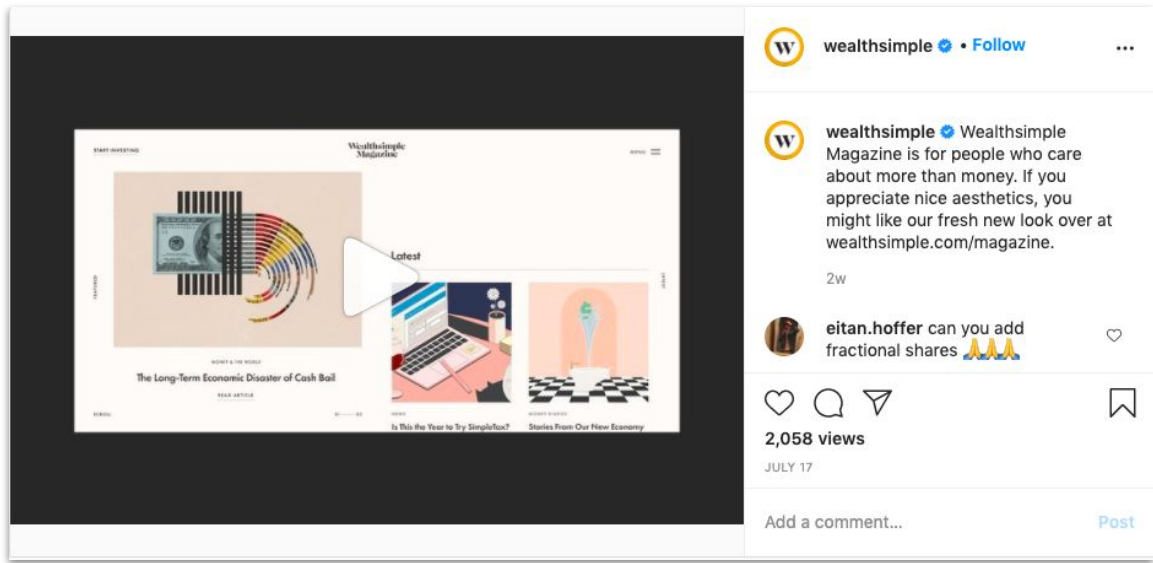


**Wealthsimple**

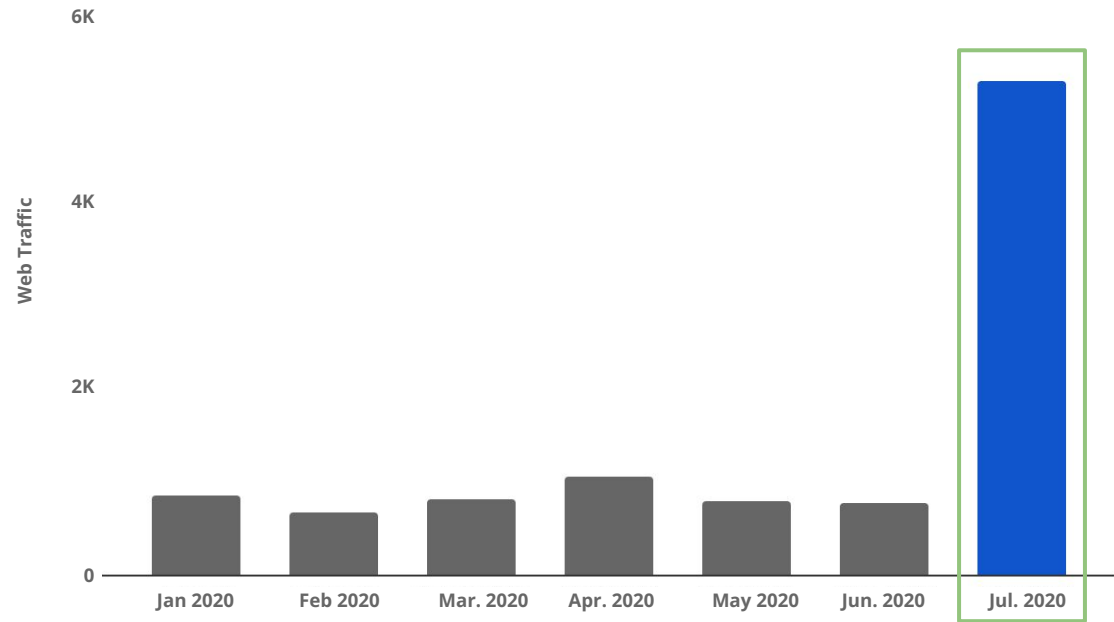
**Activating a Digital Media  
Sub-Brand  
Financial Services**

# In mid-July, Wealthsimple announced via Instagram that they had refreshed the “aesthetics” of their online magazine. Wealthsimple used a short video to highlight features of the new look and feel.



