

Digital Whitespace Map™
Q2 2020

Financial Services

In the first section of this report, we uncover digital whitespace opportunities for the Financial Services industry within **organic** social channels. Section 2 covers opportunities for paid media.

01

Organic Social



The organic social section will take a look at the following platforms: YouTube, Facebook, Instagram, Twitter, TikTok, reddit, Snapchat, Pinterest, and Twitch.










02

Paid Media

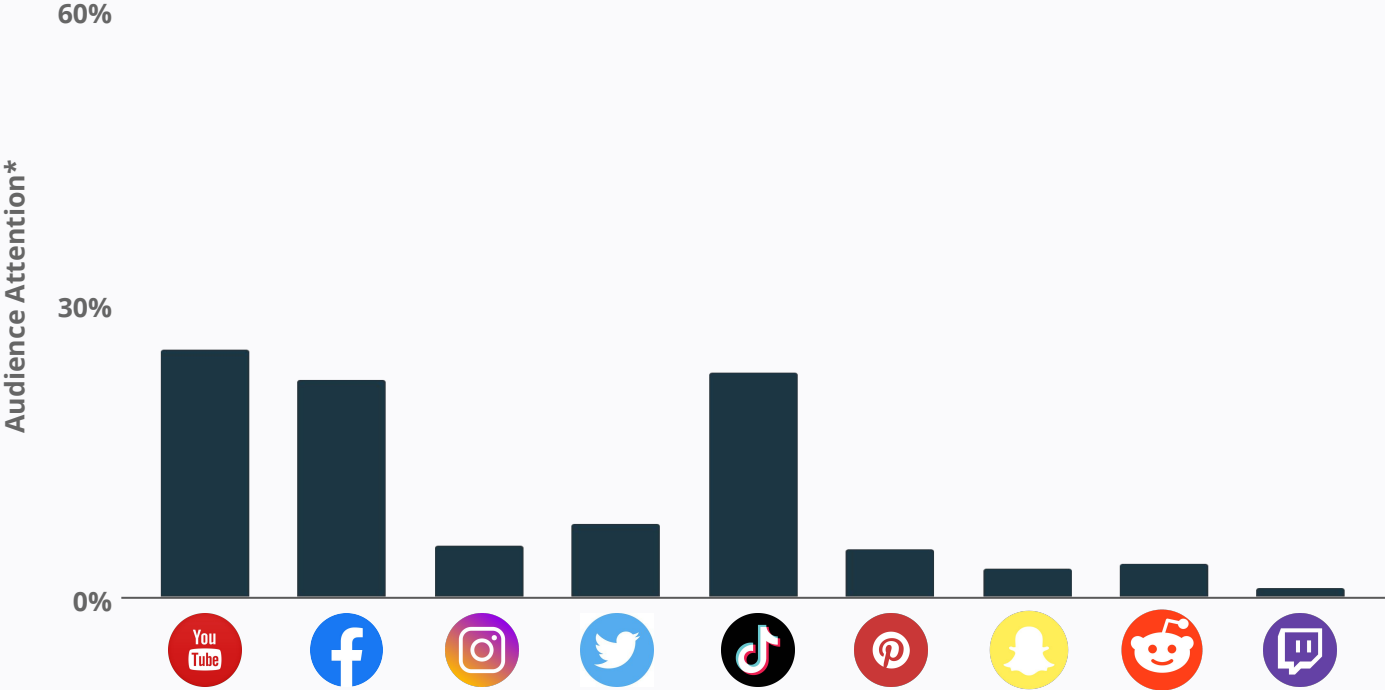


The paid media section will take a look at social media platforms (YouTube, Facebook, Instagram, Twitter, TikTok, reddit, Snapchat, Pinterest, and Twitch) as well as display and paid search.

Key Takeaways

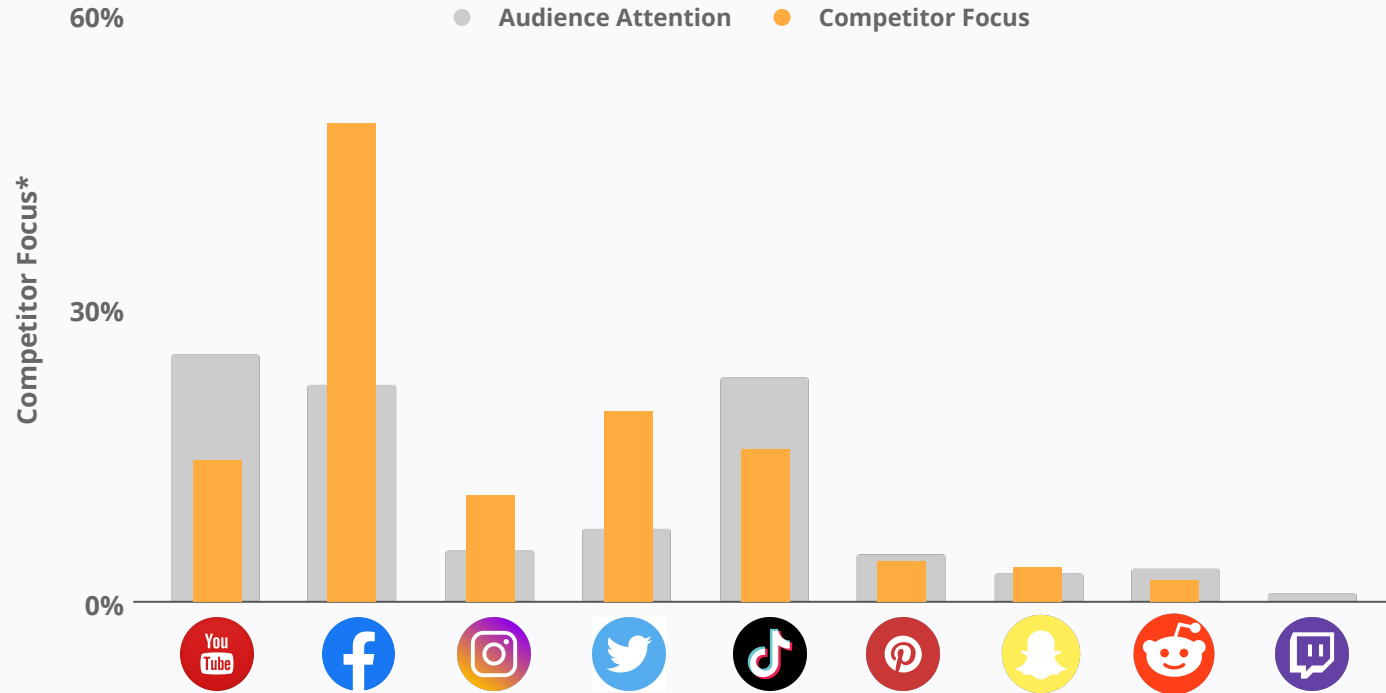
	Audience Attention Trend	Competitors' Focus Trend	Attention vs. Competition	Recommendation
	Stable	Stable	Low Saturation Opportunity!	Focus here
	Increasing	Stable	Oversaturated	Maintain
	Decreasing	Decreasing	Oversaturated	Maintain
	Increasing	Increasing	Oversaturated	Maintain
	Stable	Stable	Low Saturation Opportunity!	Focus here
	Increasing	Stable	Minor Opportunity	Experiment
	Shrinking	Stable	Neutral	Maintain
	Stable	Stable	Neutral	Maintain
	Stable	Stable	Minor Opportunity	Experiment

In Q2 2020, the **Financial Services Audience Attention** was the highest on YouTube, followed by TikTok and Facebook.



