Q4 2022

Social Whitespace Map™
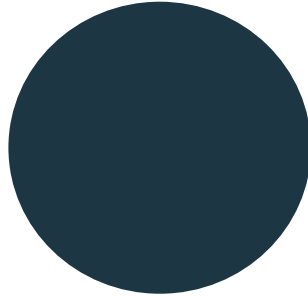
Financial Service

ALL PLATFORMS

Measurement Methodology: Audience Attention

1. **Define the Audience.**

   For this analysis, we look at the North American (Canada + USA) audience including all ages and genders. Some metrics in the analysis, such as video views, are specific to your industry.
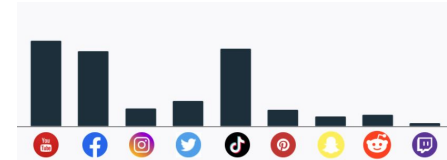
2. **Measure the Audience's Total Attention.**

   Using a variety of marketing intelligence data sources, we measure the *Total Number* of Video Views, Monthly Active App Users, and Monthly Unique Site Visitors from the audience of your specific industry over the course of the current calendar quarter. This represents the total digital Audience Attention for the purpose of this analysis.
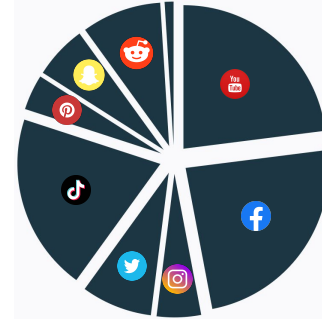
3. **Measure Each Platform's *Share* of the Attention.**

   From the total number of Video Views, Monthly Active App Users, and Monthly Unique Site Visitors from the audience we determine which social platforms that activity took place on.

4. **Revisualize Into a Bar Chart for Analysis.**

   For the purpose of this analysis a bar chart is more effective than a pie chart.

Measurement Methodology: Competitors' Focus
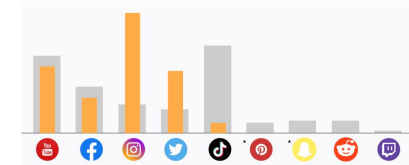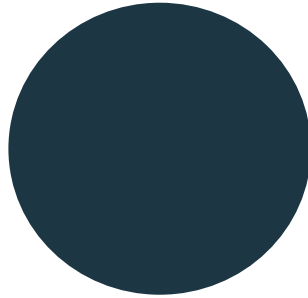
1. Define the Competitors.

For this analysis, we look at **15 different competitors** in the retail banking, investment, and fintech industry such as the Big 5 Canadian Banks, Wealthsimple and Chime.

2. Measure the Competitors' Total Focus.

Using a variety of marketing intelligence data sources, we measure the *Total Number* of Video Views, Post Cadence, Social Audience Growth, and Social Engagement Volume from the competitors of your specific industry over the course of the current calendar quarter. This represents the total digital Competitors' Focus for the purpose of this analysis.

3. Measure Each Platform's *Share* of the Focus.

From the total number of Video Views, Post Cadence, Social Audience Growth, and Social Engagement Volume from the competitors we determine which social platforms that activity took place on.
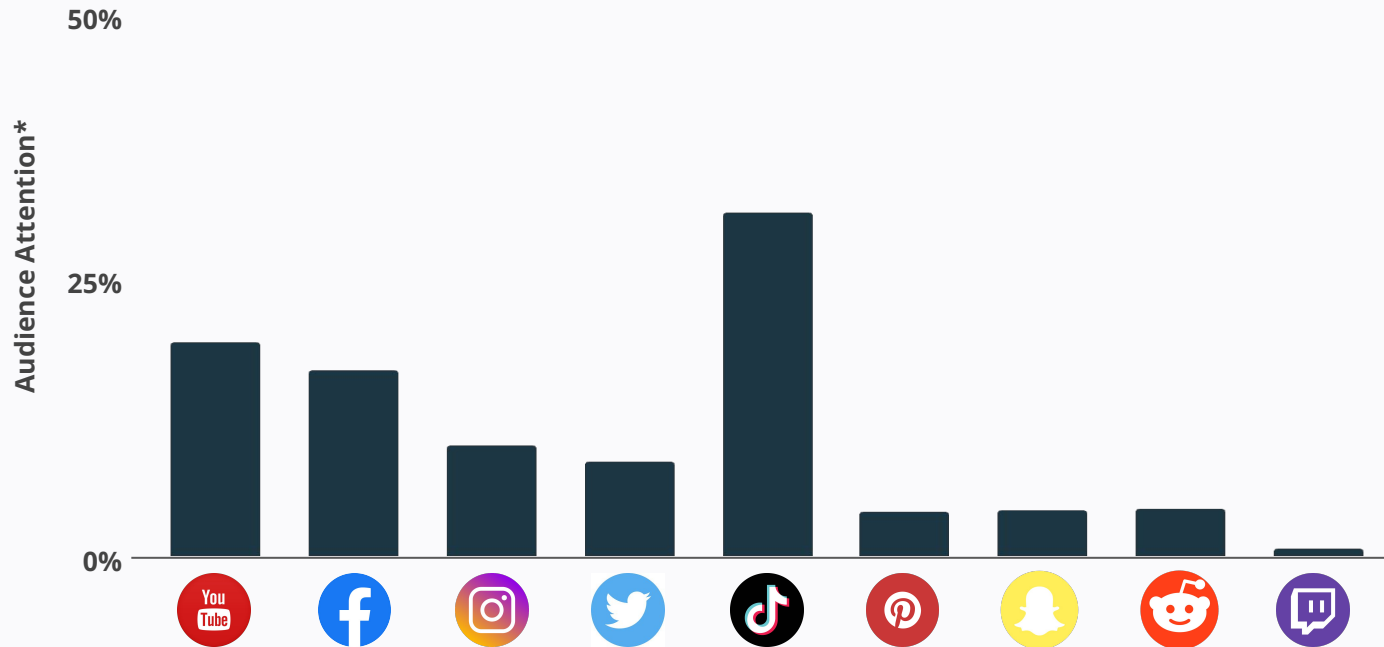
4. Overlay onto the Audience Attention Bar Chart for analysis.

