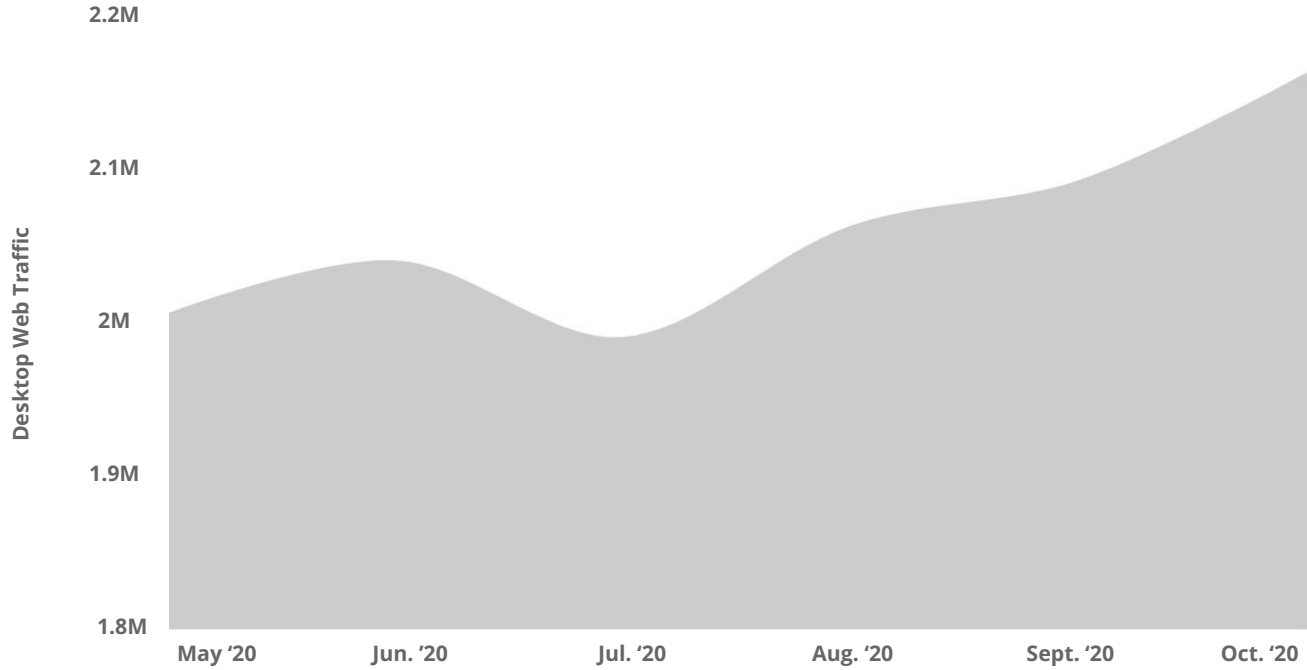


The image features a blue rounded square with a white border. Inside the square, the word "Revolut" is written in a white, bold, sans-serif font. Below the name, the text "Content Strategy From a 'Millennial Bank'" is written in a smaller white font, followed by "Financial Services" in an even smaller white font.

