



HORIZONS FINANCE

AGENDA



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METHODOLOGY**

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& FINANCIAL ATTITUDES**

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& CONCERNS**

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FINANCE AT MAIL METRO MEDIA (SLIDES: 42-54)

WELCOME TO HORIZONS,

Our insight series that explores how the prevailing **economic, political, societal, technological, environmental** and **media** trends are impacting key consumer categories.

Each report combines insights gleaned from our Matters reader community with trend analysis from our trusted partner, Trajectory.

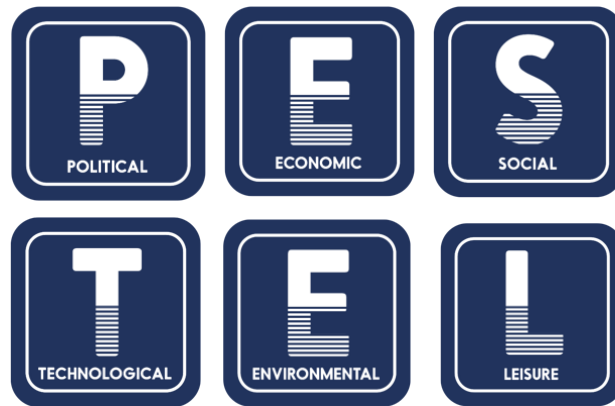
Our aim is to offer useful insights and practical guidance for advertisers to help them navigate this uncertain period and deliver more effective advertising campaigns.

This report focuses specifically on finance and covers topics such as financial priorities, concerns, investing, day-to-day banking and AI. This report also features up-to-date insights regarding the impact that the conflict in the Middle East is having on current financial behaviours and their future implications.

METHODOLOGY

PART 1: HORIZONS SCAN

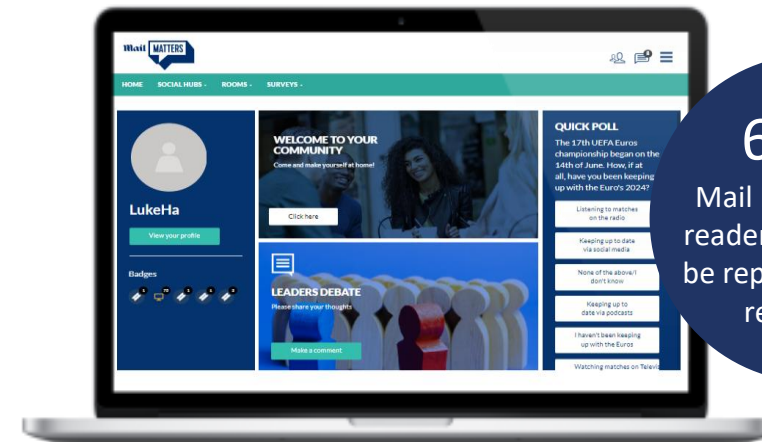
We commissioned a 'Horizon Scan' with Trajectory to identify the key political, economic, social, technological, environmental and consumer trends that will be impacting both consumer and business behaviour throughout 2026 and beyond. We then worked with Trajectory to identify the most relevant trends to the Finance category.



TRAJECTORY

PART 2: BESPOKE RESEARCH

Using our Matters reader community and Trajectory's trend framework, we asked our readers about their financial priorities and concerns. We also asked them where they bank and why before identifying the role that each media plays in their financial decision making. We have compared the results to 2025 where appropriate.



617
Mail Metro Media
readers weighted to
be representative of
readership

★ = new in this report for 2026

🌍 = impact of conflict in Middle East

THE KEY TRENDS FRAMING THE FINANCIAL LANDSCAPE



POLITICAL

INTERNATIONAL UNCERTAINTY:

Traditional geopolitical blocs are facing serious challenges from Trump and European right – continued instability in the Middle East and Eastern Europe.

DECLINE OF DEFERENCE:

Trust in traditional media and business leaders has seen recovery over the past year, but trust in politicians has not seen the same recovery. Trust remains fragile – it is easy to lose, but much harder to gain.