For the purpose of this analysis a bar chart is more effective than a pie chart. We overlay the Competitors' Focus bar chart over the Audience Attention bar chart to determine whitespace opportunities.

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Key Takeaways

	Audience Attention Trend	Competitors' Focus Trend	Attention vs. Competition	Recommendation
YouTube	Decreasing	Increasing	Low Saturation Opportunity!	**Focus here**
Facebook	Stable	Stable	Oversaturated	**Maintain**
Instagram	Stable	Decreasing	Oversaturated	**Maintain**
Twitter	Stable	Twitter	Oversaturated	**Maintain**
TikTok	Increasing	Decreasing	Low Saturation Opportunity!	**Focus here**
Pinterest	Stable	Not Active	Low Saturation Opportunity!	**Experiment**
Snapchat	Stable	Data Unavailable	Data Unavailable	**Experiment**
Reddit	Stable	Not Active	Low Saturation Opportunity!	**Experiment**
Twitch	Stable	Not Active	Low Saturation Opportunity!	**Experiment**

In Q3 2022, the **Financial Services Audience Attention** was the highest on TikTok, followed by YouTube and Facebook.

However, **Financial Services Competitors' Focus** is highest on Twitter, Instagram, and Facebook.
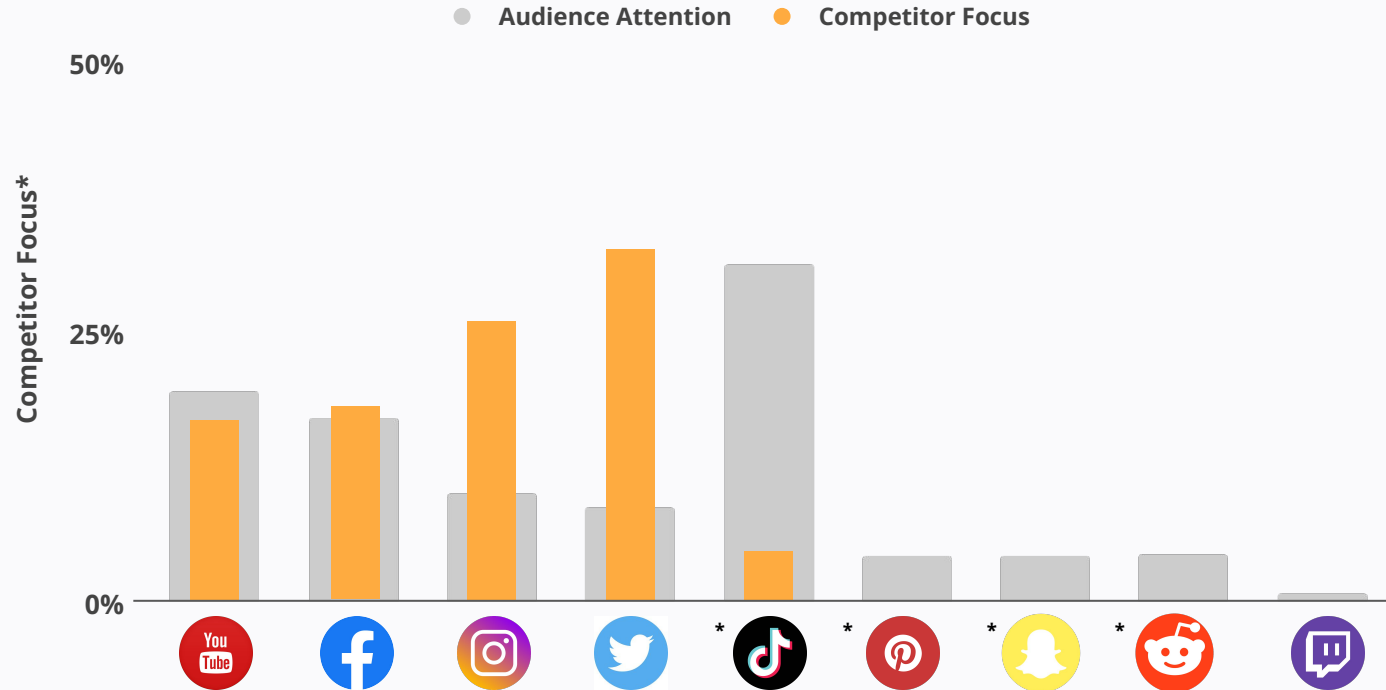
● Audience Attention ● Competitor Focus