*Composite metric consists of video views, Monthly Active App Users, and Monthly Unique Site Visitors

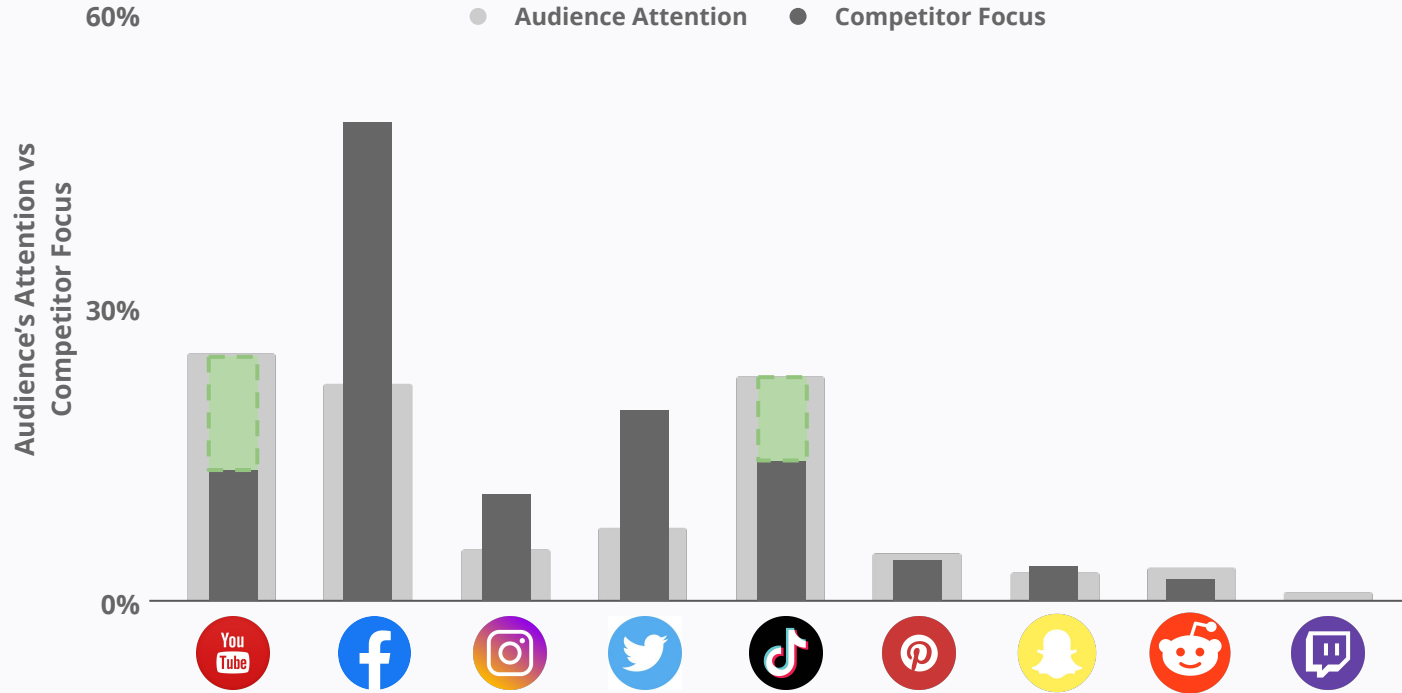
However, **Financial Services Competitors' Focus** is highest on Facebook and Twitter.



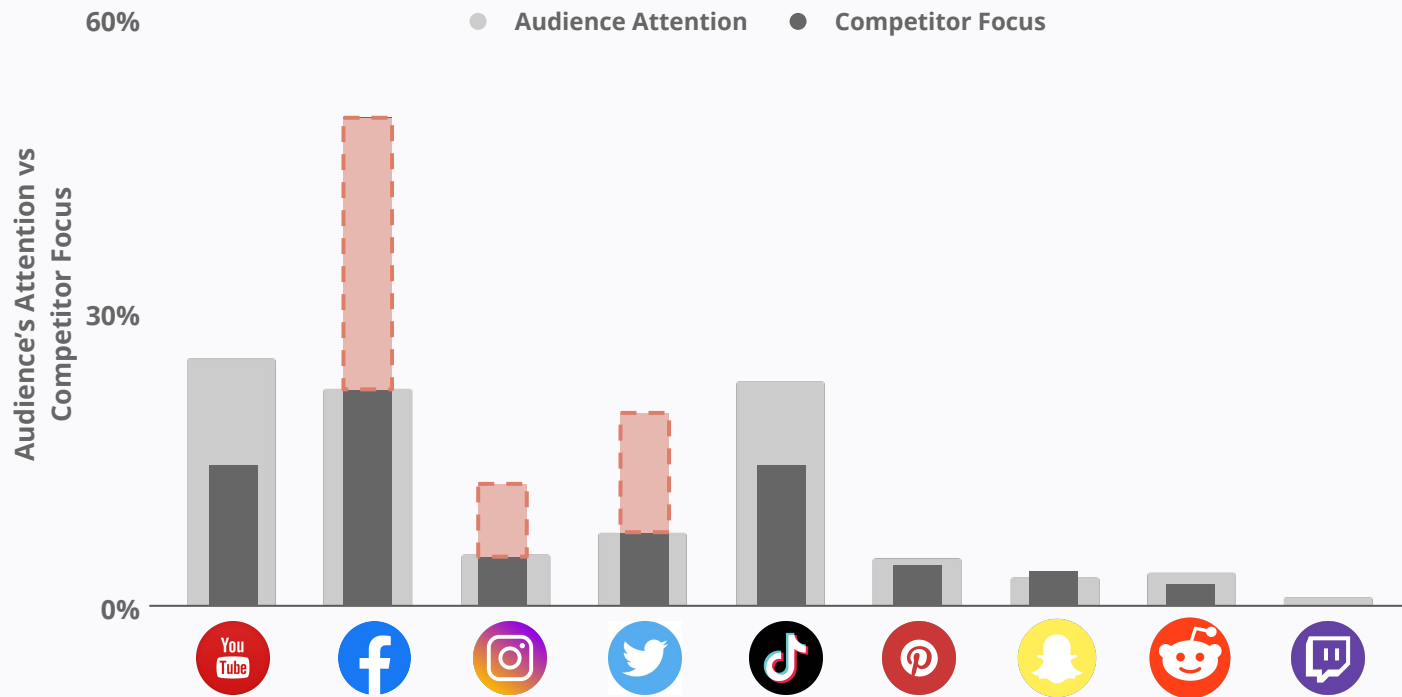
*Composite metric consists of post cadence, audience growth, engagement volume, organic video views. Competitor's focus is comprised of the top 25 brands in the FS industry.

