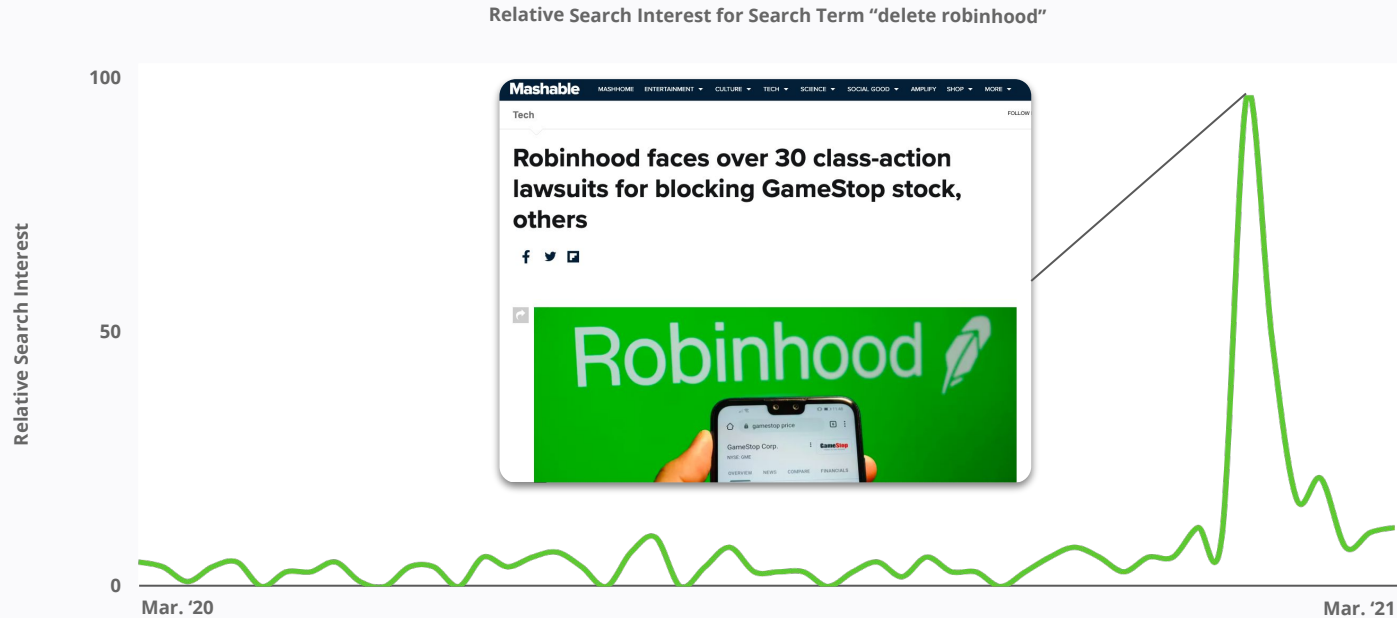


The image is a screenshot of a Forbes Advisor article. At the top, the navigation bar includes a hamburger menu icon, the text 'Forbes ADVISOR', and the breadcrumb 'Advisor > Investing'. On the right side of the navigation bar, there is a link for 'Advertiser Disclosure'. The main headline of the article is 'Robinhood Halts GameStop Trading, Angering Lawmakers And Investors'. Below the headline, on the left, is a profile picture of Kelly Anne Smith, identified as 'Forbes Advisor Staff'. To the right of the profile picture, the text 'Updated: Jan 28, 2021, 4:50pm' is displayed. Below the author information, there is a social media sharing section with icons for Facebook, Twitter, and LinkedIn. A white box with a thin border contains an 'Editorial Note: Forbes may earn a commission on sales made from partner links on this page, but that doesn't affect our editors' opinions or evaluations.' Below this note is a large image of a red octagonal stop sign with the word 'STOP' in white capital letters, set against a bright blue sky with scattered white clouds.