Revolut

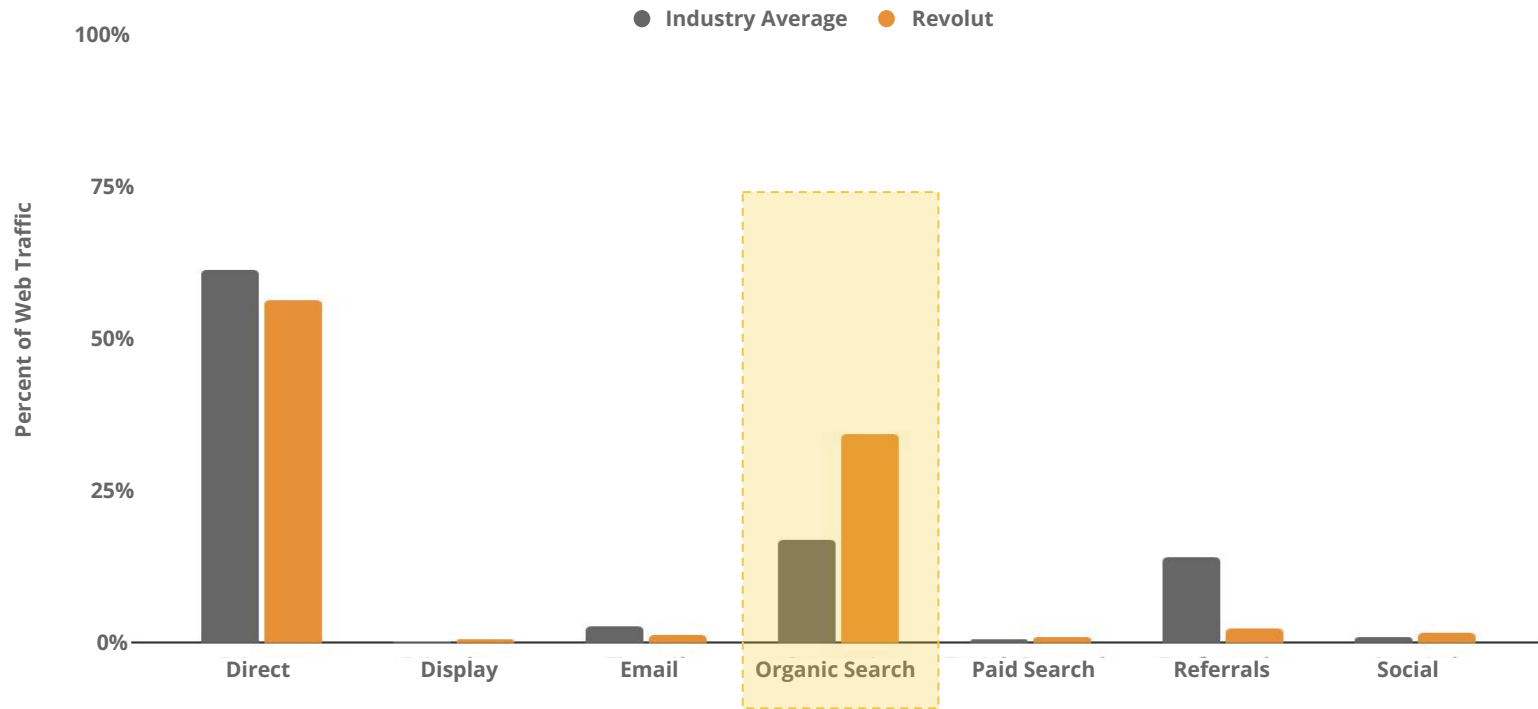
**Content Strategy From
a 'Millennial Bank'**
Financial Services

Revolut has seen an **+8%** increase in Desktop web traffic over the past 6 months.