ECONOMIC

LOW CONSUMER CONFIDENCE:

Consumer confidence is low and is continuing to impact consumer spending plans. Confidence in the UK economy is even lower.

STICKY INFLATION:

Inflation is down on its peak in 2022/23 but it remains somewhat sticky – down back towards the 2% target of the Bank of England in mid-2024 it has now begun to climb upwards, slowly, once again.



SOCIAL

COST-OF-LIVING LEGACIES:

The cost-of-living crisis's effects on confidence, incomes, and debt are likely to last, affecting spending and increasing inequalities until the mid-to-late 2020s.

GENERATION RENT:

High house prices and low rates of building have seen demand for rental accommodation rise – whilst renting costs have risen alongside, beyond demand. Issue for both younger and older generations.



TECHNOLOGICAL

THE AI CITIZEN / SP(AI)CE RACE:

AI integration into our daily lives is rapidly expanding. It now plays a larger role in all aspects of life including work, leisure and business. Risk of misuse / misappropriation.

DEMISE OF DISTANCE:

Technology allows ever-increasing options for communication for individuals and businesses, with physicality no longer the barrier it once was.



ENVIRONMENTAL

CONSUMPTION GUILT:

Not all consumers will care, or be able to care, enough about climate change but some will. Many want brands to make eco-consciousness as easy and cheap as possible.

CLIMATE CONTESTS:

Economic pressures are likely to continue to depress climate change concerns, and political opposition to climate initiatives is growing.



LEISURE

THE AGE OF INCONVENIENCE:

From disrupted supply chains to rising costs, inconvenience is raising its head in ways consumers are no longer used to. This means they'll likely need to adjust.

TIME MILLIONAIRES:

Post-pandemic work shifts have led affluent consumers to prioritise leisure and free time. With secure incomes, they favour low-cost, low-energy activities.

*Key Trajectory trends may be supplemented with additional trends from Trajectory or other first and third-party trends where appropriate