Competitor Focus*

50%

25%

0%

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

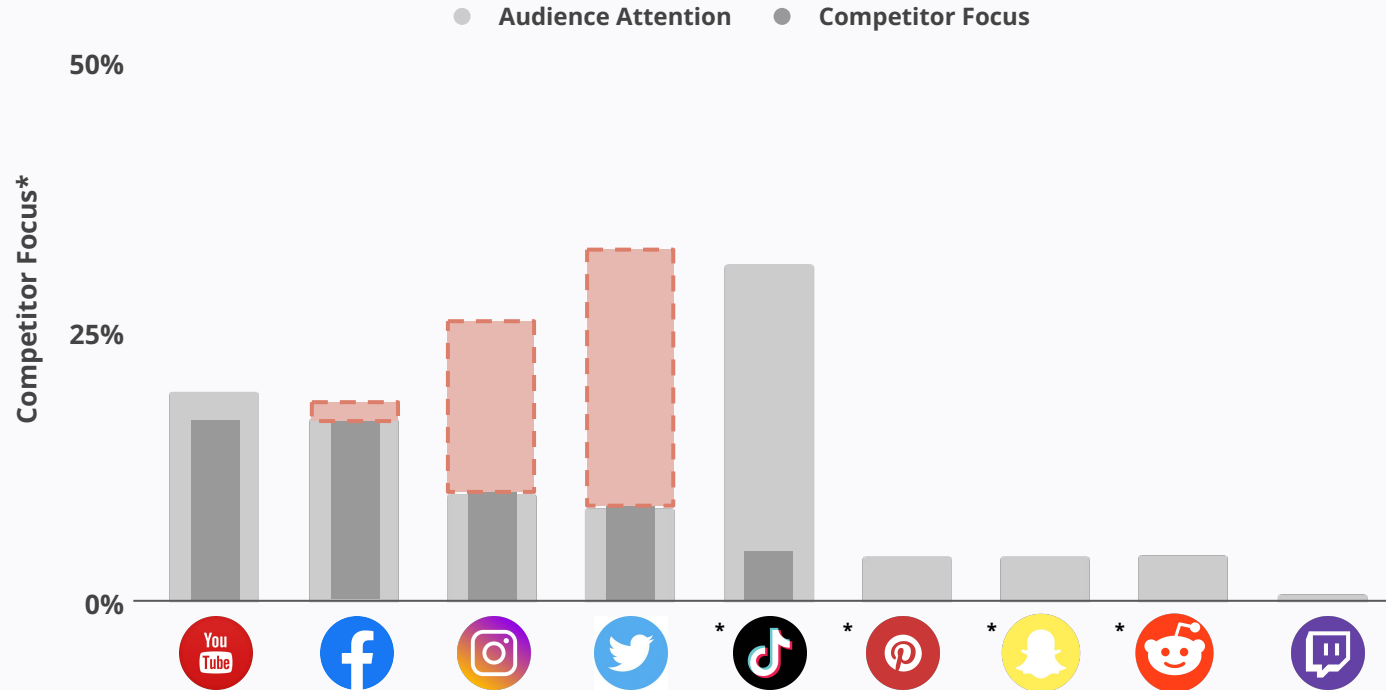*Competitors are not currently active on Pinterest, Reddit, and Twitch.*
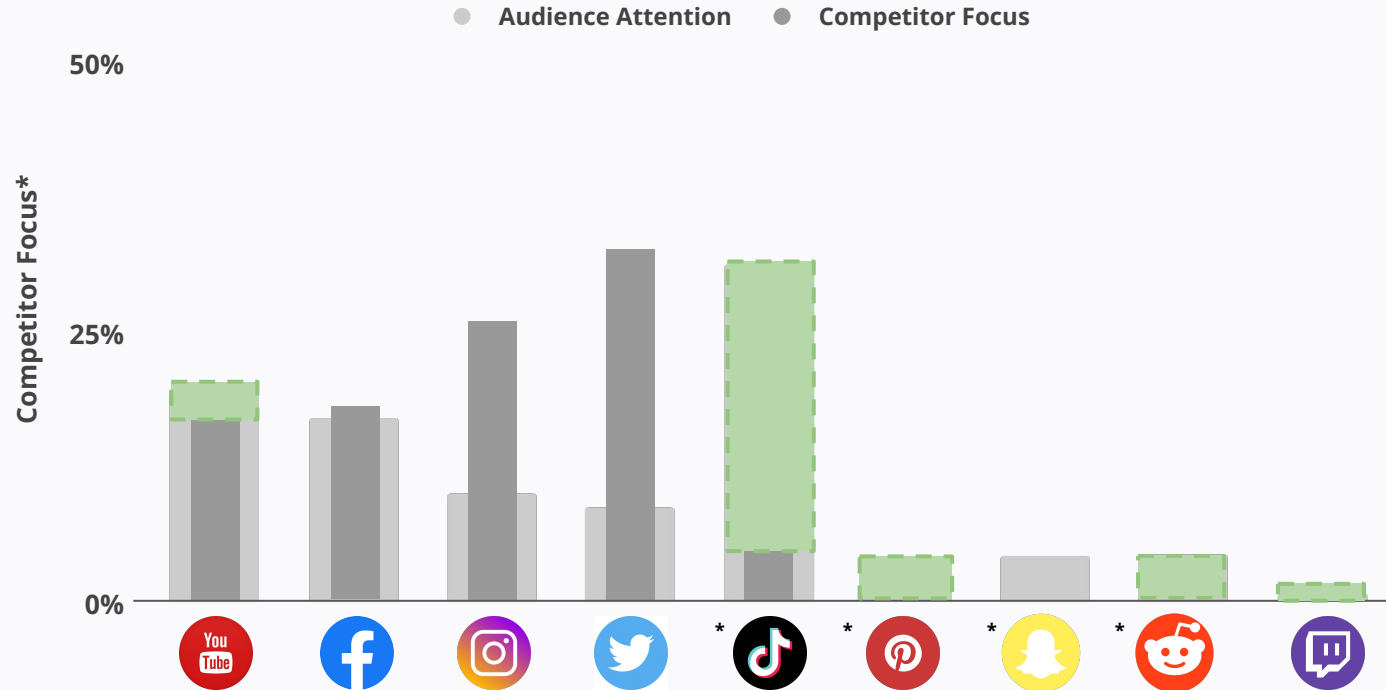
● Audience Attention   ● Competitor Focus