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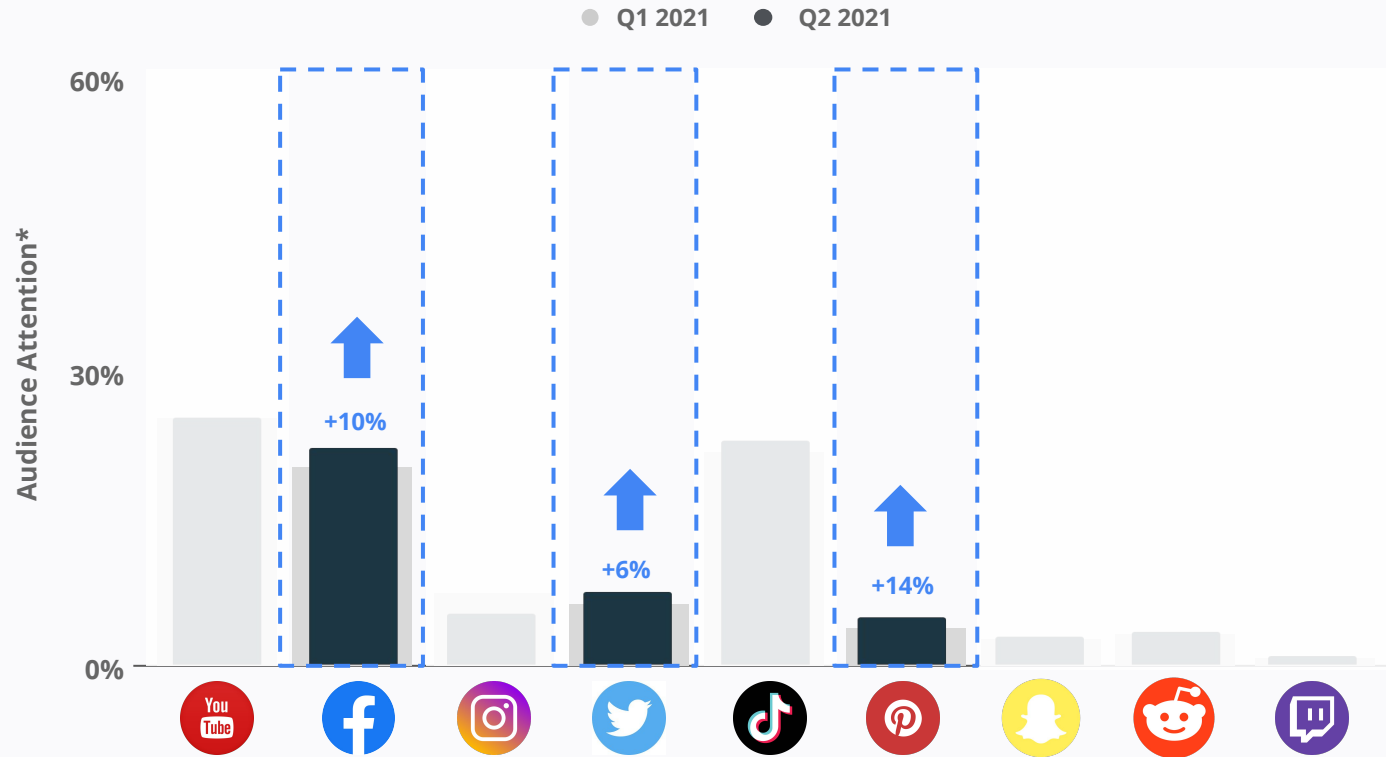
There is whitespace opportunity on YouTube and TikTok, where there is high Audience Attention and low Competitor Focus.



Facebook, Instagram, and Twitter are relatively oversaturated platforms with high Competitor Focus and low Audience Attention.



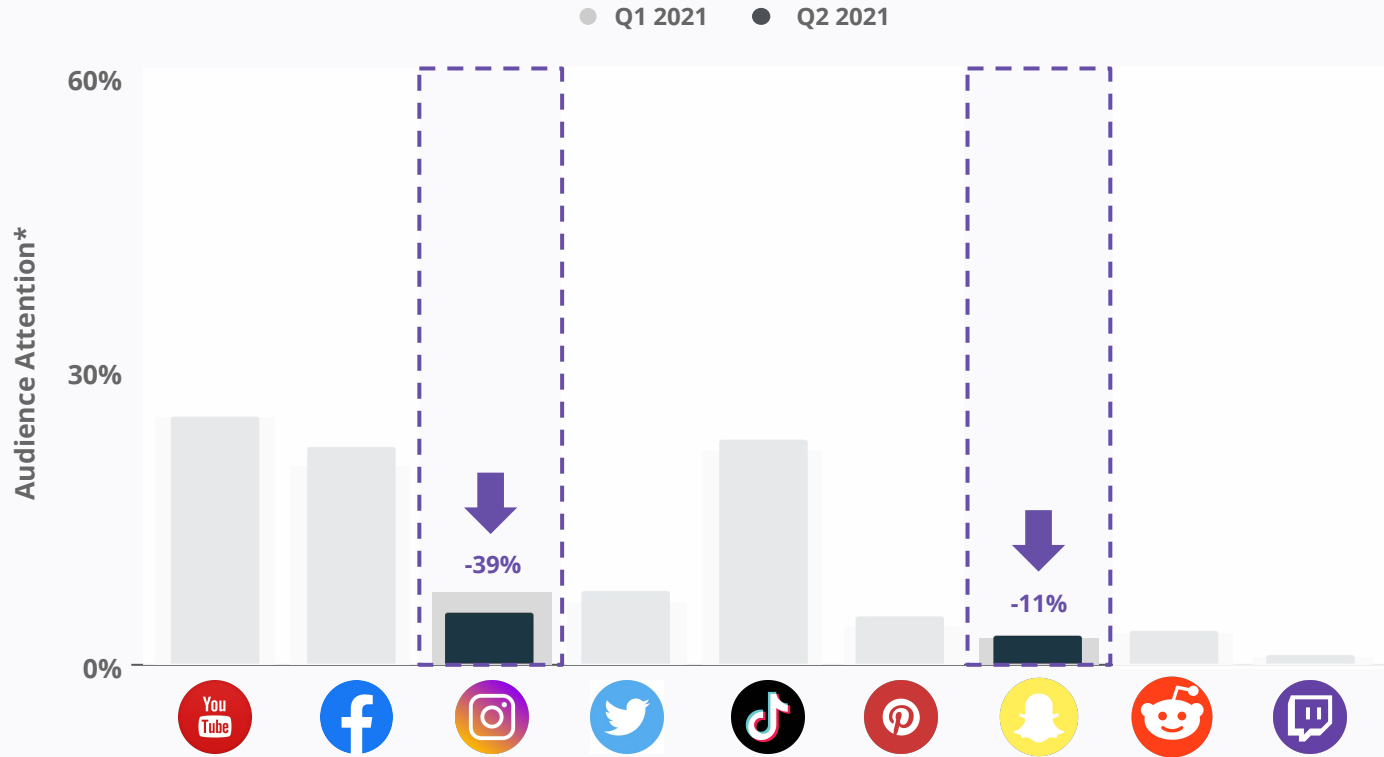
Audience Attention **is growing** on Pinterest, Facebook, and Twitter.



*Composite metric consists of video views, Monthly Active App Users, and Monthly Unique Site Visitors

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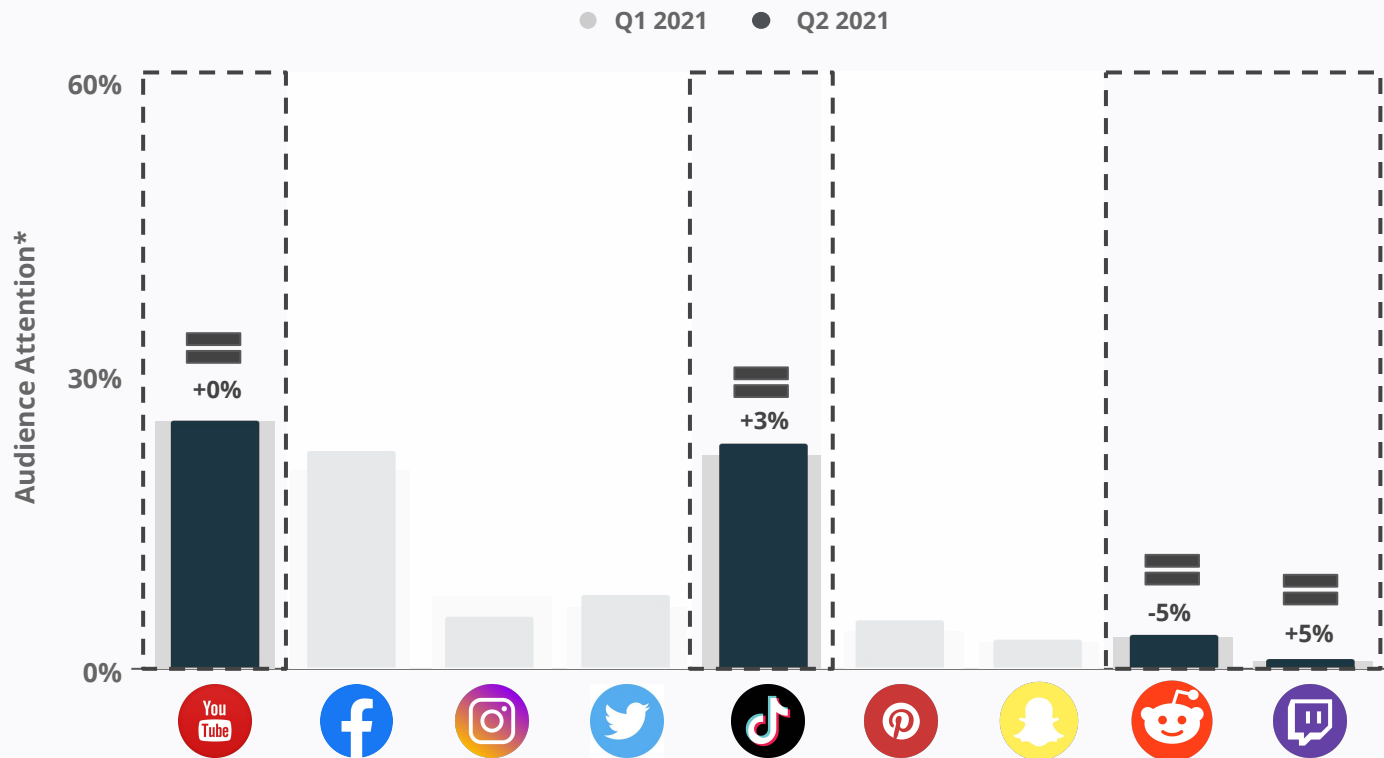
Audience Attention **shrank this quarter** on Instagram and Snapchat.