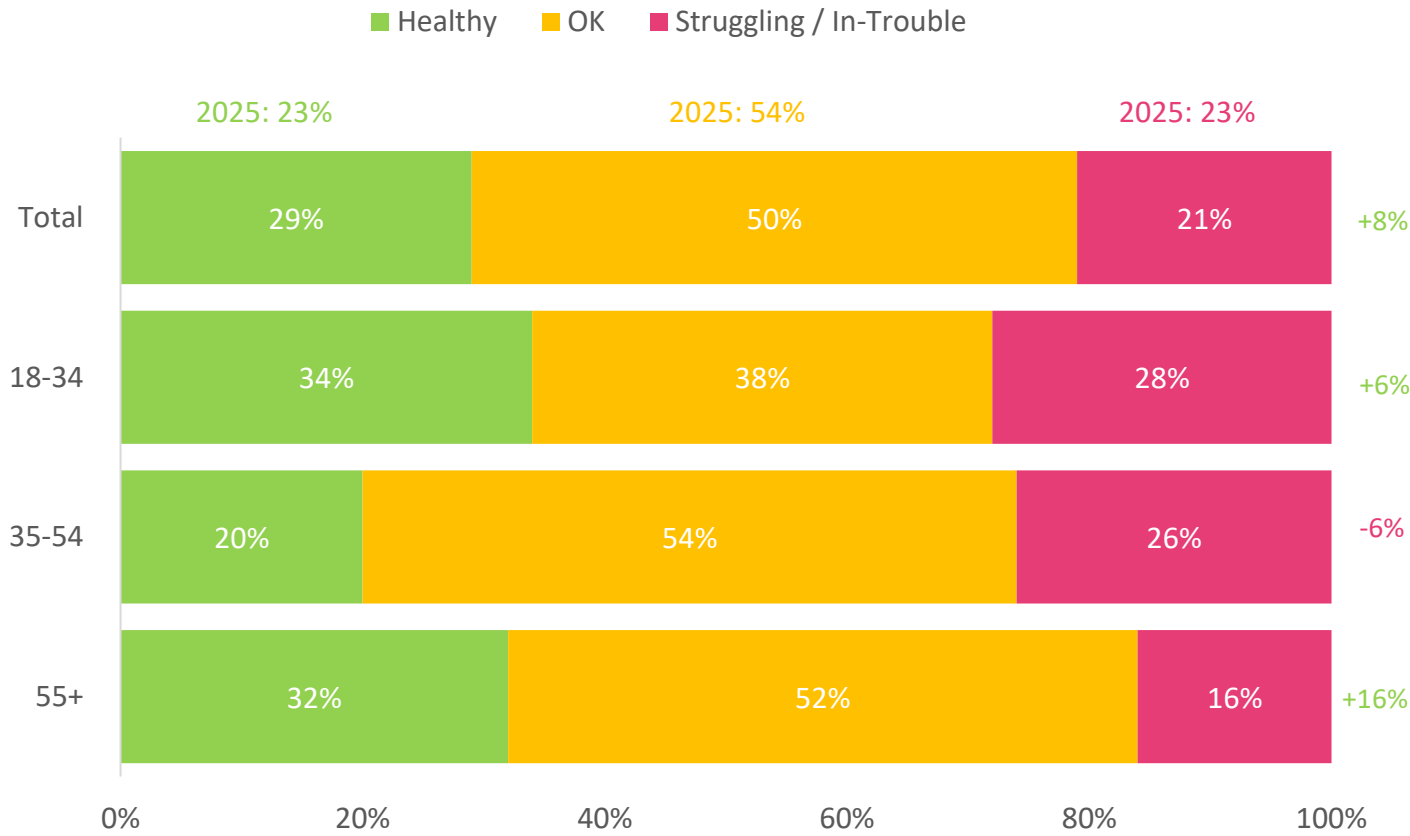


HOUSEHOLD FINANCES & FINANCIAL ATTITUDES

HOUSEHOLD FINANCES

IN MARCH 2026, 8 IN 10 SAID THEIR FINANCES ARE 'HEALTHY' OR 'OKAY', WHEREAS 2 IN 10 WERE 'STRUGGLING' OR 'IN-TROUBLE'. THERE WAS A SLIGHT IMPROVEMENT IN FINANCIAL HEALTH YEAR-ON-YEAR, WITH 29% REPORTING THEIR FINANCES AS 'HEALTHY' VS 23% IN 2025. HOWEVER, THE CONFLICT IN THE MIDDLE EAST IS IMPACTING OUR READERS HOUSEHOLD FINANCIAL CONFIDENCE, WITH 3 IN 4 SAYING IT WILL IMPACT THEM.

State Of Household Finances In 2026



3 in 4
say the conflict in the Middle East will have, or has had, an impact on their personal finances.



Q - How would you currently describe your household finances?

Q - Which, if any, of the following statements best describes how you expect your personal financial situation will change the next 12 months? ("Will not Change" was not an option)

FINANCIAL FRICTIONS

SOME ARE OVERWHELMED WHEN IT COMES TO THEIR FINANCIAL SITUATIONS, PARTICULARLY THOSE WHO ARE STRUGGLING THE MOST AND HAVE SIGNIFICANTLY LESS DISPOSABLE INCOME THAN THE AVERAGE BRIT. 3 IN 10 'FIND IT OVERWHELMING TO KEEP UP WITH FINANCIAL NEWS', RISING TO 5 IN 10 FOR THOSE WHO ARE STRUGGLING.

Average disposable income left at the end of the month

Healthy:
£875

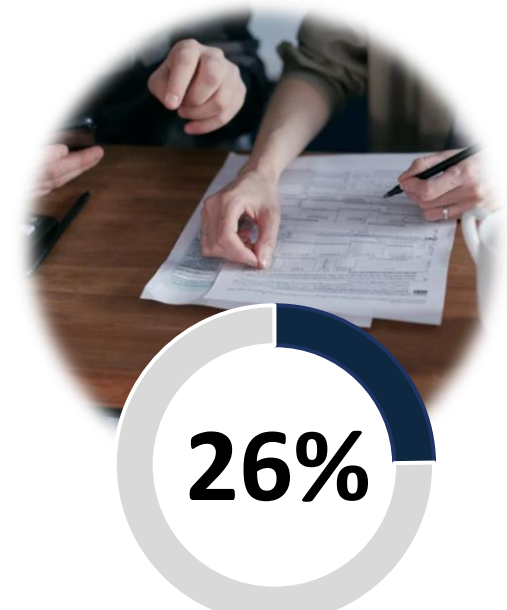
Okay:
£250

Struggling / In-trouble:
£50



Healthy: 30%
Okay: 35%
Struggling/In-trouble: 46%

There is little you can do to improve your personal finances during difficult economic times