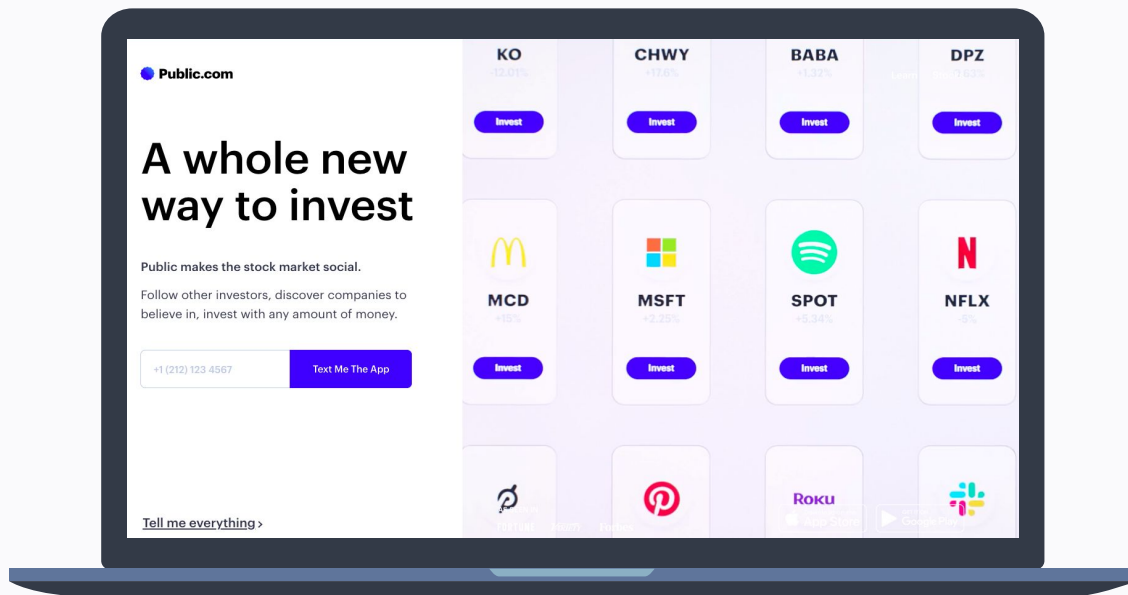
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# The halt prompted numerous class-action lawsuits and caused users of Robinhood to look for alternatives.

*The search interest for the term “delete robinhood” increased by an average of +527% MoM in January.*