[Click to view](#)

As a result of refreshing the magazine and promoting it on social, the magazine homepage saw a **+558% MoM increase in web traffic in July.**





**Wealthsimple's magazine differs from the learn section of their website in that it focuses more on finance related stories rather than just personal finance topics.**

[wealthsimple.com/magazine](https://wealthsimple.com/magazine)

WEALTHSIMPLE MAGAZINE

# **A MONEY MAGAZINE FOR PEOPLE WHO CARE ABOUT MORE THAN MONEY**

Conversations with geniuses and weirdos, help with investing and taxes, and stories that help you understand the big strange world we live in

[READ MORE ABOUT WEALTHSIMPLE](#)

[wealthsimple.com/learn](https://wealthsimple.com/learn)

## **Personal Finance 101**

Personal finance is the art of managing your money. How much to save, where to invest and how to budget. None of us are born knowing how to put together a smart, simple financial plan.

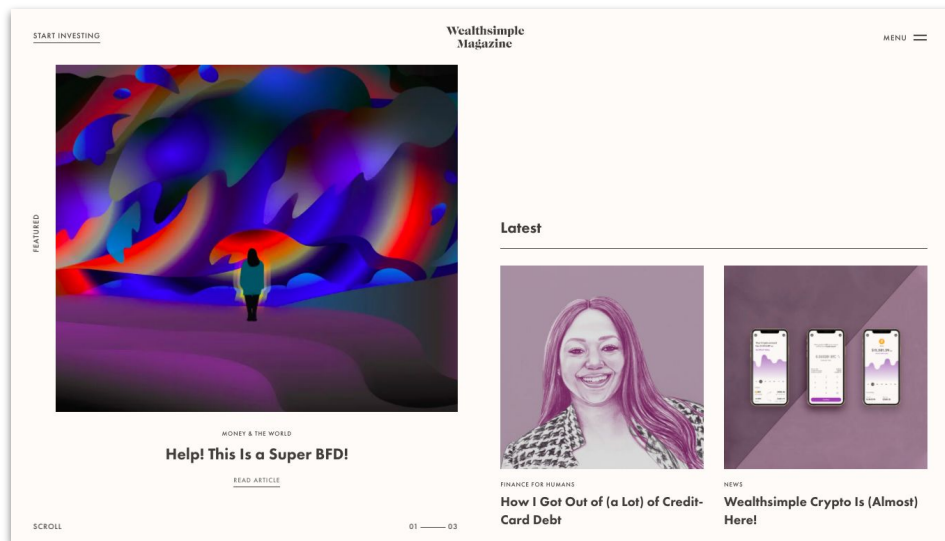
That's why we're here.



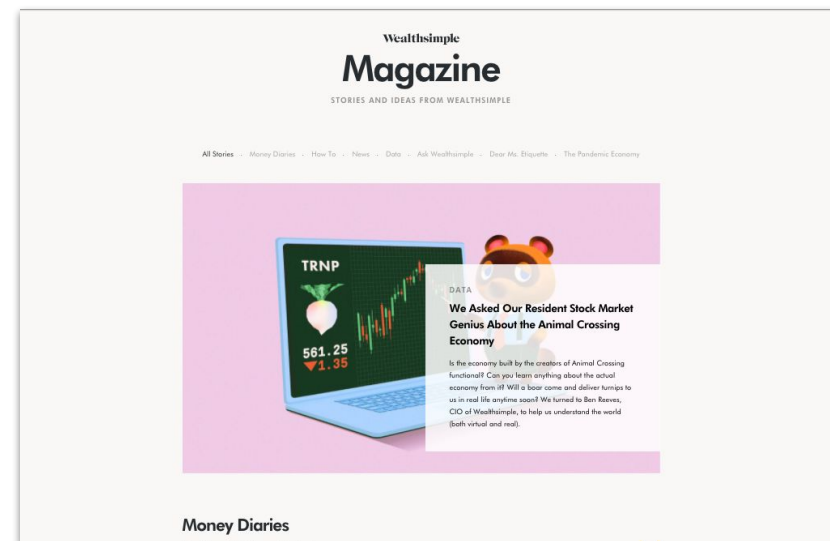


Wealthsimple added a pale pastel background and reduced the size of their magazine logo. The new first page layout highlights a “featured” article as well as the “latest” articles. This is in direct contrast with the old layout which listed the articles by their different groups (i.e. Money Diaries, How To, News, etc.).