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

● Audience Attention   ● Competitor Focus
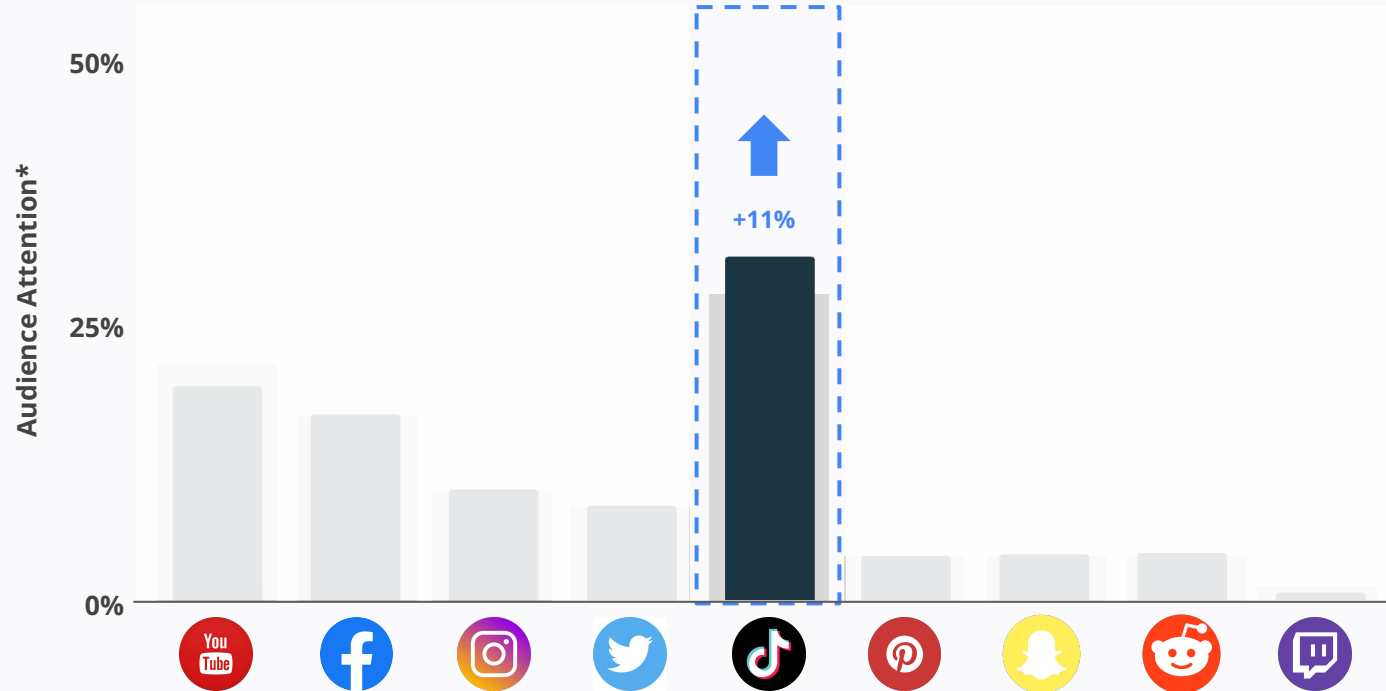
Competitor Focus*