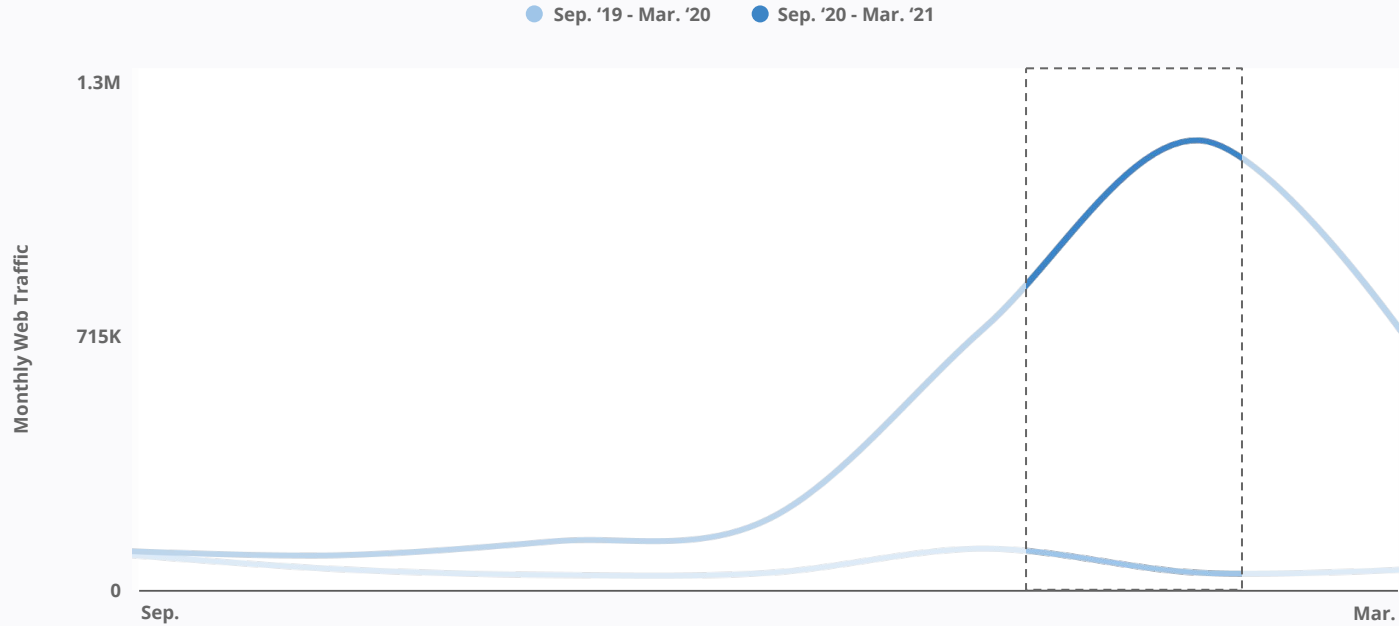


**Public capitalized on the heightened interest in investing during this time and the large number of Robinhood users who were looking for a new platform.**



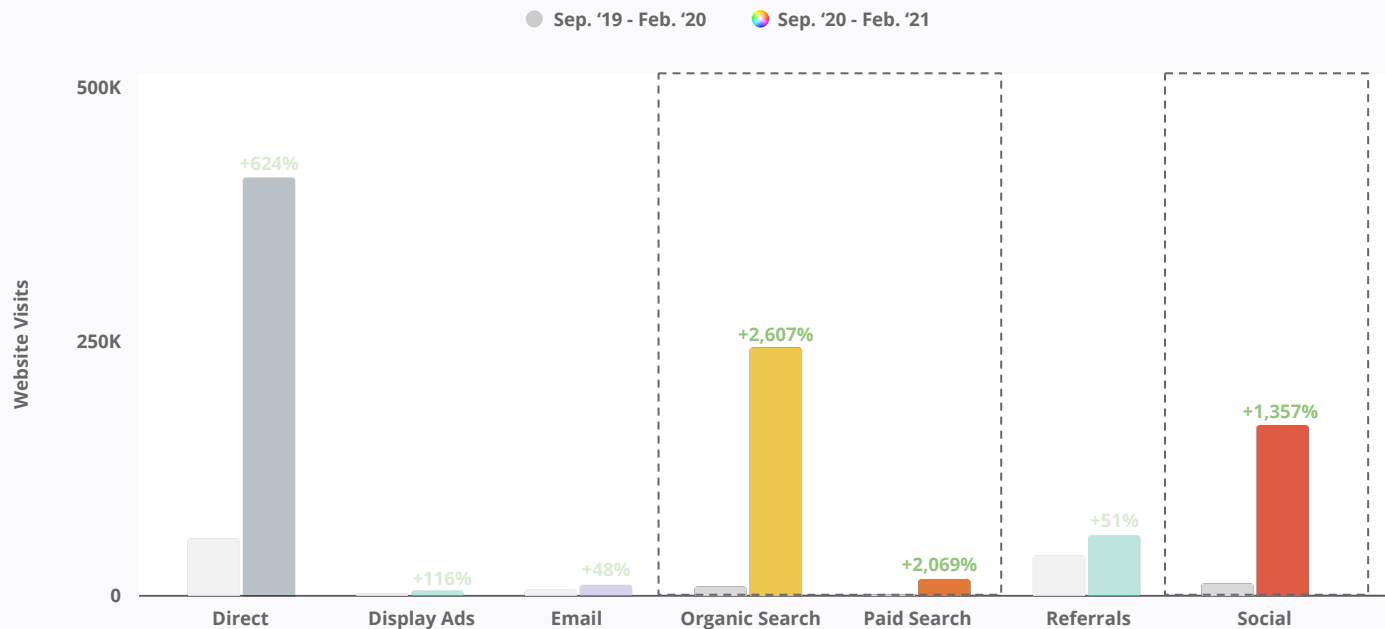
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In February of 2021, Public's web traffic increased by **+2,301% YoY**.