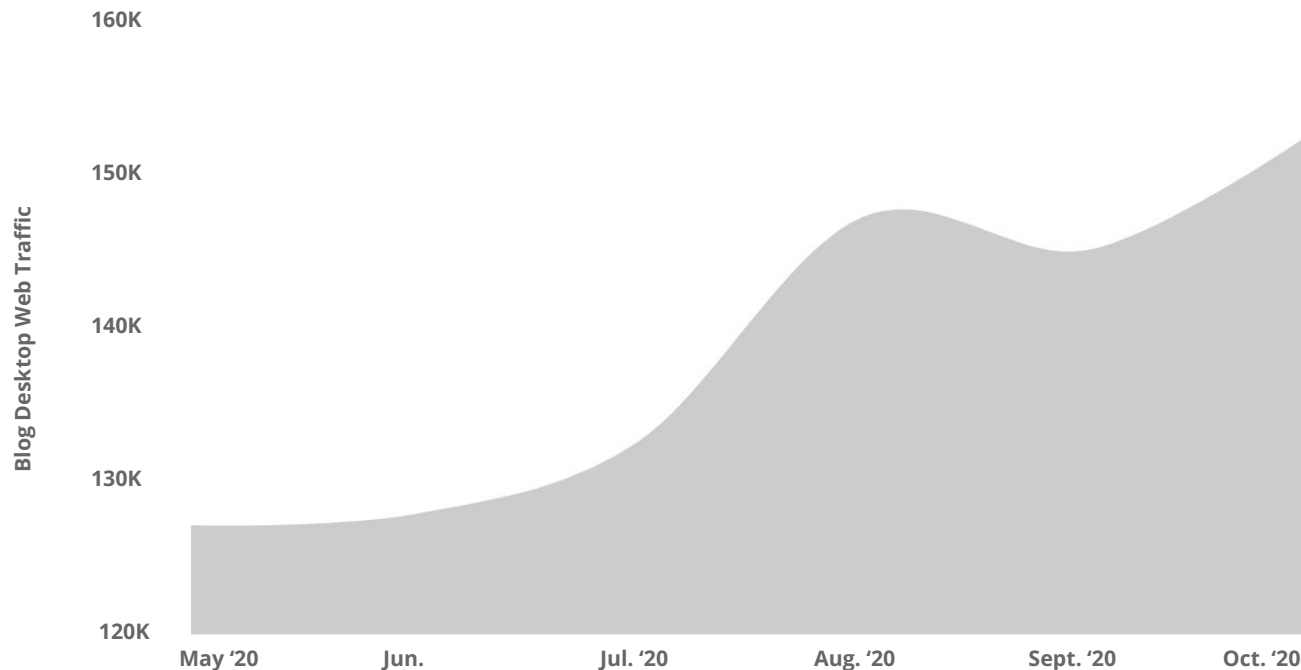


Revolut's desktop web traffic is driven heavily by Organic Search (35%), which is 2x higher than the industry average of 17.5%.



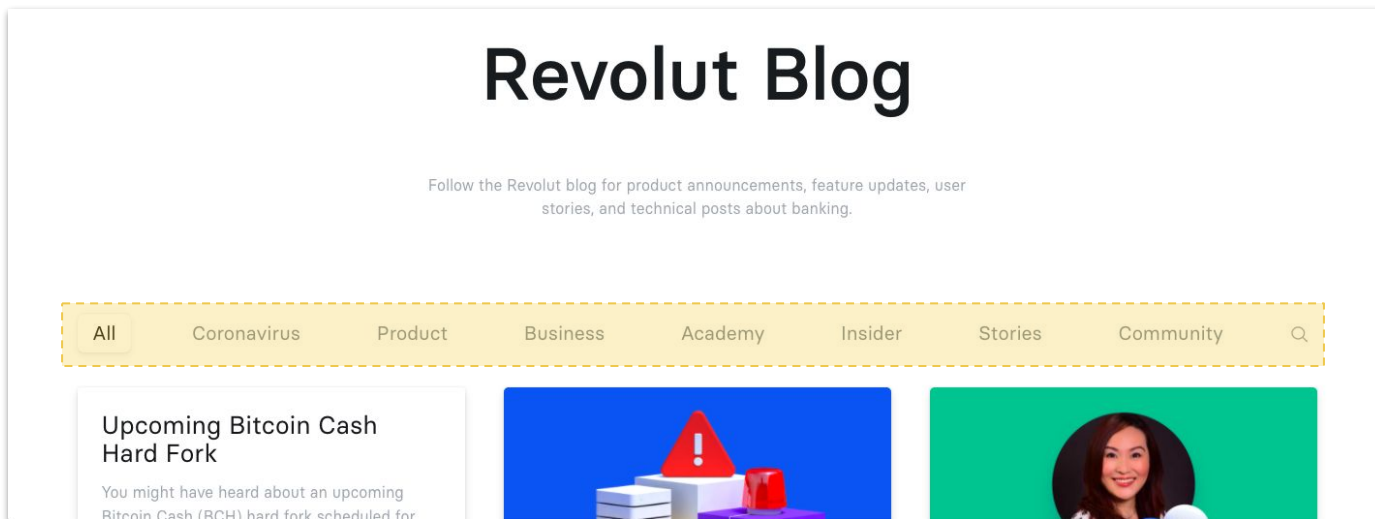
*Based on Desktop traffic only

One contributing factor to the dominance of the Organic Search channel is [Revolut's blog](#). The total desktop visits to Revolut's blog have risen by **+38%** over the past six months and totals nearly one million visits.