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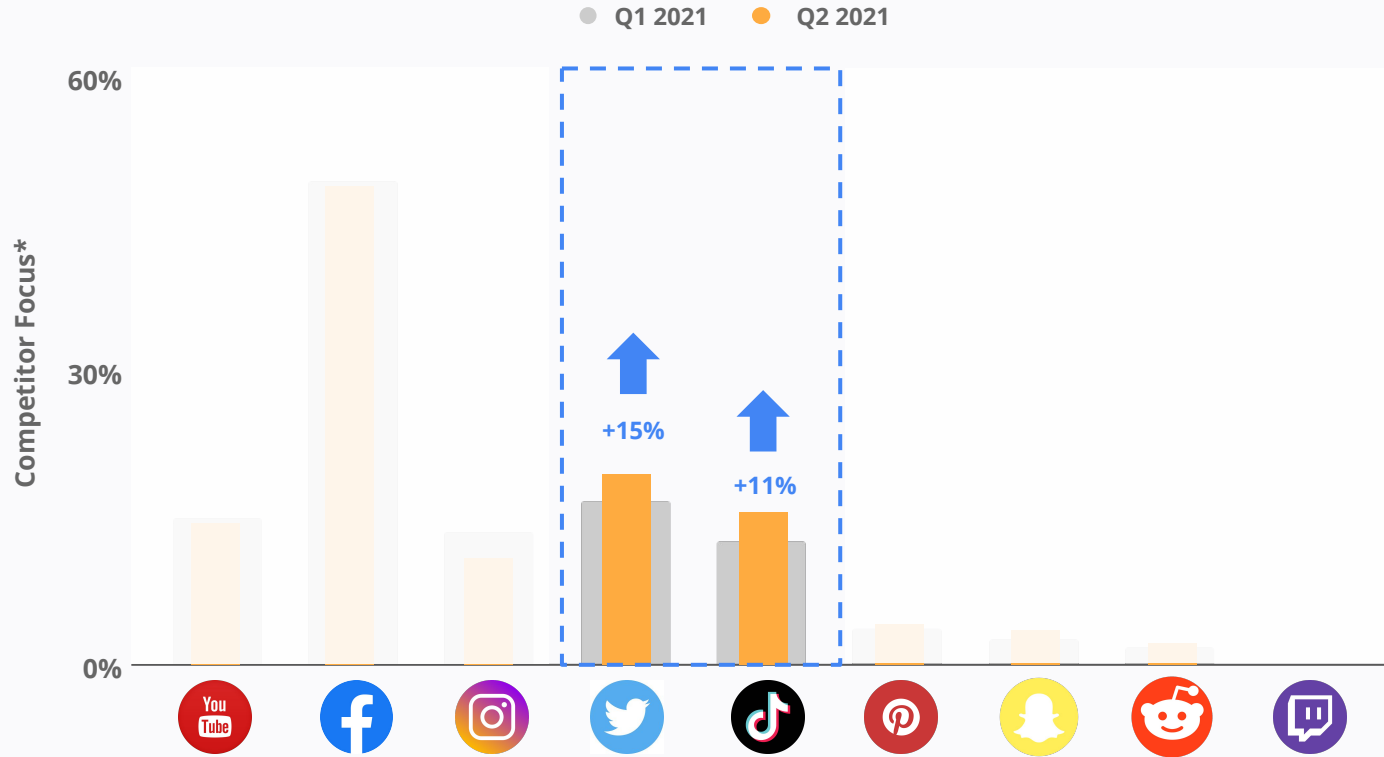
Audience Attention is stable for YouTube, TikTok, reddit, and Twitch with less than a 5% change this quarter.



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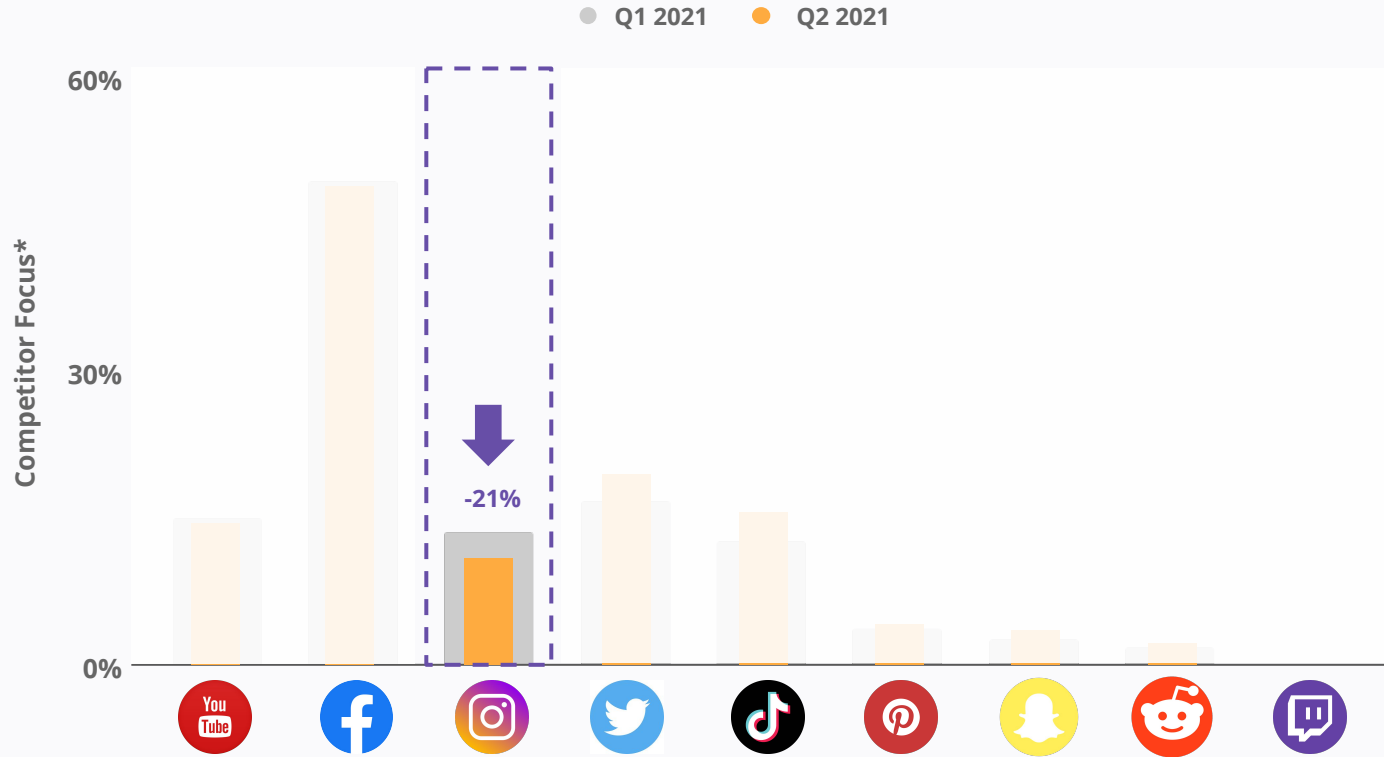
Competitor Focus is growing on Twitter and TikTok.