50%

25%

0%

Audience Attention **is growing** only on TikTok by +11% this quarter.

Audience Attention **shrank this quarter** by -10% on YouTube.

Audience Attention is stable for Facebook, Instagram, Twitter, Pinterest, Snapchat, reddit, and Twitch with less than a 10% change this quarter.

● Q2 2022   ● Q3 2022
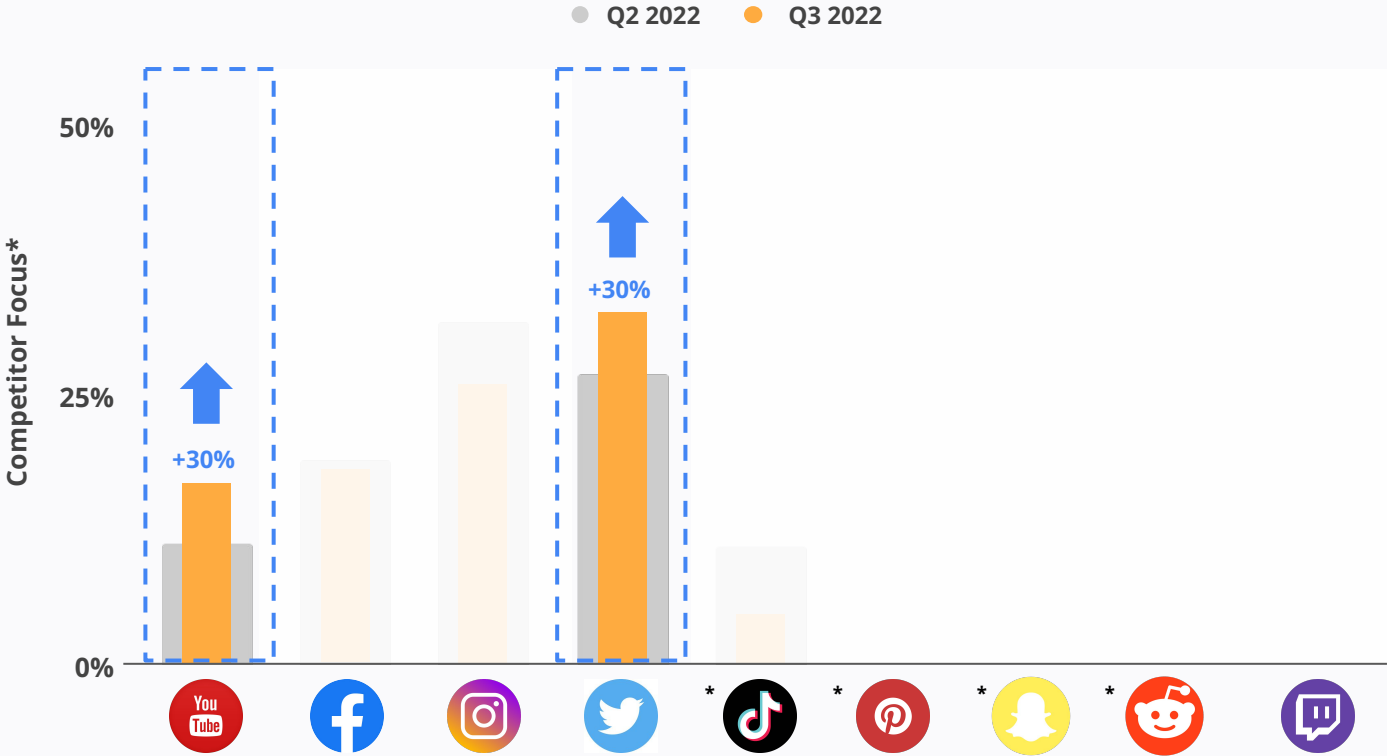
Audience Attention*