## Outside of direct, web traffic growth was driven by significant YoY increases in organic search, paid search, and social traffic.



## Branded keywords drove the majority of Public's organic search traffic from Jan. to Feb. '21, with many of the non-branded keywords linking to their [learn](#) section.

Analysis Period: Jan. - Feb. 2021

### Top Organic Keywords

Keywords	Traffic
public	40.5K
public app	8.8K
public trading app	7.8K
public stock app	7.8K
public stock	6.7K
public trading	2.8K
public investing	2.6K
public brokerage	2.4K
public.com	2.3K
stock portfolio	1.8K

### Top Organic Non-Branded Keywords

Keywords	Traffic
stock portfolio	1.8K
applovin ipo	567
stock moe portfolio	554
partial stock calculator	425
good faith violation	413
fractional share calculator	395
what is a stock portfolio	355
scott galloway stock portfolio	352
spaq stock	294
roblox stock	291

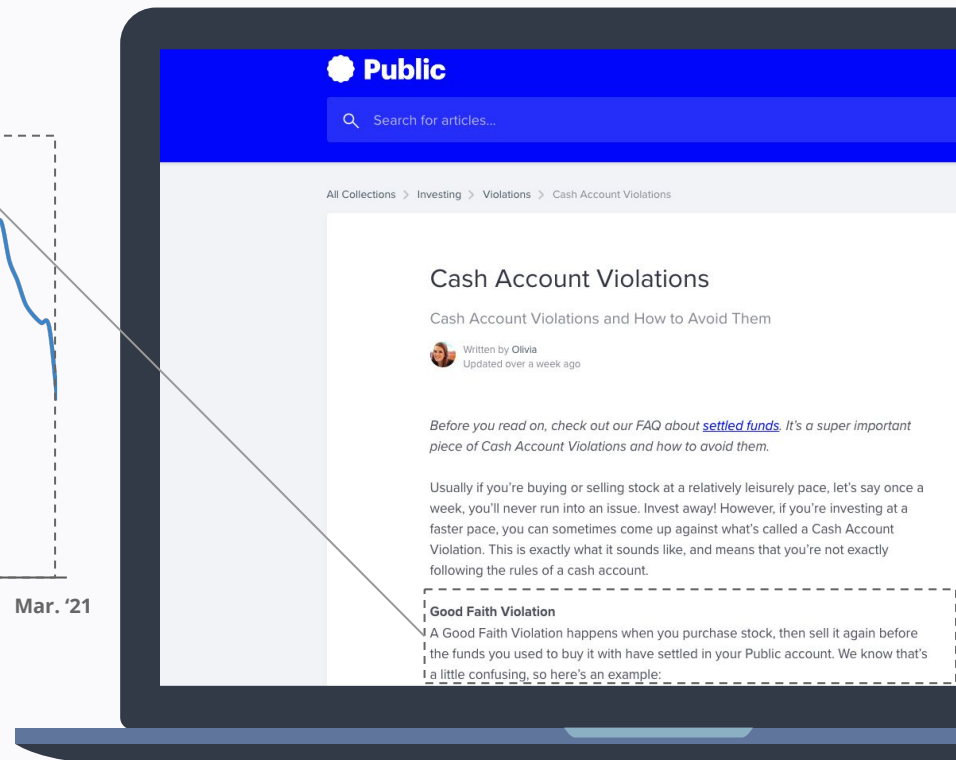
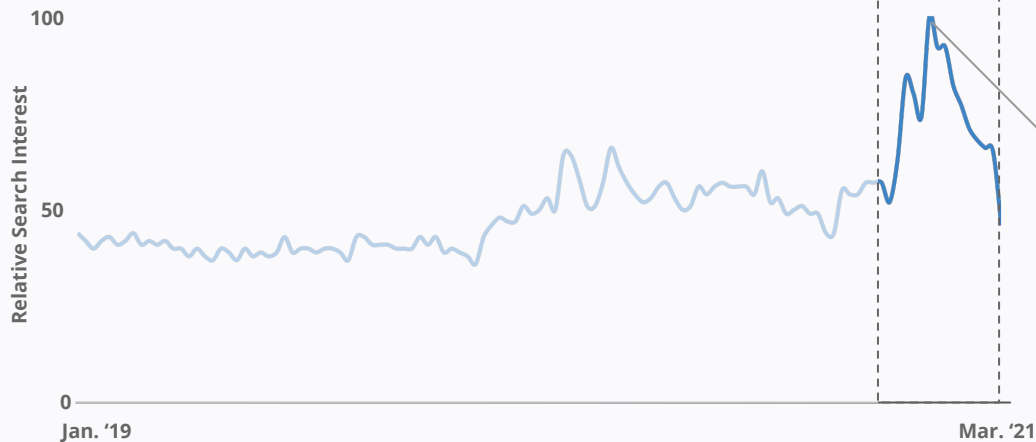
### Fastest Growing Organic Keywords