Healthy: 19%
Okay: 22%
Struggling/In-trouble: 49%

of our readers agree that "I find financial matters confusing"

Q: To what extent do you agree or disagree with the following statements?

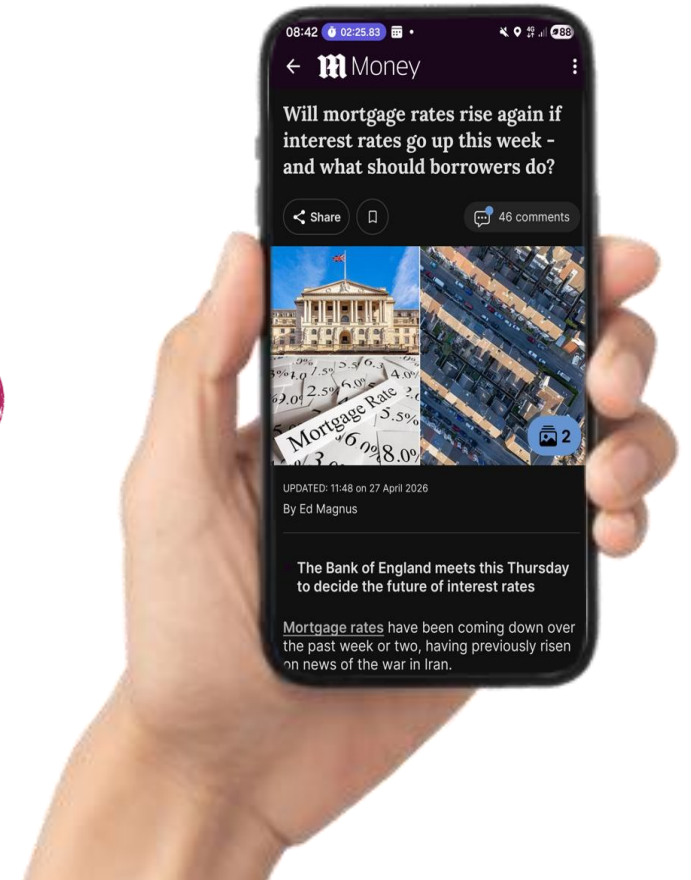
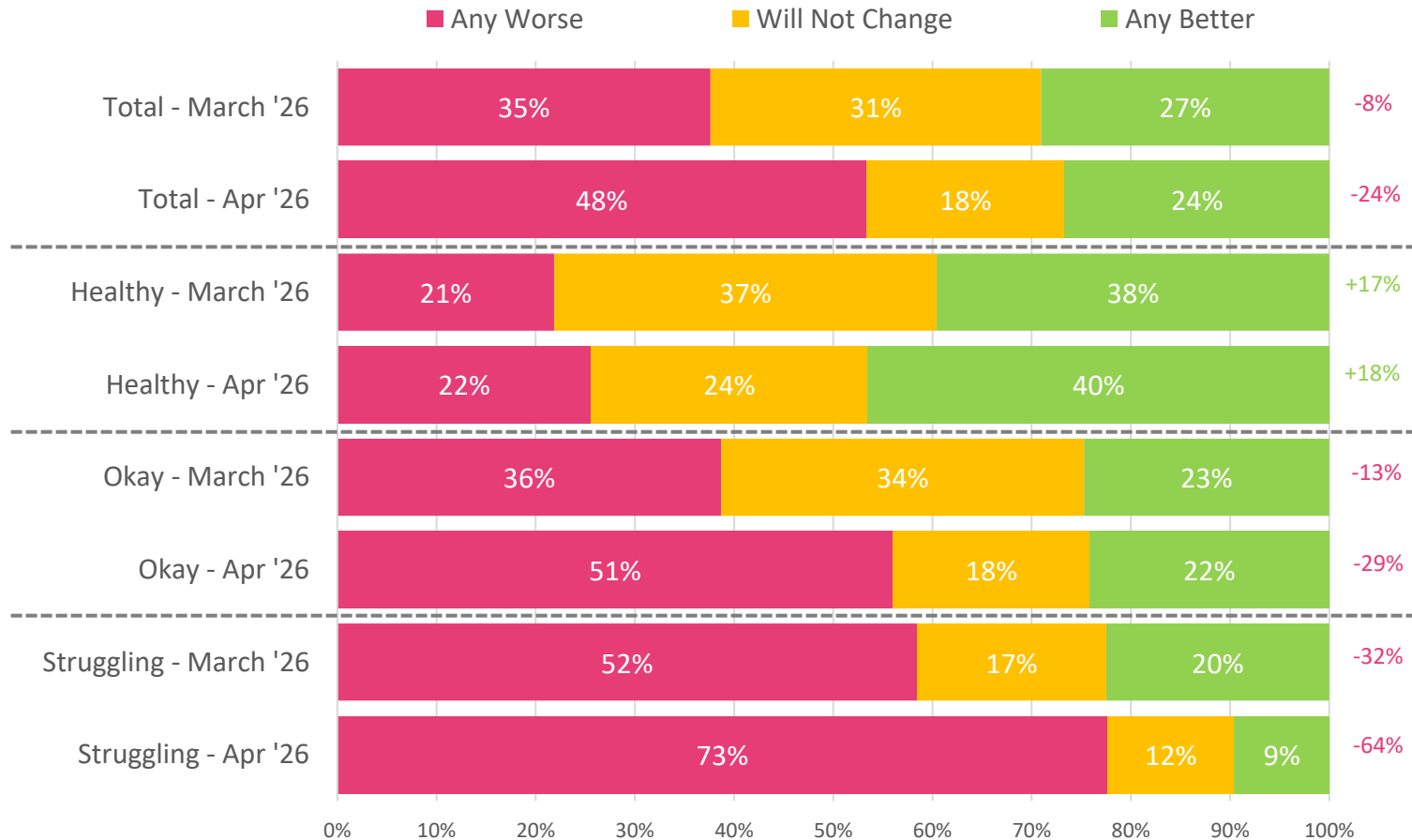
ANXIETY AROUND FUTURE OF FINANCES

