

MarketWatch

It Works





MarketWatch delivers **REAL-TIME ANALYSIS**

and **ORIGINAL REPORTING**

to help people better understand

**WHAT THE NEWS OF THE DAY MEANS
FOR YOU AND YOUR MONEY**

When it comes to content: **Creation** trumps curation

Aggregated

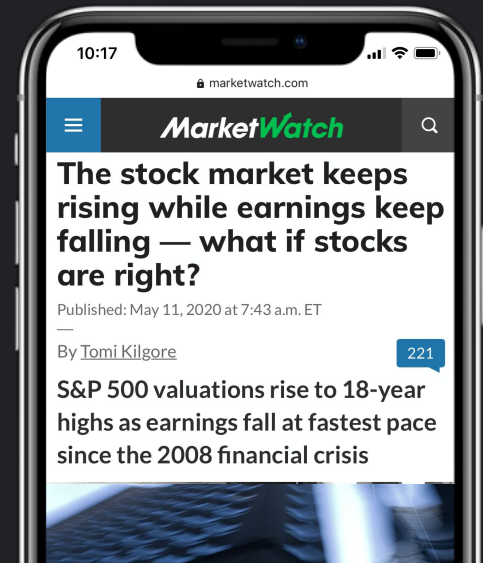
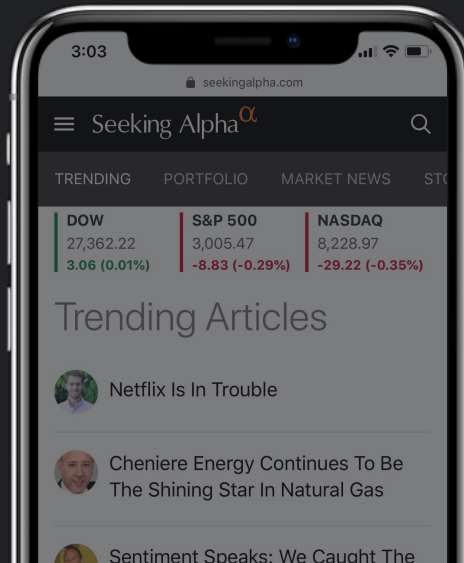
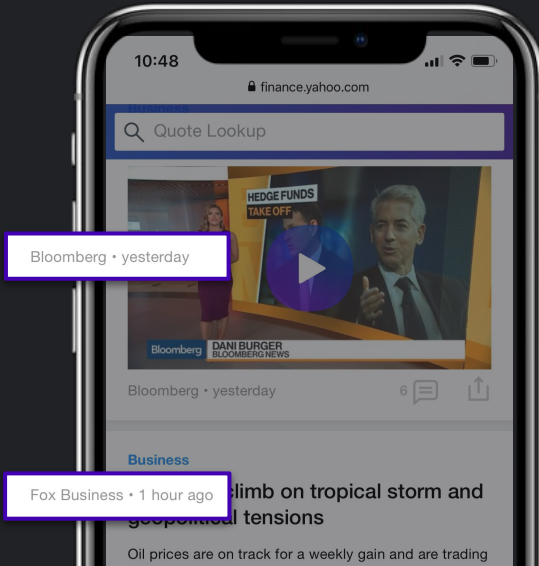
Content sourced across a multitude of publishers

Crowdsourced

Decentralized assortment of contributing “experts”

Original

Singular vision with insightful commentary & expert analysis



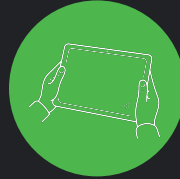
It's reflected in **HOW** our users arrive and **WHY** they stay

Intenders



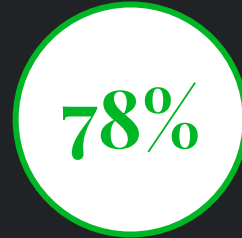
Direct Visit &
Organic Search

Engagers



Research Tools
(most-used resource)

Deciders



Used MarketWatch to make
a personal investment



MarketWatch

it works (better than ever)...