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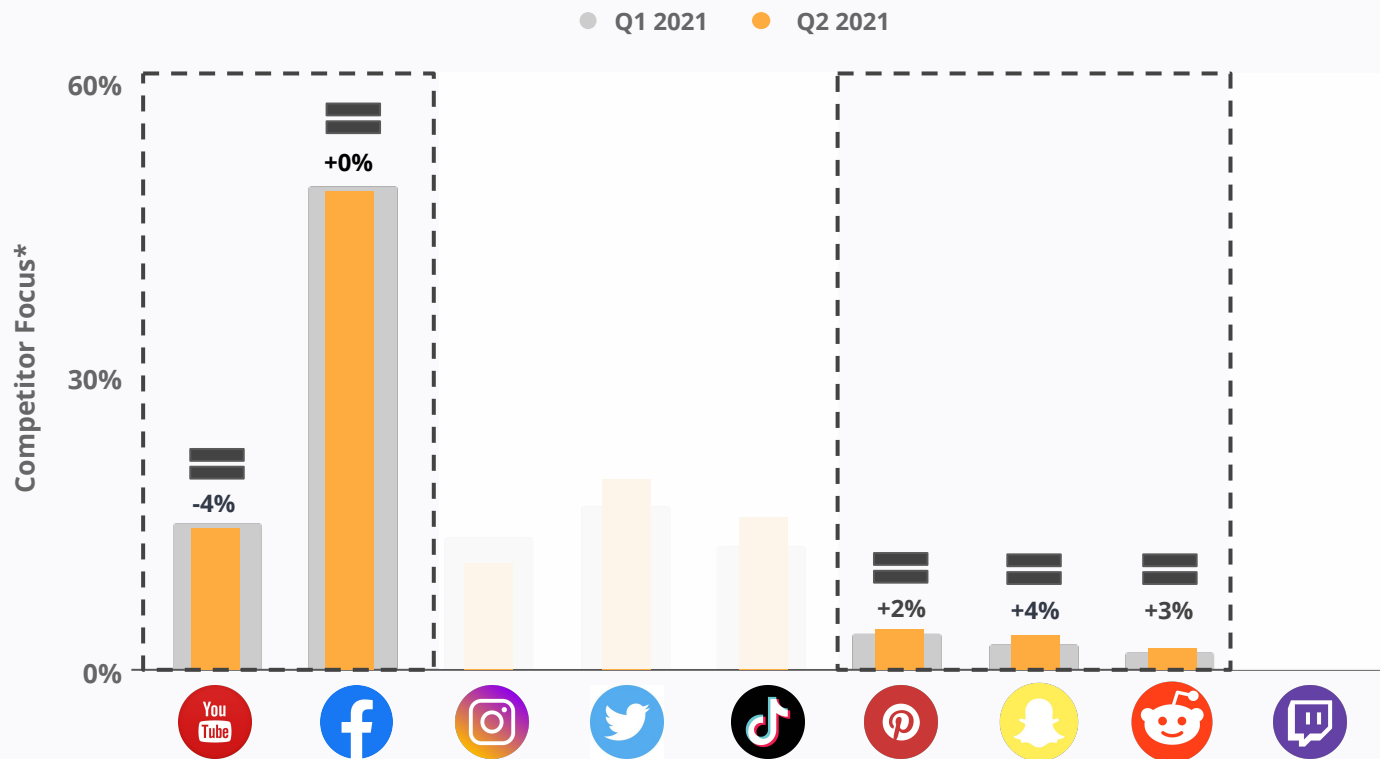
Competitor Focus shrank significantly this quarter on Instagram.



*Composite metric consists of post cadence, audience growth, engagement volume, organic video views. Competitor's focus is comprised of the top 25 brands in the FS industry.

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Competitor Focus is stable on YouTube, Facebook, Pinterest, Snapchat, and reddit with less than a 5% change this quarter.



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In the second section of this report, we uncover digital whitespace opportunities for the Financial Services industry within **paid media** channels:

01

Organic Social



The organic social section will take a look at the following platforms: YouTube, Facebook, Instagram, Twitter, TikTok, reddit, Snapchat, Pinterest, and Twitch.







02

Paid Media

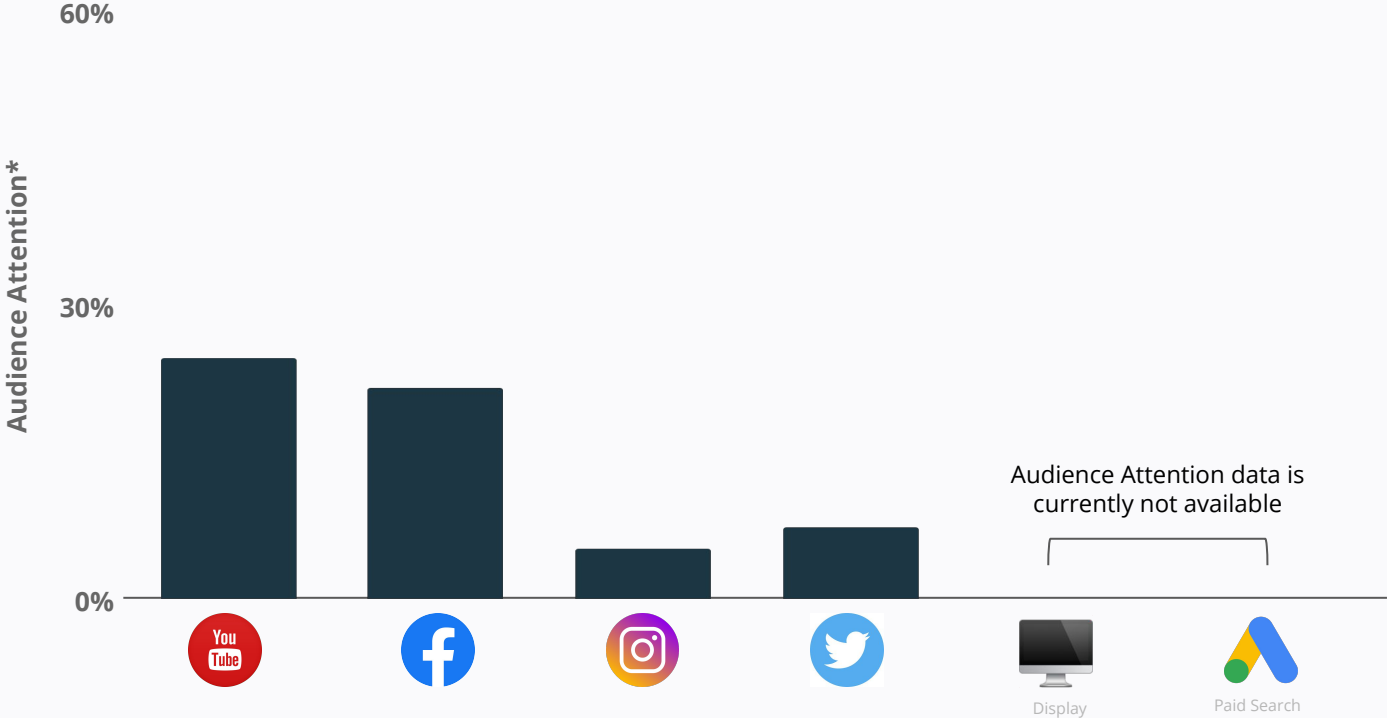


The paid media section will take a look at social media platforms (YouTube, Facebook, Instagram, Twitter, TikTok, reddit, Snapchat, Pinterest, and Twitch) as well as display and paid search.