Keywords	Traffic	Growth
public app	8.8K	+22%
public trading app	7.8K	+42%
public investing	2.6K	+108%
public brokerage	2.4K	+15%
public.com	2.3K	+131%
stock portfolio	1.8K	+19%
public investing app	1.6K	+89%
public vs robinhood	1.4K	+209%
public invest in stocks	1.1K	+109%
public investment	1K	+16%

# Public built out blog articles that were optimized for keywords that had seen a recent spike in search interest to help boost their organic search traffic.

Relative search interest for the keyword "good faith violation" increased by 50% MoM in January of 2021.

Relative Search Interest for Search Term "good faith violation"



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## Public focused many of its non-branded paid keywords on terms that were topical in Jan. & Feb., such as “short stocks” or “payment for order flow.”

Analysis Period: Jan. - Feb. 2021

### Top Paid Keywords

Keywords	Traffic
public stock app	1.2K
public investing	788
public stocks	664
public stock	615
public.com stock	335
how to short a stock	304
public investing app	303
public trading app	281
public investment	268
public stock trade	247

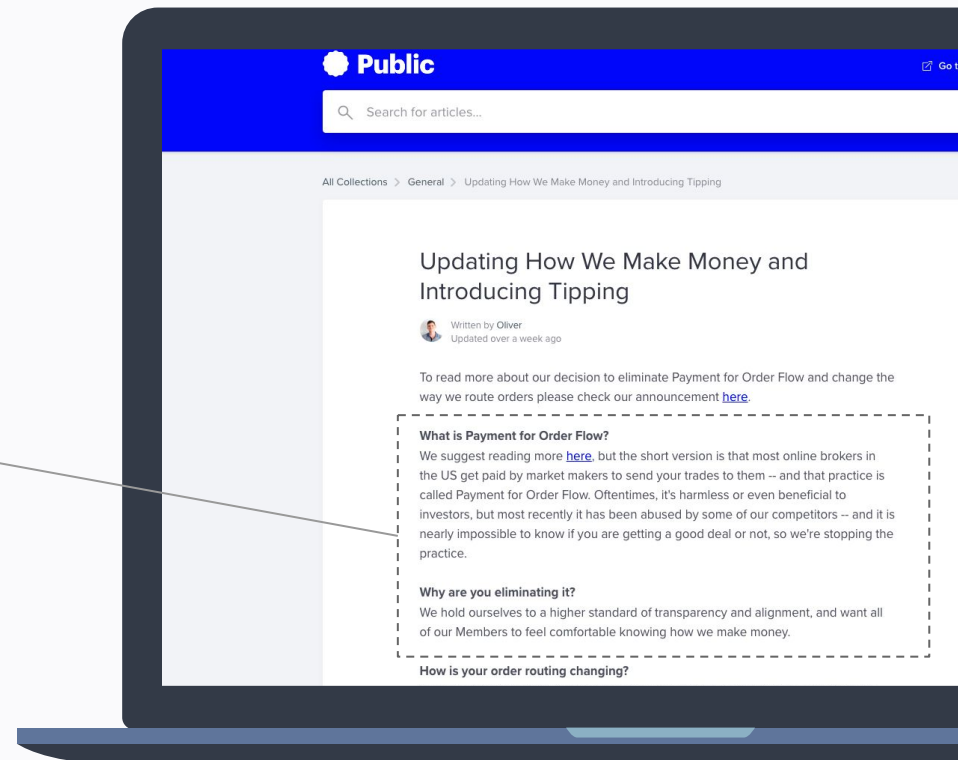
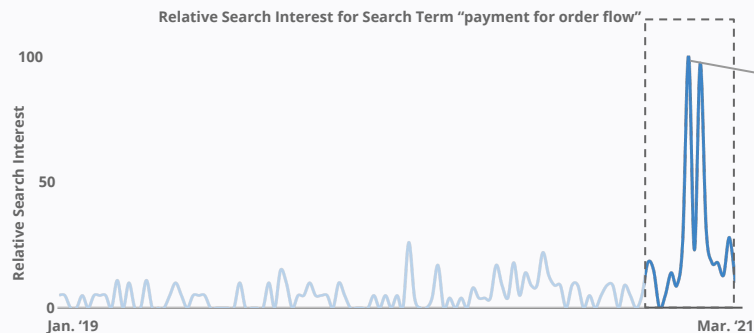
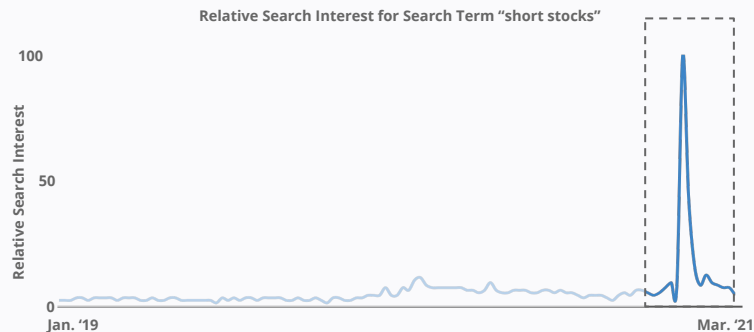
### Top Paid Non-Branded Keywords

Keywords	Traffic
how to short a stock	304
pubic trading platform	184
stock short selling	177
how do you short a stock	177
selling short	177
payment for order flow	176
bumble ipo stock	170
what are short stocks	169
robinhood transfer	166
short-sell what it	166

### Fastest Growing Paid Keywords

Keywords	Traffic	Growth
public stock app	1.2K	+418%
public investing	788	+420%
public stocks	664	+369%
public stock	615	+66%
public investing app	303	+465%
public investment app	187	+117%
bumble ipo stock	176	+185%
public broker	170	+236%
robinhood transfer	166	+236%
public inesting	166	+296%

The terms “**short stocks**” and “**payment for order flow**” both saw massive spikes in search interest in January and February. Public even went so far as to stop the practice of payment for order flow in February to differentiate themselves from competitors.