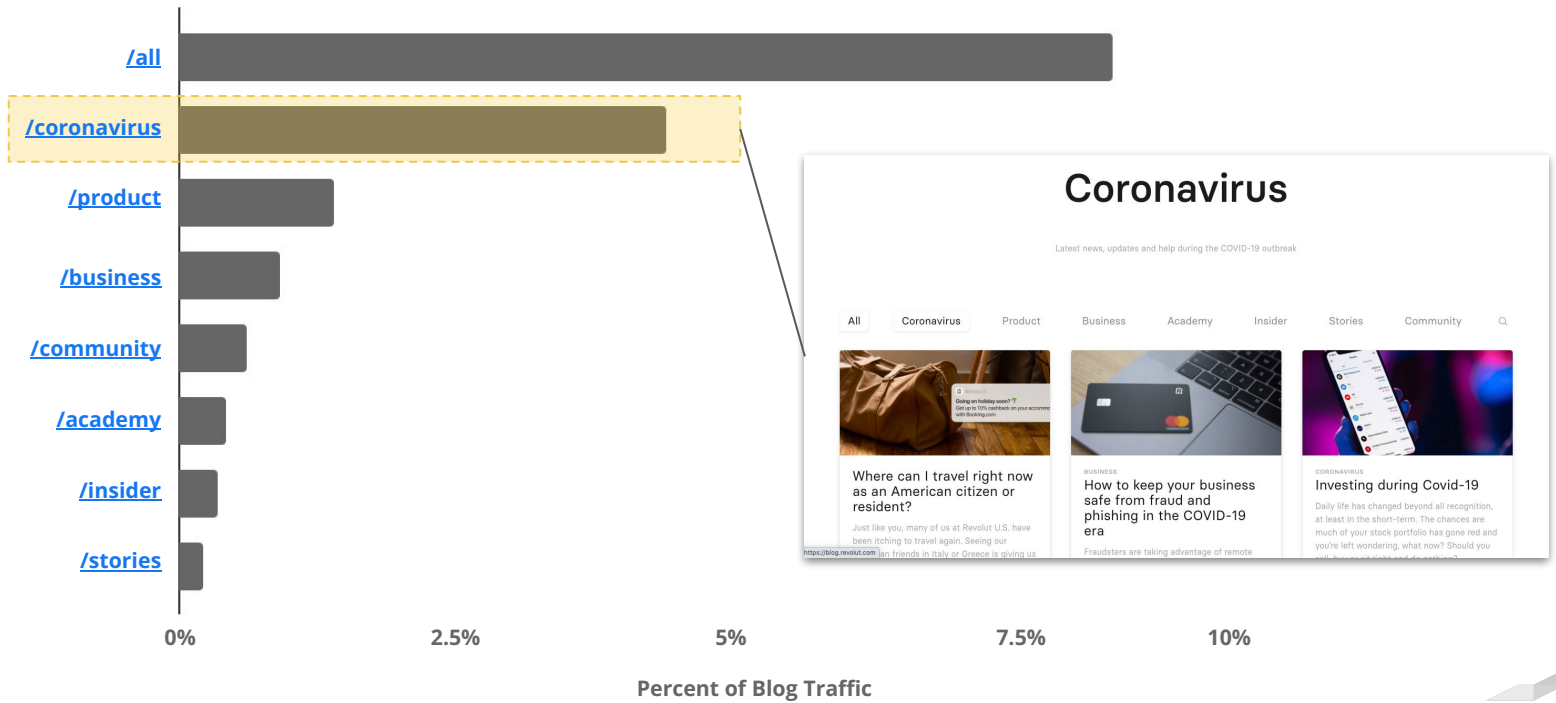




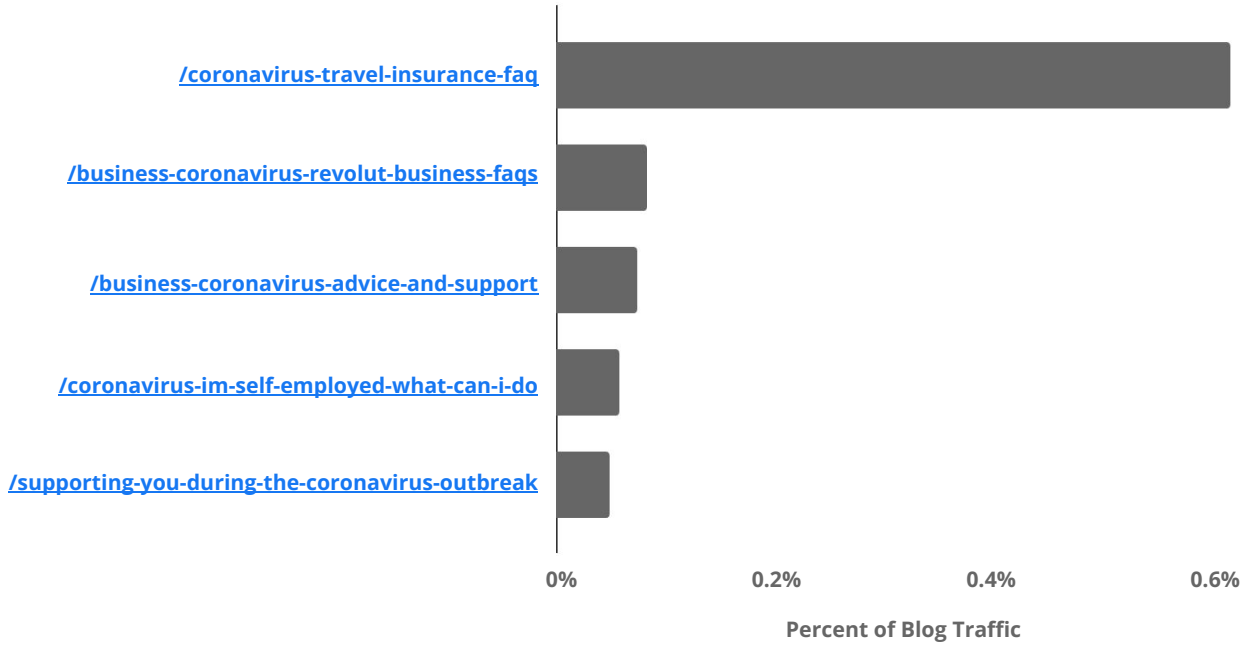
Revolut has structured their blog into eight different categories and includes an in-site search option for readers to look up topics of interest.