60%

30%

0%

-2%   -1%   -7%   +1%   0%   +3%   -1%
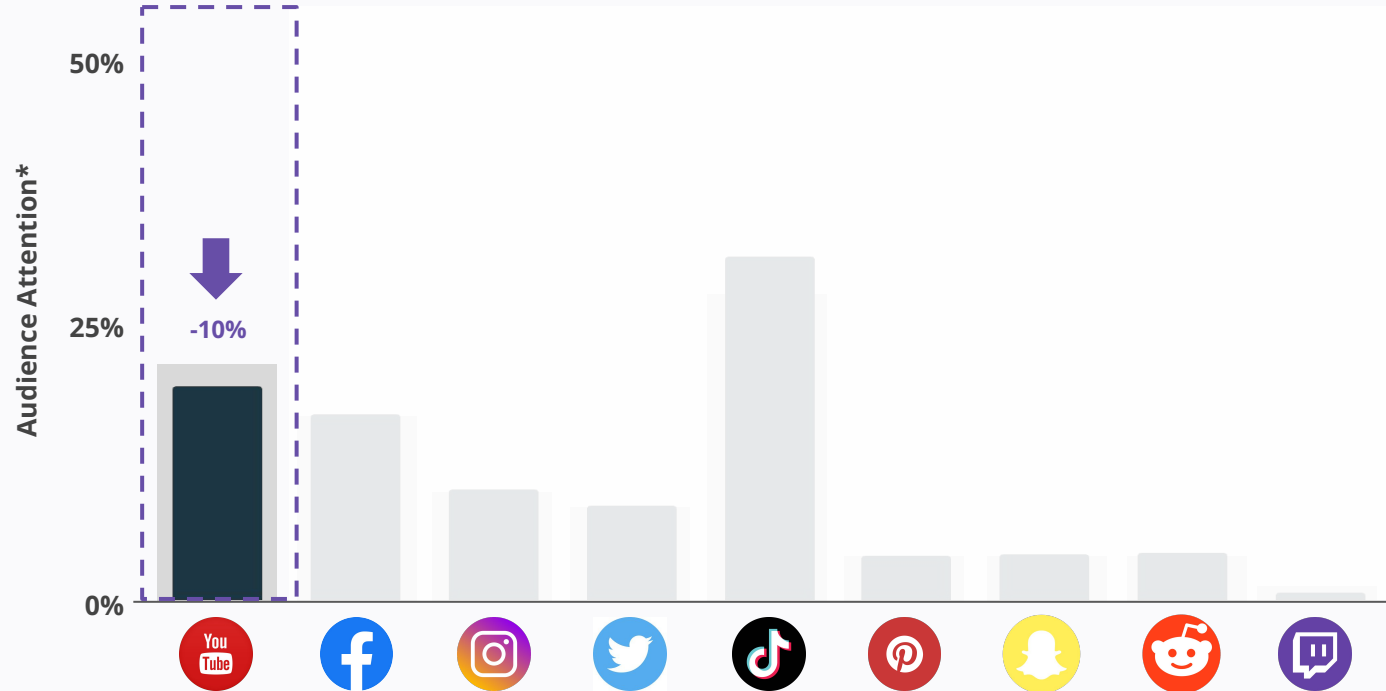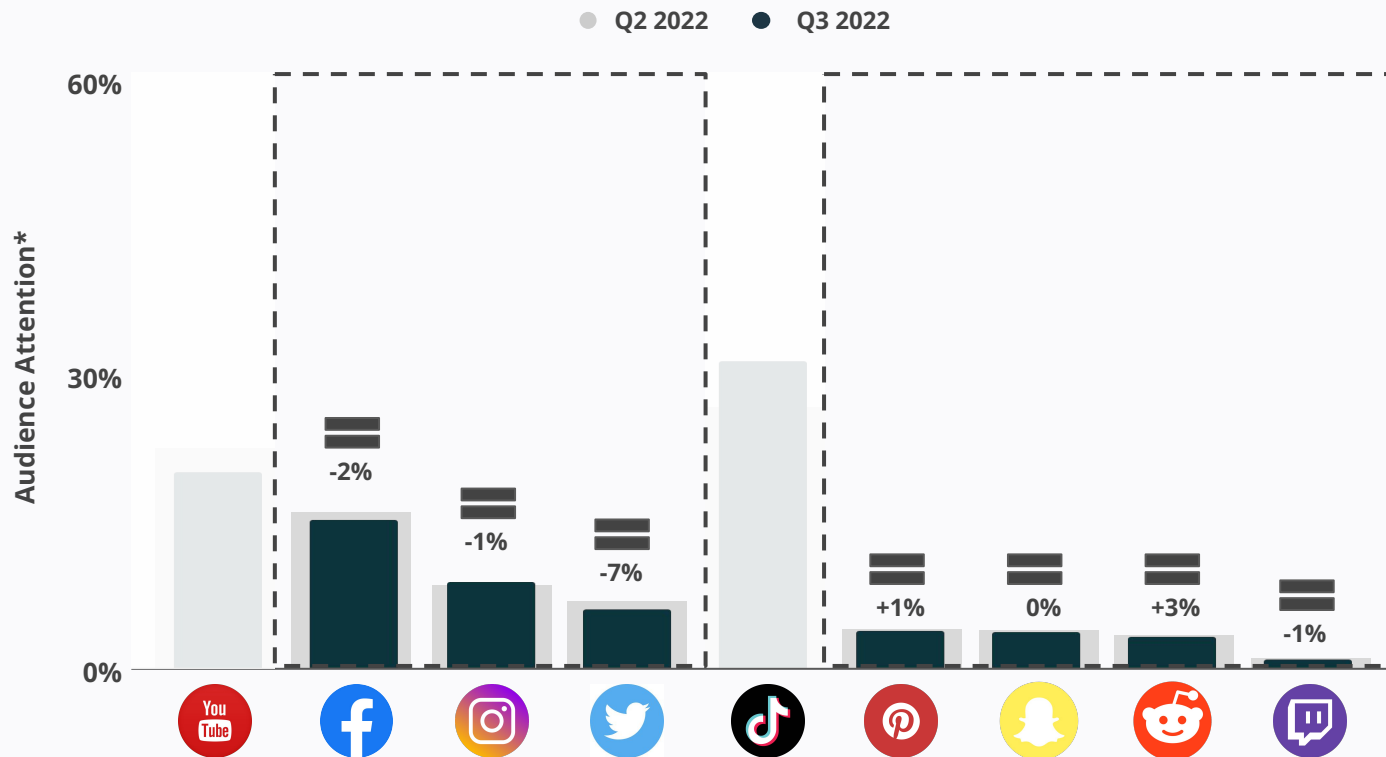
*Composite metric consists of video views, Monthly Active App Users, and Monthly Unique Site Visitors