Key Takeaways

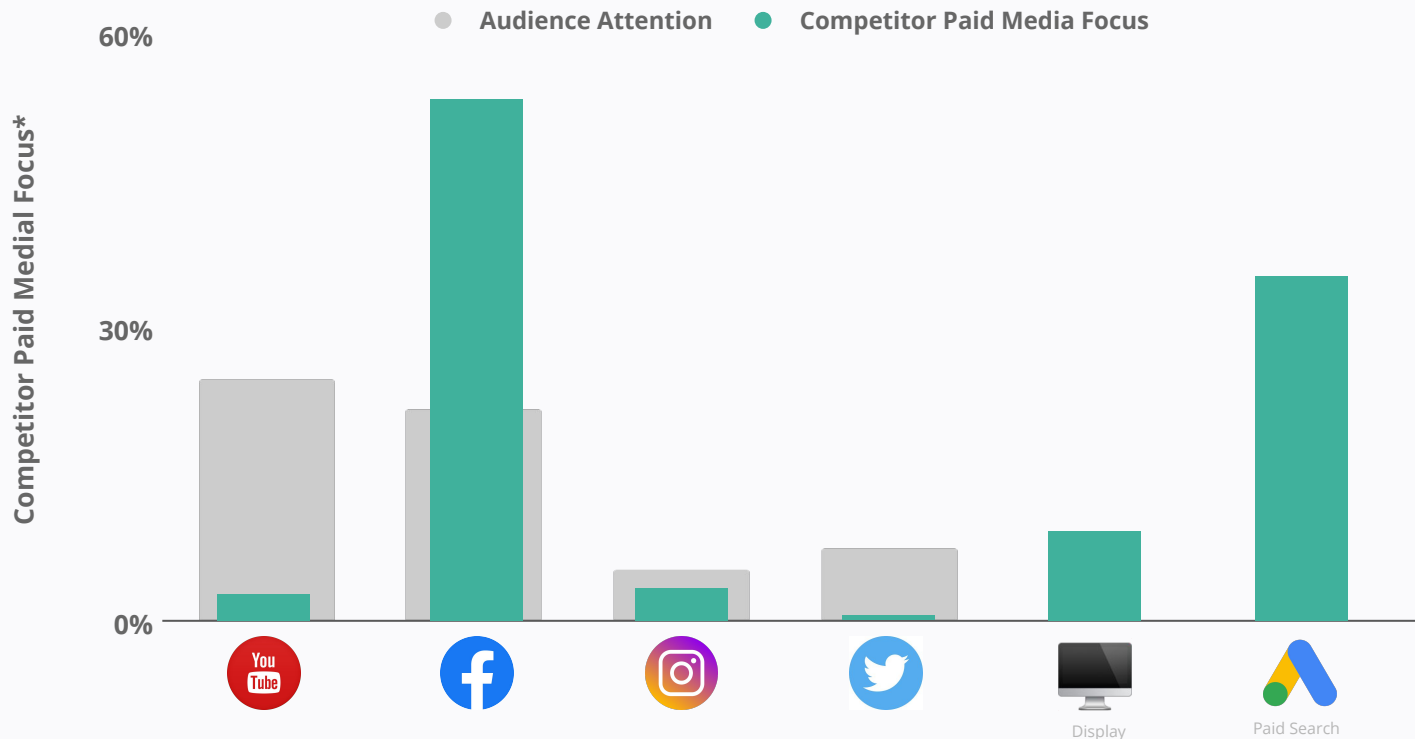
	Audience Attention Trend	Competitors Focus Trend	Attention vs. Competition	Recommendation
	Stable	Decreasing	Low Saturation Opportunity!	Focus here
	Increasing	Increasing	Oversaturated	Maintain
	Decreasing	Stable	Low Saturation Opportunity!	Focus here
	Increasing	Decreasing	Low Saturation Opportunity!	Focus here
	N/A	Decreasing	N/A	Maintain
	N/A	Increasing	N/A	Focus here

In Q2 2020, the **Financial Services Audience Attention** was the highest on YouTube, followed by Facebook.



*Composite metric consists of video views, Monthly Active App Users, and Monthly Unique Site Visitors

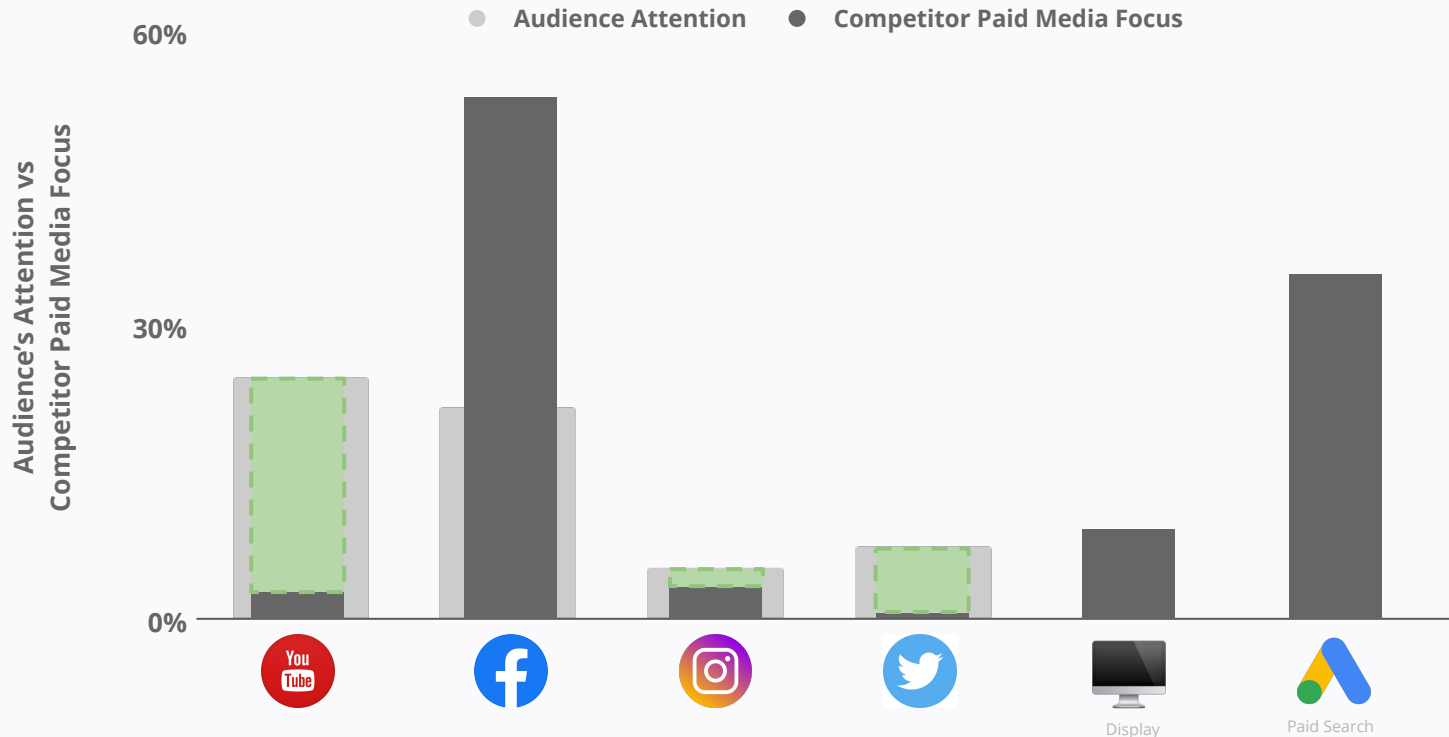
However, **Financial Services Competitors' Paid Media Focus** is highest on Facebook and Paid Search.