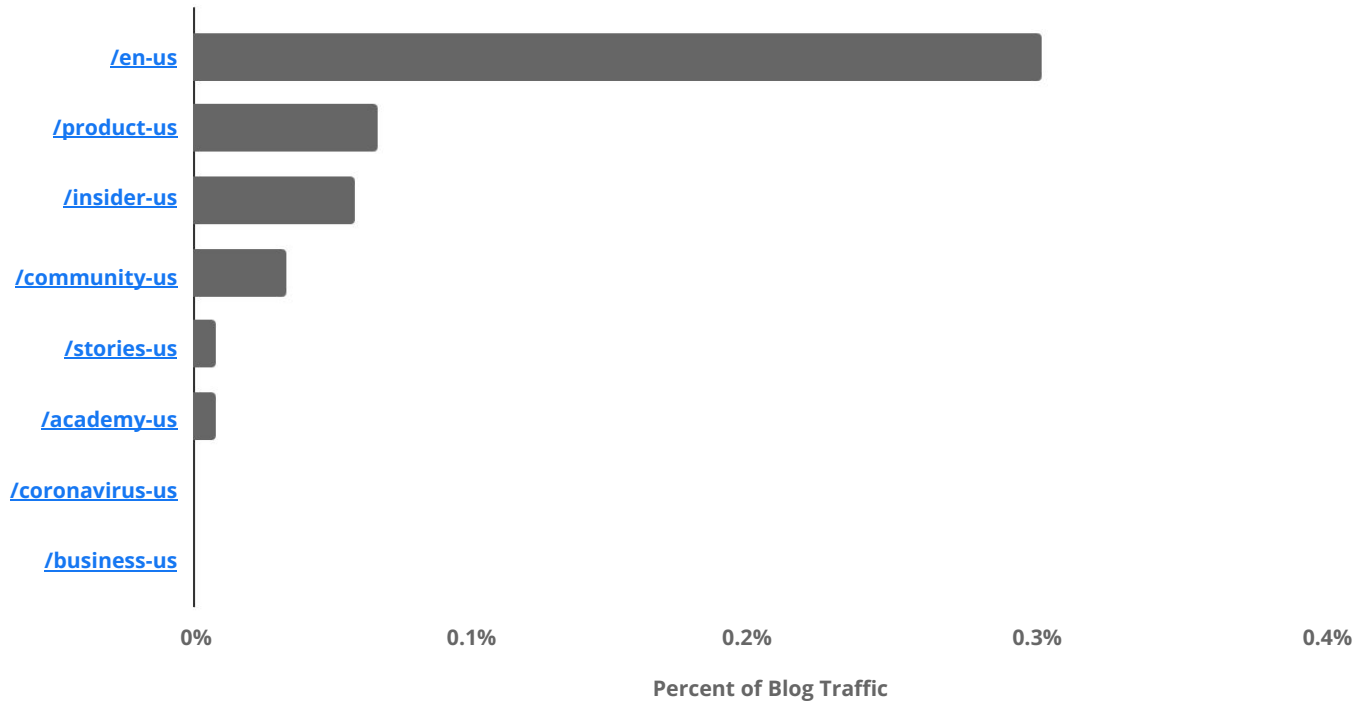
Over the past six months, the coronavirus category has received the second-highest amount of page traffic after the “all” category.