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**Public also created search ads targeted at those looking to leave Robinhood. The ads included differing copy and linked to a mobile-optimized landing page where they emphasized the quickness and ease of transferring an investment account to Public.**

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[www.public.com/transfer](http://www.public.com/transfer)

#### Want a Robinhood alternative? - Ready to leave Robinhood?

Chat with other real investors to see what they think of companies and see how they invest. Transfer for free if your account has over \$150. Join Public.com to invest socially today. No fee account transfers. Join a growing community. Chat with real investors.

Target Keyword: "alternative to robinhood"

[www.public.com/transfer](http://www.public.com/transfer)

#### Ready to leave Robinhood? - Looking to leave Robinhood?

Chat with other real investors to see what they think of companies and see how they invest. Transfer for free if your account has over \$150. Join Public.com to invest socially today. Join a growing community. Chat with real investors. A new way to invest. No fee account transfers.

Target Keyword: "delete my robinhood"

<https://public.com/>

#### Looking to leave Robinhood? - Ready to leave Robinhood?

Chat with other real investors to see what they think of companies and see how they invest. Transfer for free if your account has over \$150. Join Public.com to invest socially today. No fee account transfers. A new way to invest. Join a growing community.

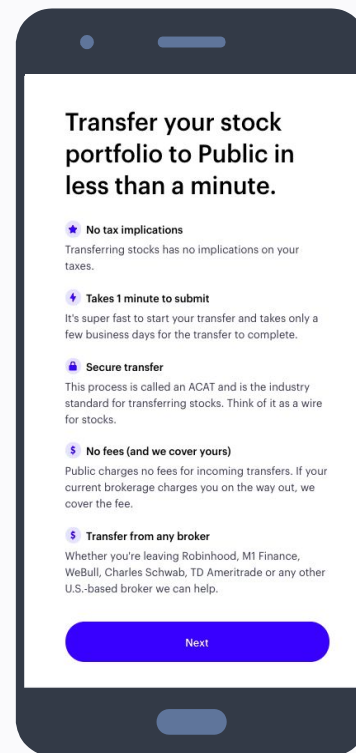
Target Keyword: "close robinhood account"

<https://public.com/>

#### No fees for incoming transfers - Want a Robinhood alternative?

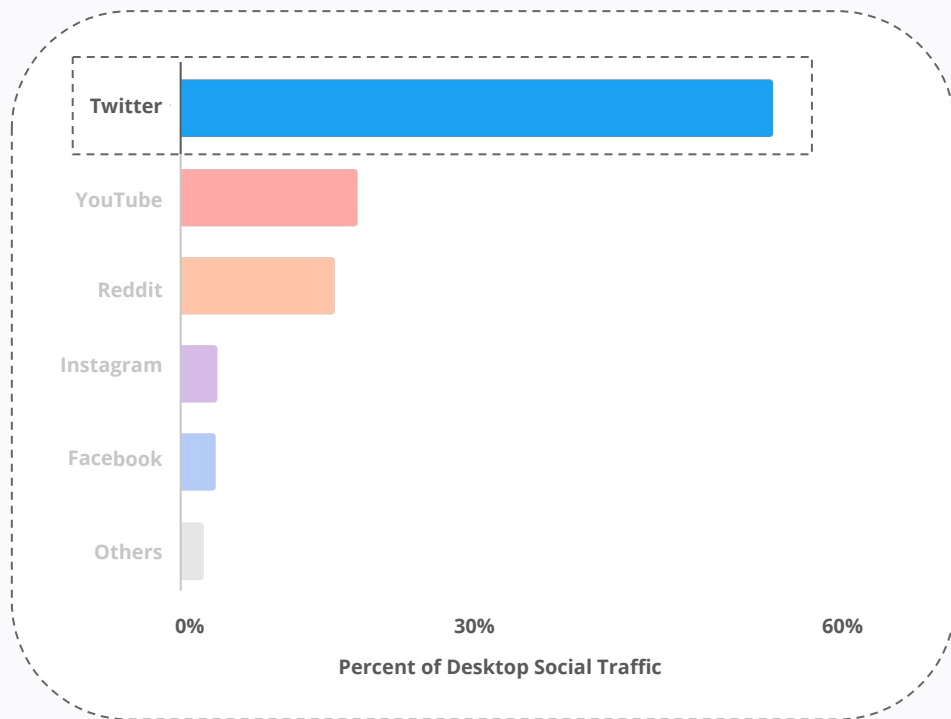
Chat with other real investors to see what they think of companies and see how they invest. Transfer for free if your account has over \$150. Join Public.com to invest socially today. Find An Office. Download Our Mobile App.