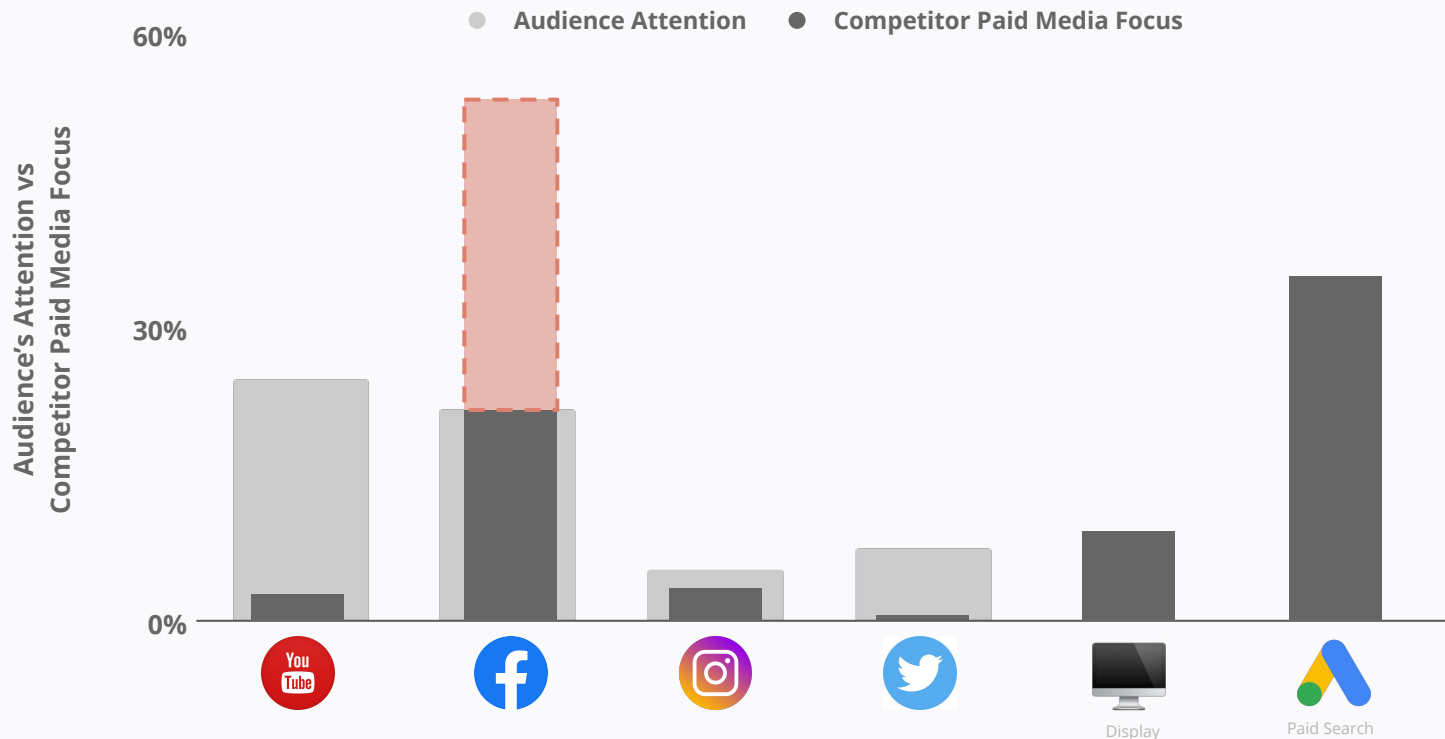
*Composite metric consists of ad spend, # of paid creatives, and paid video views

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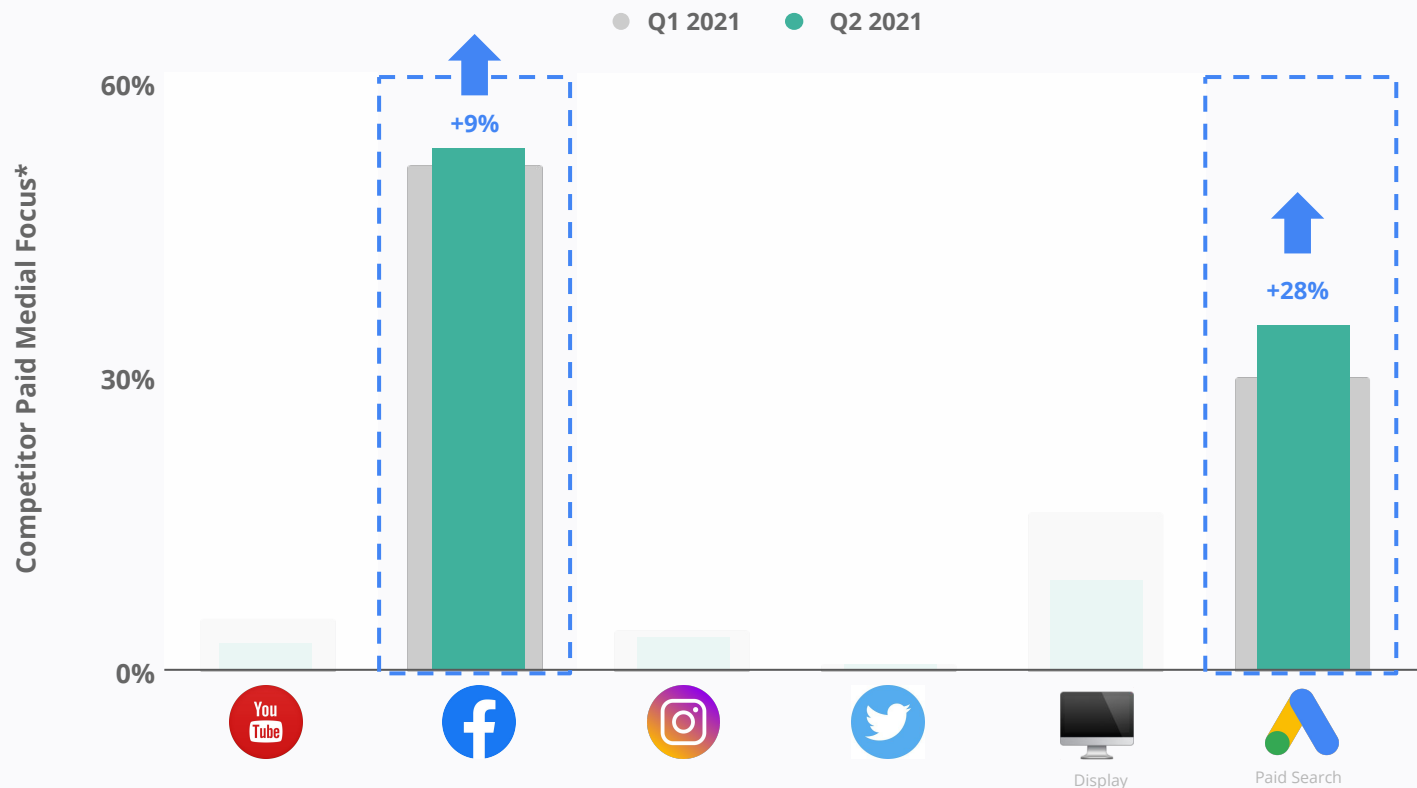
There is whitespace opportunity on YouTube, Instagram, and Twitter, where there is high Audience Attention and low Competitor Paid Media Focus.



Facebook is a highly oversaturated platform with high Competitor Paid Media Focus and low Audience Attention.