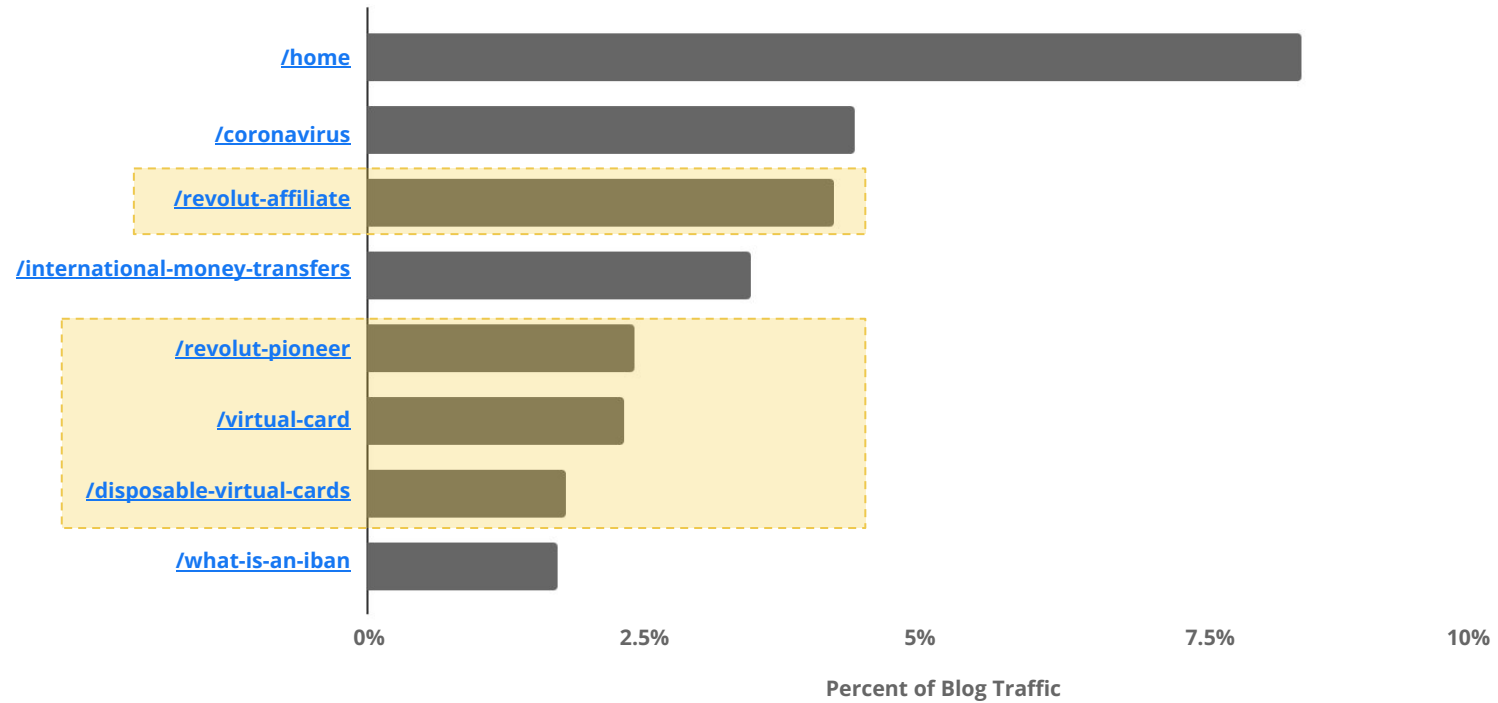
The top articles in the coronavirus category focus on topics such as travel insurance as well as support for businesses and individuals.