Target Keyword: "forex trading like robinhood"



10.5K web visits in Feb. '21

**Twitter drove the majority of Public's desktop social traffic from Jan. to Feb. '21. The highest engaged tweets during the period focused on transferring accounts to Public, free stock slices, and the announcement of stopping the practice of Payment for Order Flow.**



Engagement Rate: **19.7%**

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Engagement Rate: **12.8%**

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Engagement Rate: **11.1%**

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**Public's "break up with your brokerage" tweet received 9X the average number of engagements. The video involved Michael Bolton singing an altered rendition of his song "How Am I Supposed to Live Without Out You" (instead, "how am I supposed to trade without you"). The landing page incorporated two CTAs for visitors to either transfer their account or download the app.**

**Public.com** @public · Feb 23  
An important message from Michael Bolton:  
Break up with your brokerage: [public.com/breakup](https://public.com/breakup)

474 1.7K 4.5K

**Public.com** Sound Off Share Video

Break up with your brokerage in the time it takes Michael Bolton to break a heart.

Transfer Your Account Get the App

A whole new way to Invest

\*Just Michael Bolton. Not investment advice.

<https://public.com/breakup#>

Your portfolio is up 1.35%

[Click to view](#)



All of Public's efforts lead to a **+732%** YoY increase in unified app downloads (Google Play & iOS) in February of 2021. This growth contributed to Public surpassing 1 million community members in February of 2021.



# Key Takeaways

**Brand Awareness & Positioning — Quick & Flexible:** In February of 2021, Public's web traffic increased by +2,301% YoY and app downloads increased by +732% YoY. These increases are the result of Public quickly capitalizing on current events and shifting consumer needs using the following tactics:

- **Organic Search Tactic — Topical Articles:** Public was quick to publish articles that were based on trending keywords at the time. This allowed Public to capture more organic search traffic and increase their brand awareness amongst their target demographic.
- **Paid Search Tactic — Focus On Competitor Keywords:** Public capitalized on the mass amount of disgruntled Robinhood users in the wake of the GME scandal to run paid search ads encouraging these users to switch to Public. Public targeted keywords such as "alternative to robinhood" and "delete my robinhood" which had increased in search interest at the time. Public's transfer landing page was mobile-optimized (the majority of Robinhood users are on mobile) and emphasized the ease and quickness of the transfer. Public also offered to cover any fees involved in the transfer to reduce the amount of friction for the new users.
- **Organic Social Tactic — Focus on Transfers:** Public continued to focus on retail investor's general distrust of brokerages that had developed in wake of the Robinhood/GME debacle. Public created a campaign called "break up with your brokerage" which focused on the fact that other brokerages are selling investors order flows. The campaign was focused around a video of Michael Bolton singing an altered rendition of one of his hit songs. The landing page incorporated two CTAs for visitors to either transfer their account or download the app. Public's tweet of the campaign received 9X the average number of engagements.
- **Brand Positioning — Topical Differentiation:** The Robinhood/GME scandal brought the concept of Payment for Order Flow to the forefront of consumer's attention, with the term seeing a massive spike in search interest in late January/early February. Public recognized the negative connotations around this type of practice and announced that they were going to be eliminating the practice. Public's announcement tweet for the change garnered 5X the average engagement. By making this alteration to their platform, Public further positioned their brand as a better alternative to Robinhood. Also, by making a quick change, Public was able to capitalize on the increase in search interest and further the impact of their decision.