NET OPTIMISM TOWARDS FUTURE FINANCES HAD IMPROVED FROM -13% TO -8% YEAR-ON-YEAR.

HOWEVER, SINCE THE CONFLICT IN THE MIDDLE EAST BEGAN, OPTIMISM HAS FALLEN SHARPLY TO -24%.

THIS DECLINE IN CONFIDENCE IS ESPECIALLY PROMINENT FOR THE 'OKAY' (-16%) AND 'STRUGGLING/IN-TROUBLE' (-32%) GROUPS.

Predicted change to financial situation in 2026



Q - Which, if any, of the following statements best describes how you expect your personal financial situation will change the next 12 months? (Rebased to those who have an opinion)



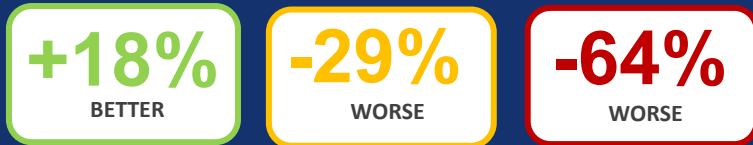
TREND 1: THREE-SPEED UK

THE STATISTICS:

CURRENT FINANCIAL SITUATION:



PREDICTED CHANGE TO FINANCIAL SITUATION (NET):



MEDIAN MONTHLY DISPOSABLE INCOME



TREND DRIVERS:

UNEVEN RECOVERY FROM COL CRISIS:
INCREASING POLARISATION AMONGST KEY DEMOS



NEWS AVOIDANCE:
MANY AVOIDING FINANCIAL NEWS



THE EXPLANATION:

Data from Trajectory's optimism index shows that overall optimism has fallen to 45 in April 2026, down two points from April 2025 (47). Although there has been a recovery since covid and the peak cost-of-living crisis, not all households are recovering at the same speed. We live in an increasingly fragmented UK, where the optimism 'gap' for some groups (i.e. financially comfortable, men, and Londoners) is increasing compared to other groups (i.e. financially vulnerable, women and non-Londoners). Additionally, those who are struggling are significantly more likely to be avoiding financial news and to find it confusing.