New Magazine

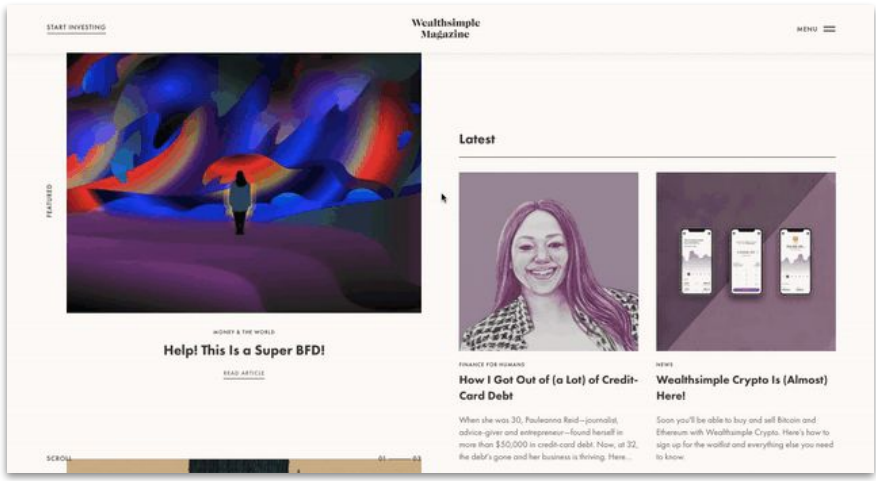


Old Magazine



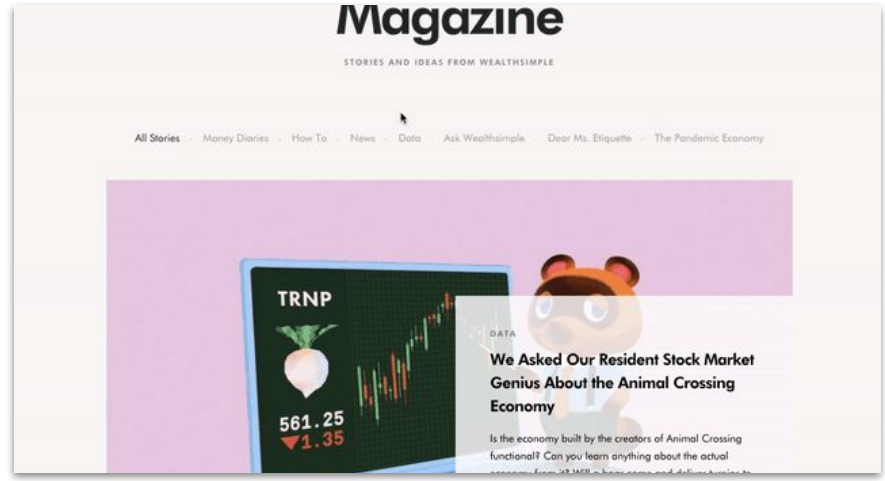
Wealthsimple added interactivity to the new magazine, with articles moving up and down as the reader scrolls. Whereas the old articles remained static as the reader scrolled.

New Magazine



[Click to view](#)