Revolut also has US versions of each category that contain information that is customized to their American customers.

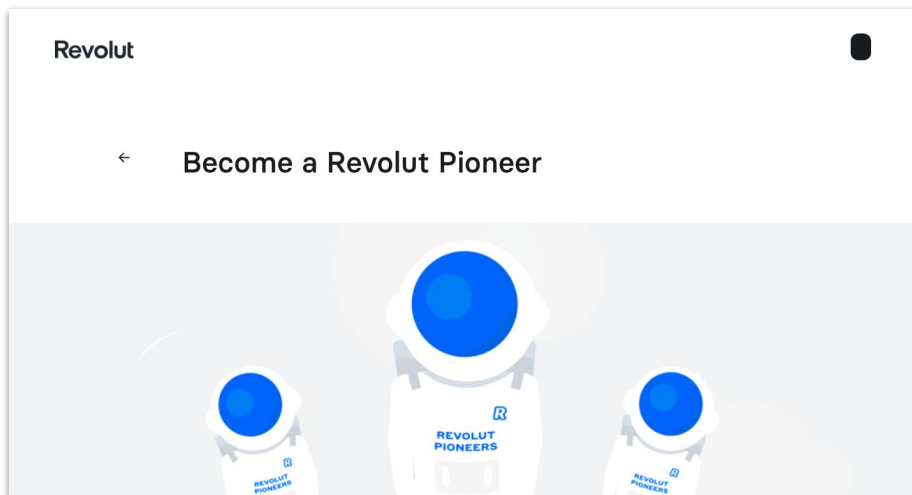


The top articles over the past six months—by traffic—focus on [Revolut's Affiliate](#) & [Pioneer referral](#) programs as well as their [virtual card](#).

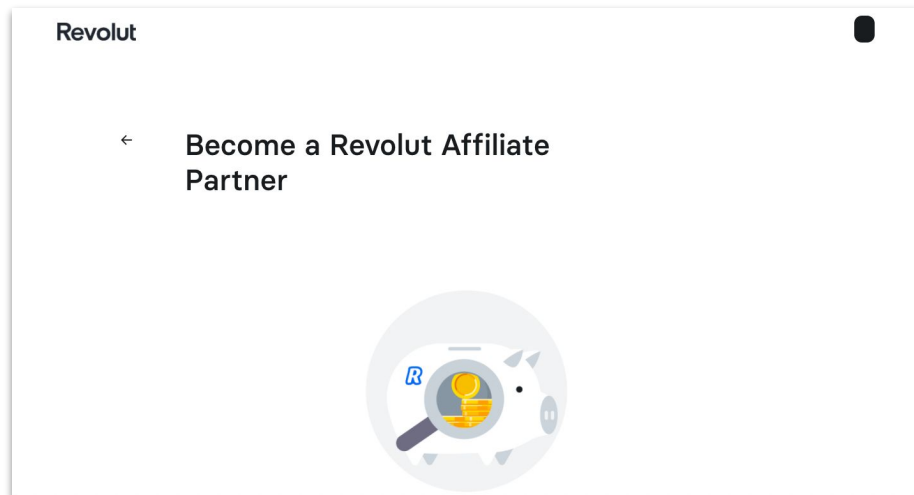




Through their blog, Revolut encourages users to join their referral programs and get commission (as well as other perks) when people sign up through their referral link. Their Pioneer program is aimed at influencers, while their Affiliate Partner program is aimed at publishers.