THE IMPLICATIONS:

Financial advertising needs to be inclusive and sensitive to those most in need. More difficult-to-understand financial products and concepts need to be broken down into bite-sized chunks to help the more vulnerable stay on top of their finances. Trusted media partners and human brand interactions remain key.

Conversely, there are more opportunities for brands to capitalise on the increased prosperity of other audiences by more targeted advertising.

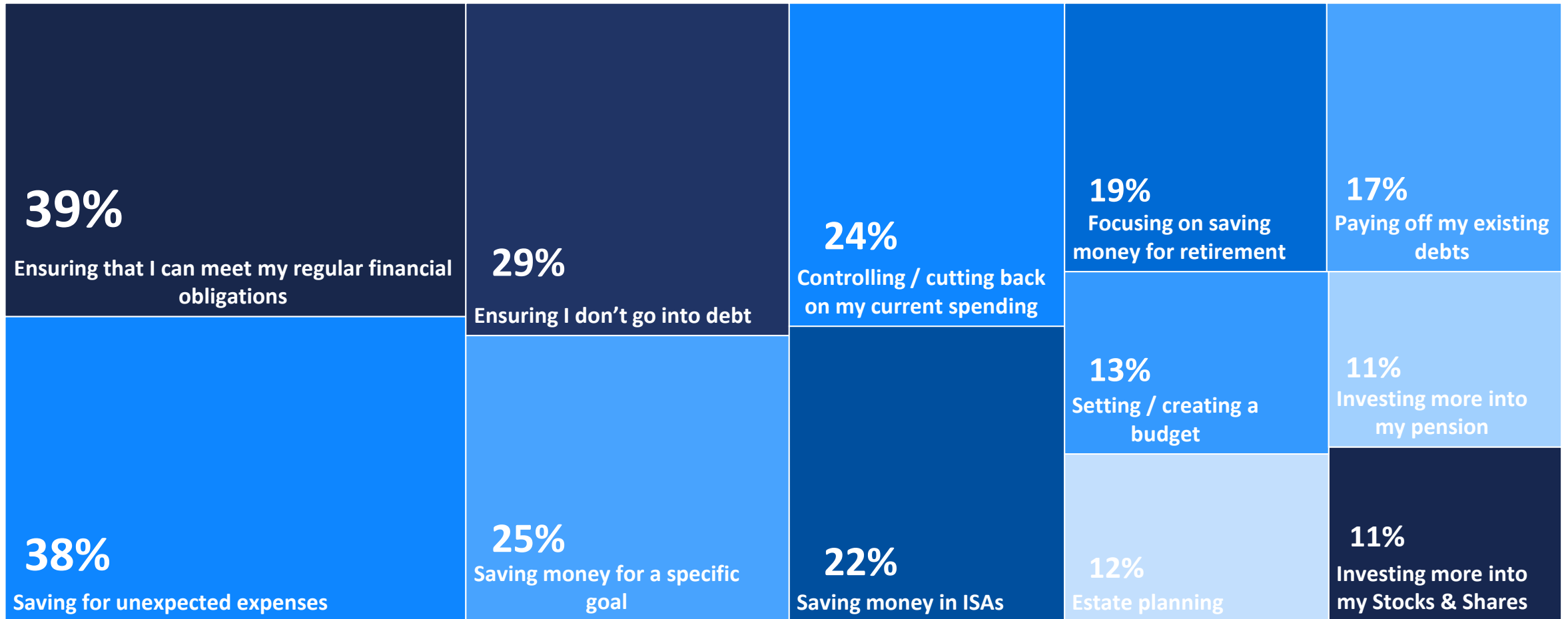


FINANCIAL PRIORITIES & FINANCIAL CONCERNS

WHAT ARE READERS' TOP FINANCIAL PRIORITIES?