An Upward Trajectory

MarketWatch entered 2020 with **massive momentum**, showing a steady incline of audience growth and engagement

January 2020

40MM unique visitors

+34% YoY growth

February 2020

44MM unique visitors

54% YoY growth

As the world saw massive disruption...

Why the Dow is at risk of the worst week in its 124-year history as coronavirus fear grips Wall Street

European equities log worst week since 2008 as coronavirus worries ramp up

Coronavirus costs the U.S. 20.5 million jobs in April as unemployment soars to 14.7%

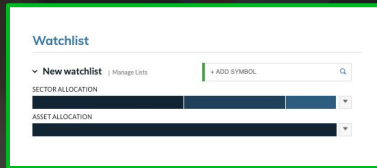
...MarketWatch's trusted, original reporting became more important than ever

Helping navigate a volatile crisis with a consistent compass

MarketWatch's **mission met the moment...**

...spurring **massive growth**

Delivering **actionable insight** to help
people on a **personal level**:



Hands-on Tools



Q&A Led Editorial

March/April 2020

85.5MM

Average Unique Users

200%+

Average YoY Growth

We've retained our growth across topics that reflect the **resilient & ambitious mindset of our readers**

Total site traffic remains **+118% YoY** (June '20)

Personal Finance

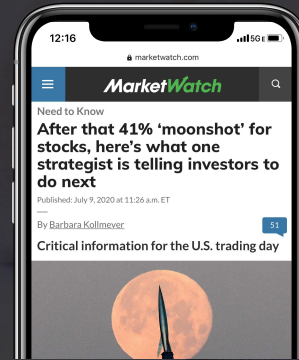
Investing

↑ **87%**

YoY Growth in UV's

↑ **266%**

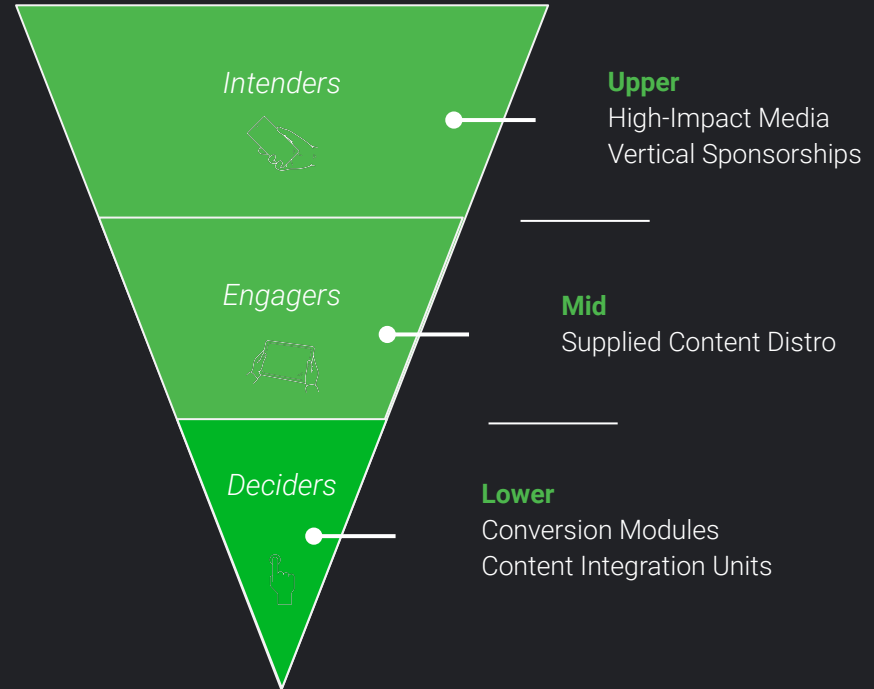
YoY Growth in UV's



MarketWatch: It Works

From awareness to acquisition, MarketWatch combines the **right editorial vision, audience & products** to reach your target, at scale, in these volatile times.