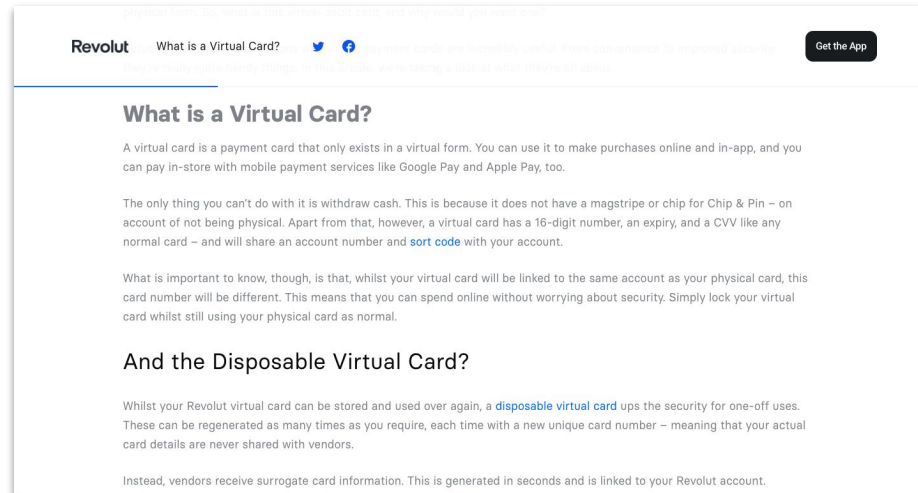
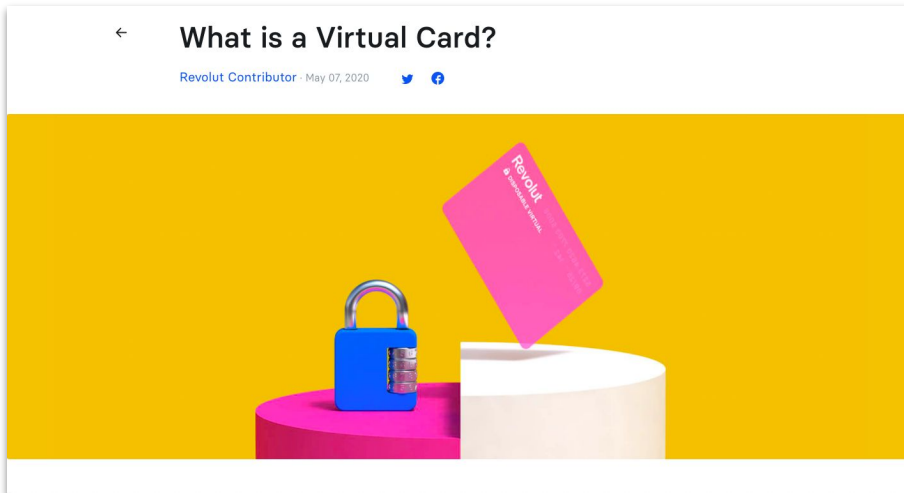
[Click to view.](#)



[Click to view.](#)



Revolut's [Virtual Card](#) allows users to make purchases online without having to own a physical card. The [Disposable Virtual Card](#) generates a unique card for each transaction to help improve security for the client.



Key Takeaways

From the Revolut Content Marketing Case Study

Content Marketing Tactic — Owned Blog to Boost Organic Traffic: Revolut's desktop web traffic has increased by +8% over the past six months. Revolut derives 35% of their desktop traffic from Organic Search which is 2 times higher than the industry average of 17.5%. Revolut's blog is a contributing factor to the high amount of Organic Search traffic as it helps Revolut build link trust and rank for keywords in the SERP. A blog is a great way to develop Organic Search traffic and rank for relevant industry keywords. Ensure that blog content provides value to customers and is not padded unnecessarily with keywords.

Top-performing blog posts were related to COVID-19 — these articles focused on topics such as travel insurance as well as support for businesses and individuals.

Content & Messaging — Geographical Customization & Trending Topics: Currently, Revolut is producing two versions of their blog to customize the content to different audiences. One segment focuses on article topics catered towards their European clientele, while the other blogs focuses on content for their US customers. This allows Revolut to serve the most relevant content to their different customer segments.

Revolut's also produces articles on trending topics such as upcoming Bitcoin cash hard forks or resources for individuals & businesses affected by the coronavirus pandemic.

By segmenting their blog articles and focusing on topical issues Revolut is able to serve their audience the most relevant content. Consider the intent behind your content marketing and whether it is providing the most value to your customers.