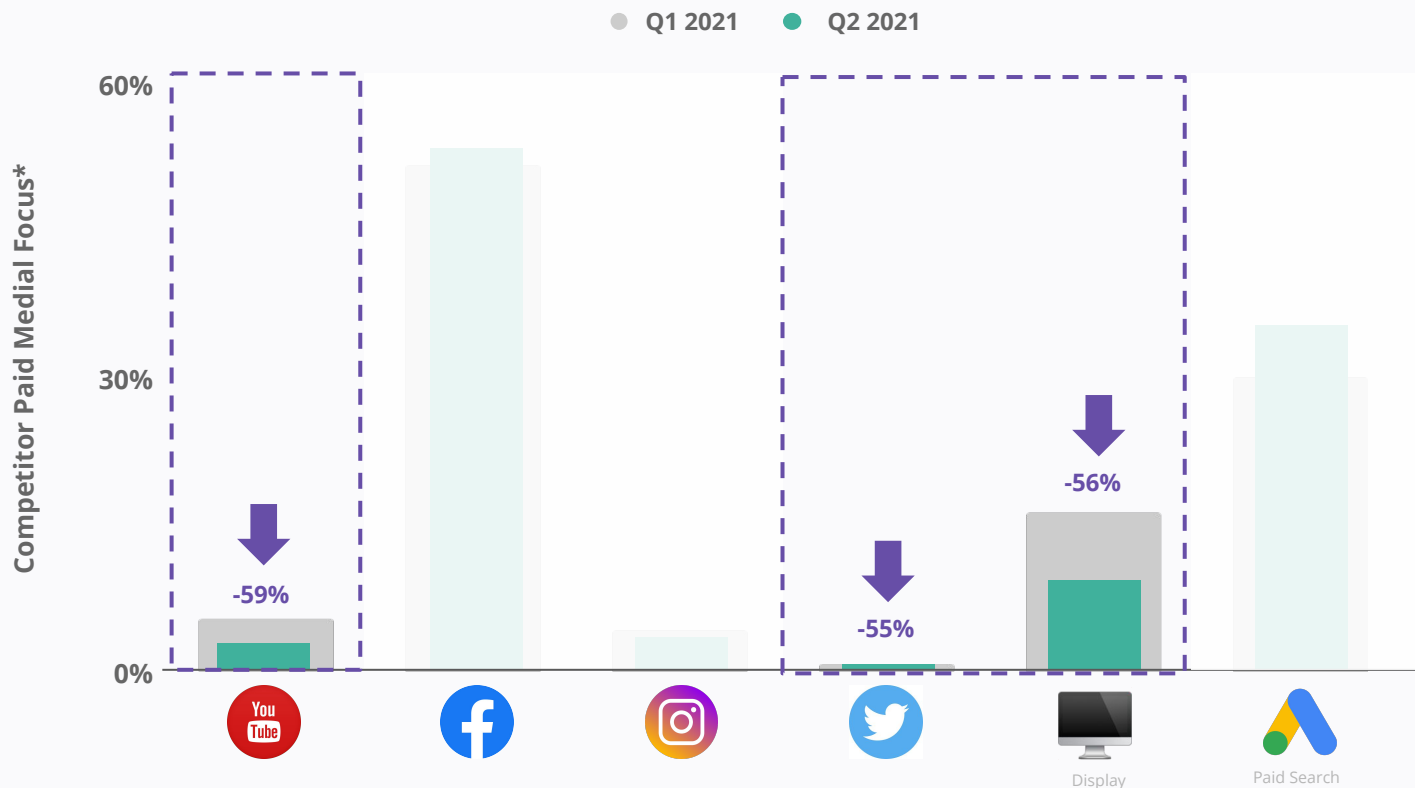
Competitor Paid Media Focus is growing on Facebook and Paid Search.



*Composite metric consists of ad spend, # of paid creatives, and paid video views

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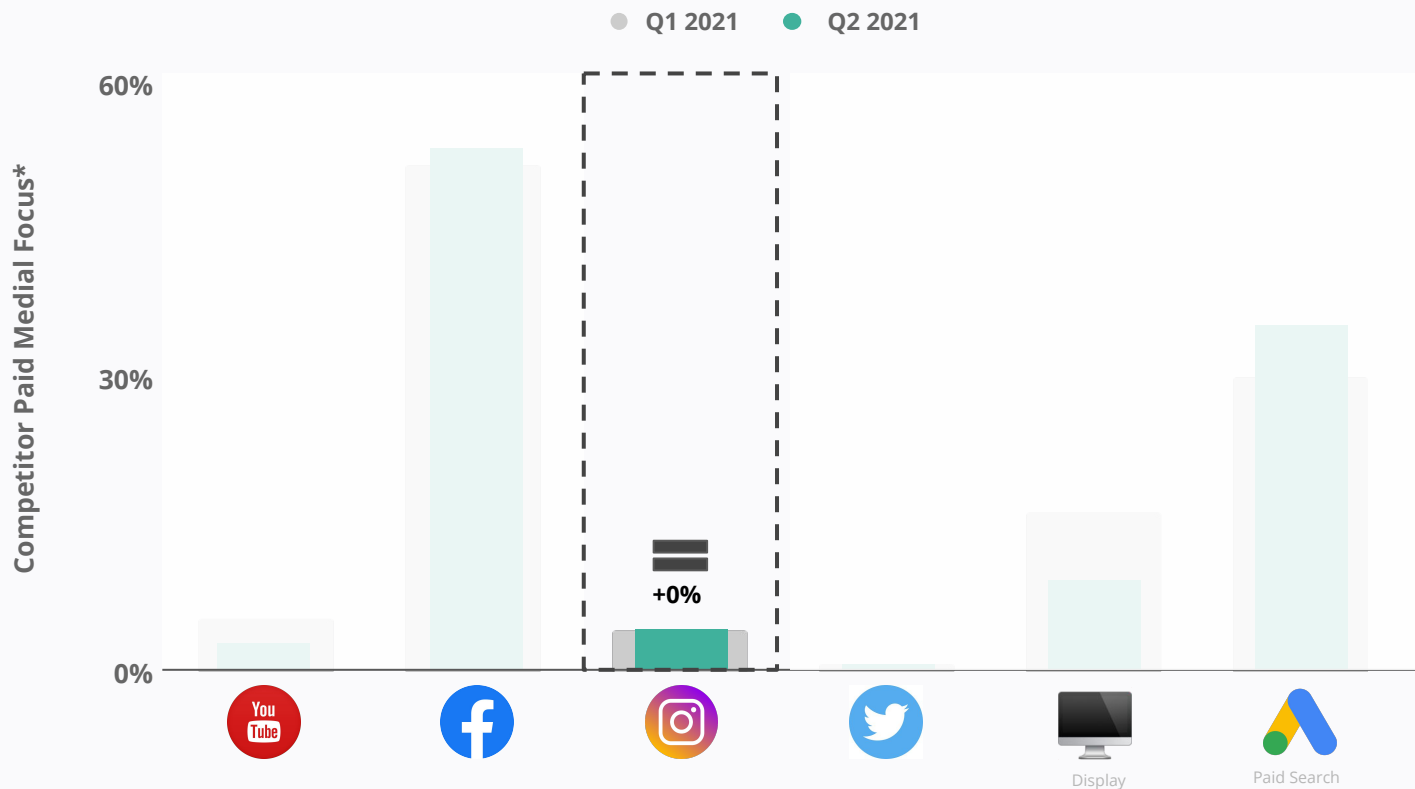
Competitor Paid Media Focus shrank significantly this quarter on YouTube, Twitter and Display.



*Composite metric consists of ad spend, # of paid creatives, and paid video views

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Competitor Paid Media Focus is **stable** on Instagram with no growth this quarter.



*Composite metric consists of ad spend, # of paid creatives, and paid video views

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