Meet the MarketWatch user
anywhere in the funnel





Intenders: It Works

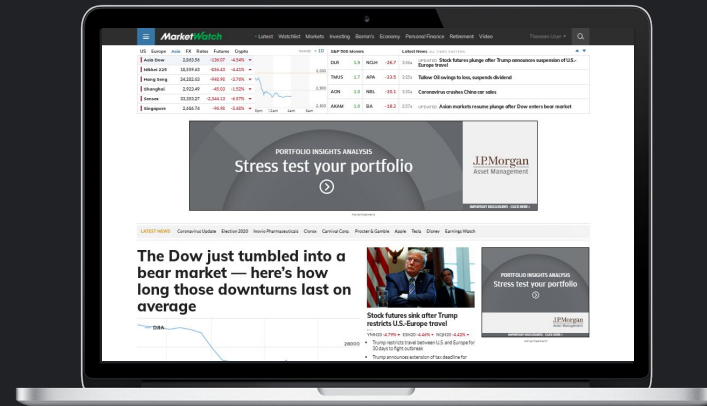
When major financial events occur, millions seek out MarketWatch to make sense of the news.

Reach when it counts.



Homepage unique
visitors increased

+37% YoY (May/June)





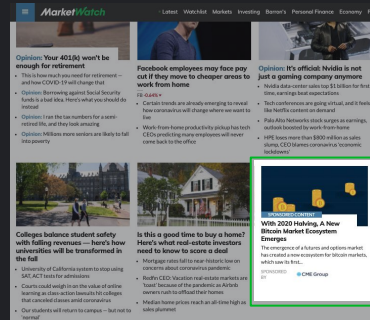
Engagers: It Works

MarketWatch's trusted editorial environment provides a halo-effect for your brand's content among our passionate readers.

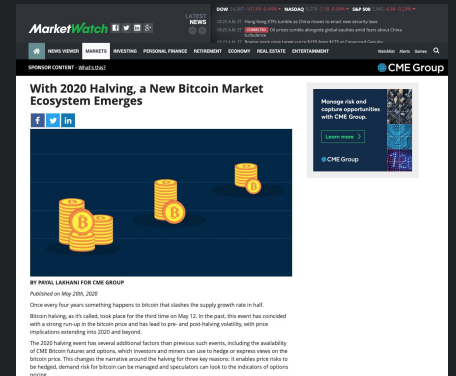
Deliver a lasting statement.



Overall site pageviews increased
+1.3x YOY (May/June)



Source: Adobe Analytics, March 1st, 2020 - April 30th, 2020



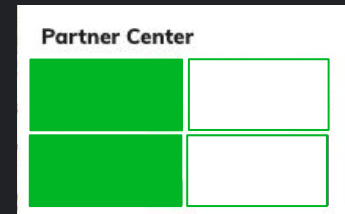
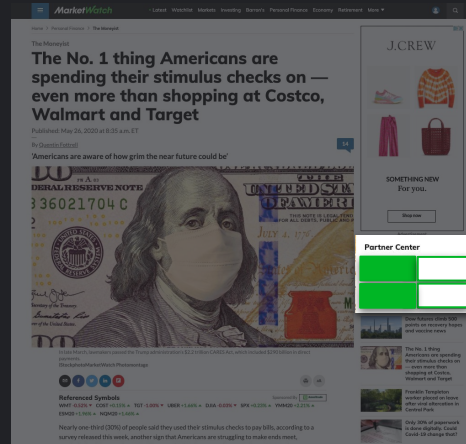


Deciders: It Works

On a daily basis, MarketWatch's content inspires people primed to take control of their financial future.

Guide their next step.

In recent months, two leading brokerages have used our Partner Center conversion placements yielding **tens of millions of dollars in net new account openings and significant decreases in their average cost per conversion**



Contain brand CTA (open an account)

Join these other brands in discovering why **MarketWatch Works**

**AMERICAN
EXPRESS**

 **CME Group**
A CME/Chicago Board of Trade Company

Edward Jones[®]
MAKING SENSE OF INVESTING

E*TRADE[®]

JACKSON[®]
FINANCIAL FREEDOM FOR LIFE™

**NEW
YORK
LIFE**

SELECT SECTOR
SPDRs[®]

STATE STREET GLOBAL
ADVISORS

 **Ameritrade**