FINANCIAL PRIORITIES REMAIN THE SAME YEAR ON YEAR. READERS TOP PRIORITIES REMAIN 'ENSURING THEY CAN MEET THEIR REGULAR FINANCIAL OBLIGATIONS' (39%), 'SAVING FOR UNEXPECTED EXPENSES' (38%) AND 'ENSURING THEY DON'T GO INTO DEBT' (29%).

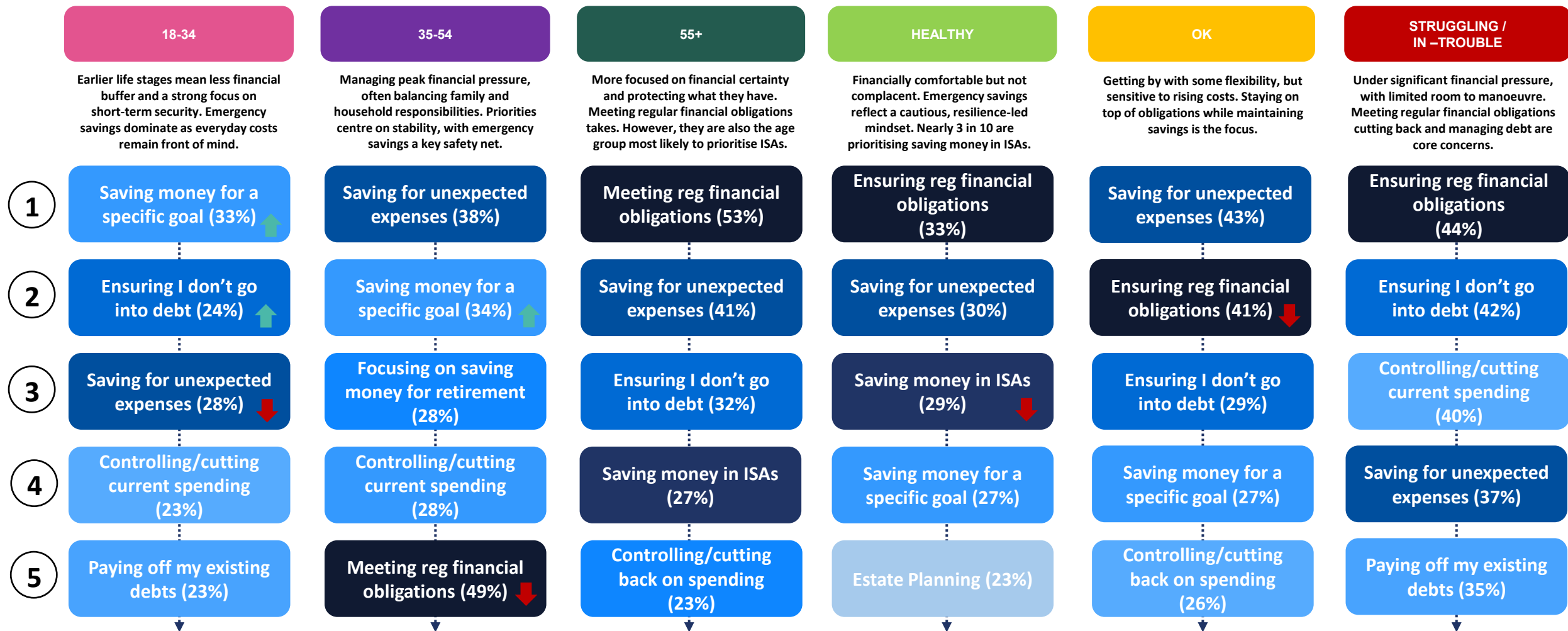
TOP FINANCIAL PRIORITIES (RANK 3)



Q: Which of the following would you say are currently your top financial priorities?