Competitor Focus **is growing** *significantly* on YouTube and Twitter this quarter.
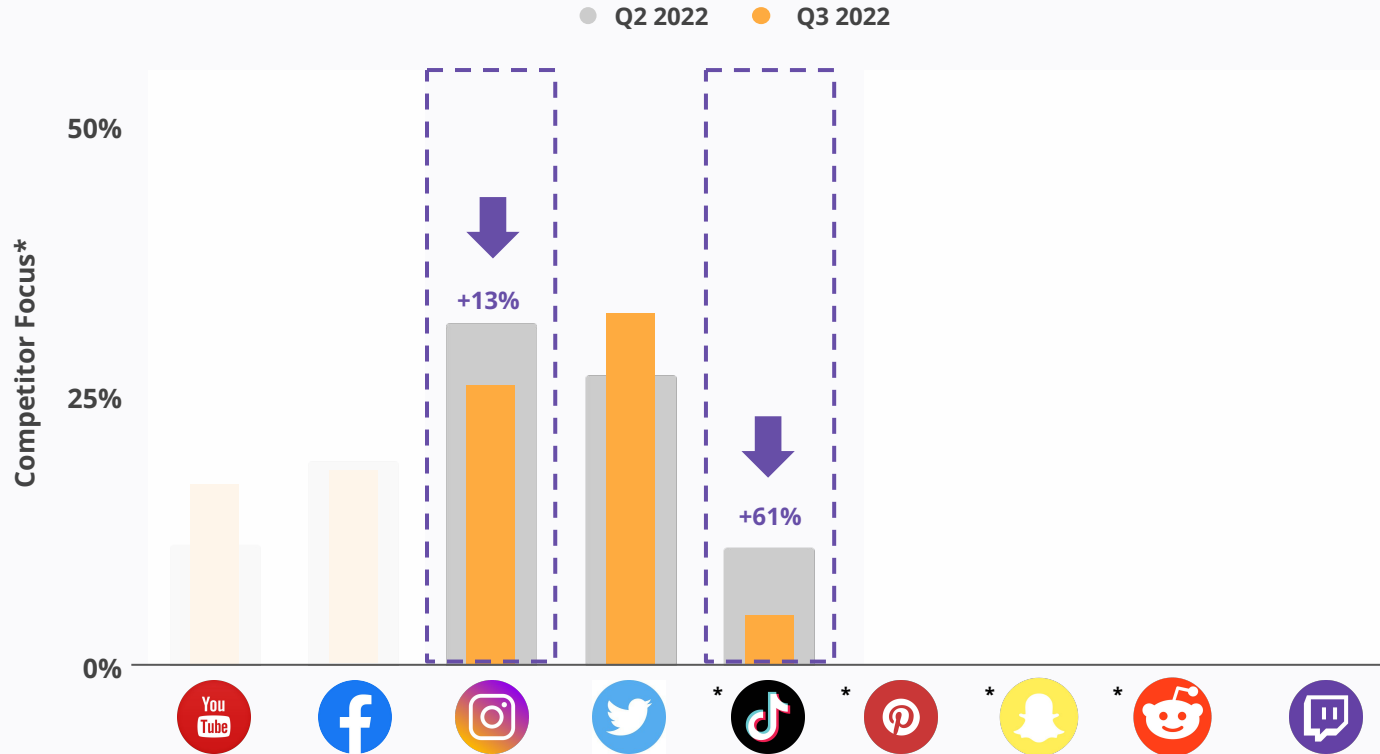
*Composite metric consists of post cadence, audience growth, engagement volume, organic video views. Competitor's focus is comprised of the top 15 brands in the FS industry.
*Competitors are not active on Pinterest, Reddit and Twitch while Snapchat is currently unavailable.