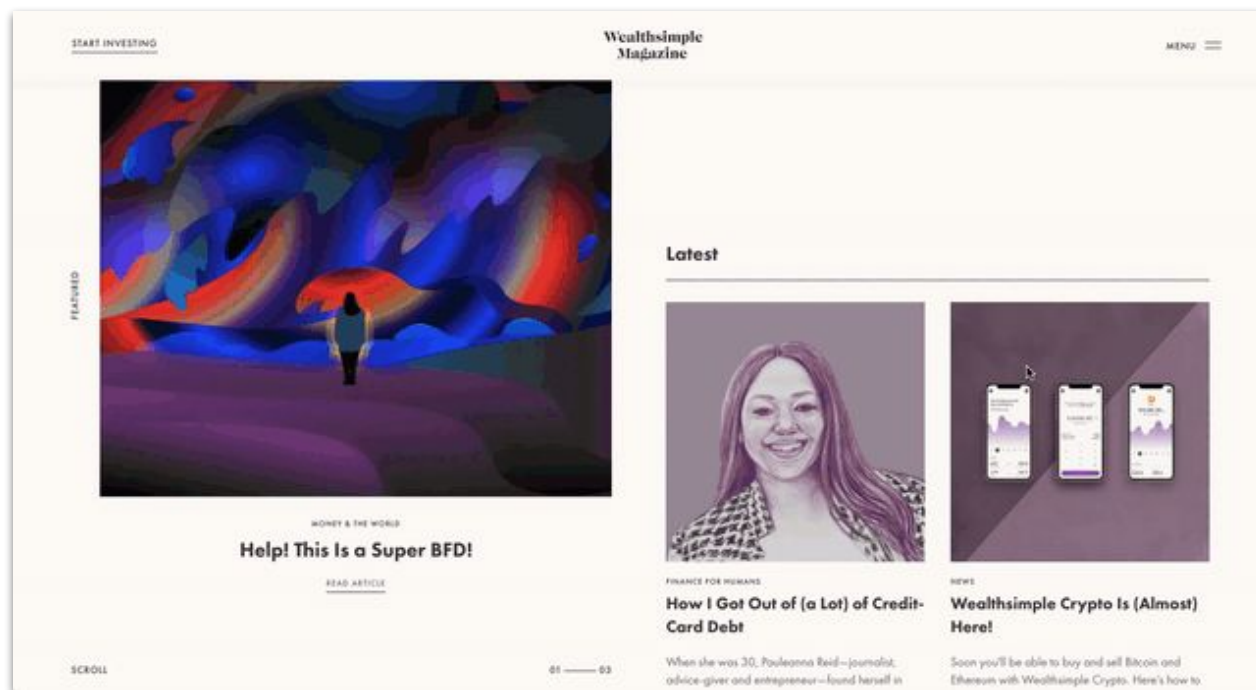
Old Magazine



[Click to view](#)



Further interaction is seen when the articles are clicked and the image pops to the left of the screen while the text loads.



[Click to view](#)

The new magazine layout also features large quotes which stand out from the page. These quotes come direct from articles and are meant to hook in the reader and entice them to click through to the article (a link is placed below the quote).

other forms of financial relief in the age of Covid-19.



**"UNTIL 44 YEARS OF AGE, I NEVER HAD ANY KIND OF SAVINGS ACCOUNT. I'D ALWAYS BEEN UNDER THE GUN. I'D ALWAYS OWED MONEY."**

Anthony Bourdain


[READ ARTICLE](#)

**MONEY & THE WORLD**  
**What the Hell is Actually Going on in the Economy Right Now?**

A conversation with Wealthsimple's Chief Investment Officer and resident economic genius about what's happening in the market, how crazy things could get, and what you can do about it. (Hint: help yourself to...




The articles themselves have also been updated and focus on topics that appeal to millennials such as [Animal Crossing](#), [world-class drag performers](#), and [bull market investing advice](#).



MONEY & THE WORLD

**We Asked Our Resident Stock Market Genius About the Animal Crossing Economy**

Is the economy built by the creators of Animal Crossing functional? Can you learn anything about the actual economy from it? Will a bear come and deliver turnips to us in real life anytime soon? We...




MONEY DIARIES

**Tynomi Banks's Big Break Was Probably Getting Fired From a Corporate Job**

READ ARTICLE

02 — 03



FINANCE FOR HUMANS

**What if I Missed the Entire Bull Market?**

Say you're a millennial who came of age right at the cusp of the Great Recession. Or you didn't start investing because you were freaked out by that recession. Or you had student loans weighing you down. And now the ride is over. What to do if you missed the bull market?

# Takeaways

## Key Findings

**Wealthsimple's magazine refresh resulted in a +538% MoM increase in web traffic to the magazine's main landing page:**

Wealthsimple was able to see a significant increase in web traffic due to refreshing their magazine layout and leveraging their social following to spread word and drive traffic.



## What Brands Should Be Thinking About

**Adding interactive elements to online blogs and web pages can increase engagement and time spent on the page:** Animations, interactive visuals, and an overall UX design refresh with articles addressing timely and relevant topics can help boost web traffic to the blog.