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Competitor Focus shrank *significantly* this quarter on TikTok and Instagram.

● Q2 2022   ● Q3 2022

+13%
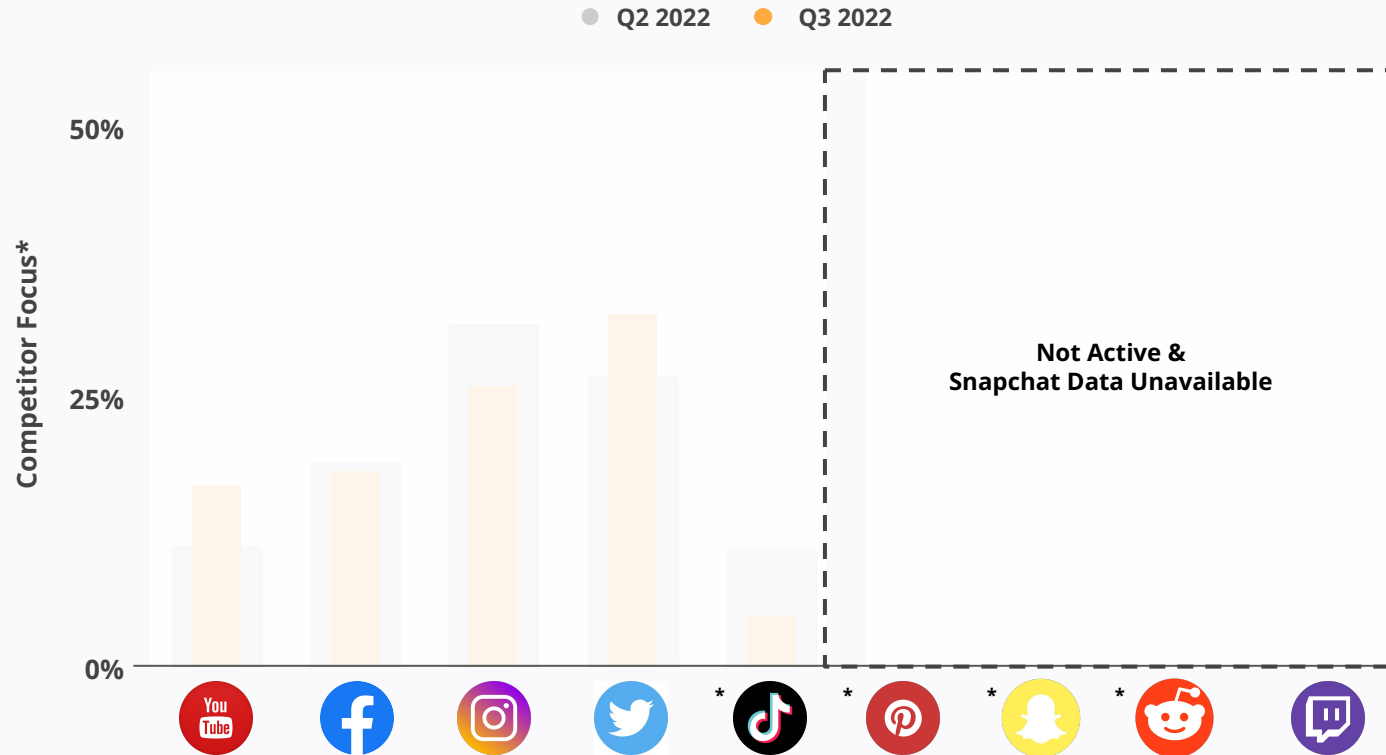
+61%

Competitor Focus*

50%

25%

0%

*Composite metric consists of post cadence, audience growth, engagement volume, organic video views. Competitor's focus is comprised of the top 15 brands in the FS industry.
*Competitors are not active on Pinterest, Reddit and Twitch while Snapchat is currently unavailable.

Competitors in the Financial Services industry are currently **not active** on reddit, Pinterest, and Twitch.

● Q2 2022   ● Q3 2022

Competitor Focus*

50%

25%

0%

Not Active &
Snapchat Data Unavailable