FINANCIAL PRIORITIES BY KEY AUDIENCES

FINANCIAL PRIORITIES CONTINUE TO DIFFER BY AGE AND CIRCUMSTANCE. YOUNGER ADULTS ARE BECOMING MORE GOAL-ORIENTED, WHILE OLDER GROUPS FOCUS ON ROUTINE AND FINANCIAL CERTAINTY. EVEN FINANCIALLY 'HEALTHY' AUDIENCES ARE PRIORITISING RESILIENCE OVER GROWTH AT THE MOMENT, WHILE THOSE STRUGGLING FOCUS ON STAYING AFLOAT AND AVOIDING FURTHER DEBT.



Q: Which of the following would you say are currently your top financial priorities?

GLOBAL CONFLICT IS AMPLIFYING EVERYDAY FINANCIAL PRESSURES

CONFLICT IN THE MIDDLE EAST HAS PUSHED EVERY DAY FINANCIAL WORRIES TOP OF MIND. READERS ARE ESPECIALLY CONCERNED ABOUT THE INCREASING COST OF UTILITIES (74%), INCREASING FOOD (71%) AND FUEL PRICES (70%).



TOP FINANCIAL CONCERNS RELATED TO THE CONFLICT IN THE MIDDLE EAST (RANK 3)



74%

Increasing cost of utilities

"The ongoing conflict will likely lead to higher energy bills and food prices hence reducing my level of disposable income each month."



71%

Increasing food prices

"I purchase the food shopping for us all, family of 5 adults and a dog. Prices are already going up and I can only see them increasing if the war isn't settled very soon"



70%

Increasing fuel prices

"Increased fuel costs will have repercussions across the whole of the economy, not just the rise in fuel prices themselves. It will make my planned travel significantly more expensive."



23%

It Impact on savings and investments my attention

"The effects of the Middle East situation may knock on to my investment portfolio, possibly some negative, some positive."



19%

Impact on pensions

"I'm retired, with my pension pot tied up in investments. Whilst their value had increased significantly over the last couple of years, there has been a marked downward adjustment since (...) attacks on Iran."



12%

Higher interest rates

"We both have mortgages and I am sure the interest rate will rise, we drive a diesel car daily and fuel is getting expensive."

Q: In relation to the conflict in the Middle East, which, if any, of the following are you most concerned about currently?

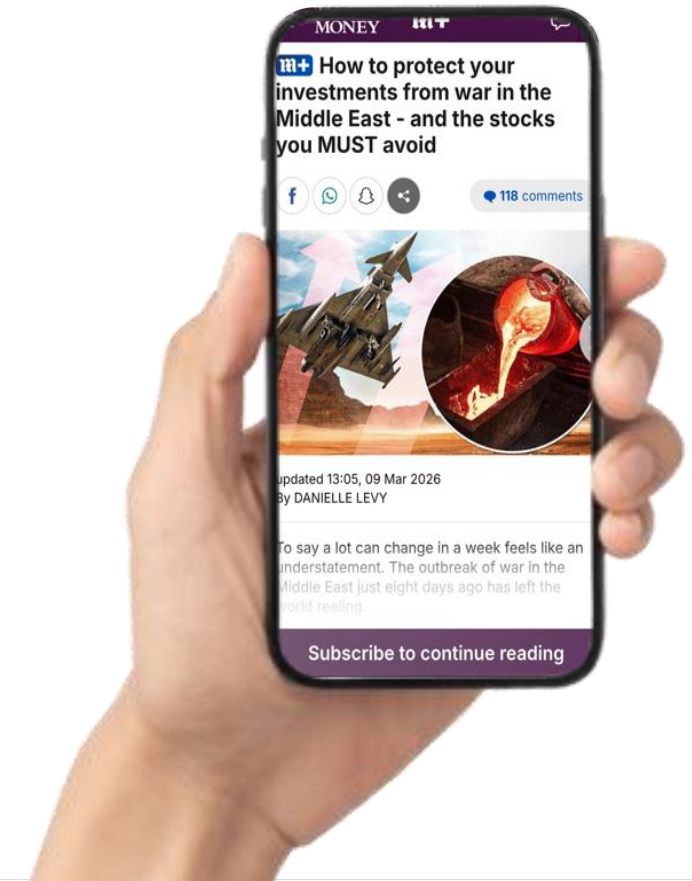
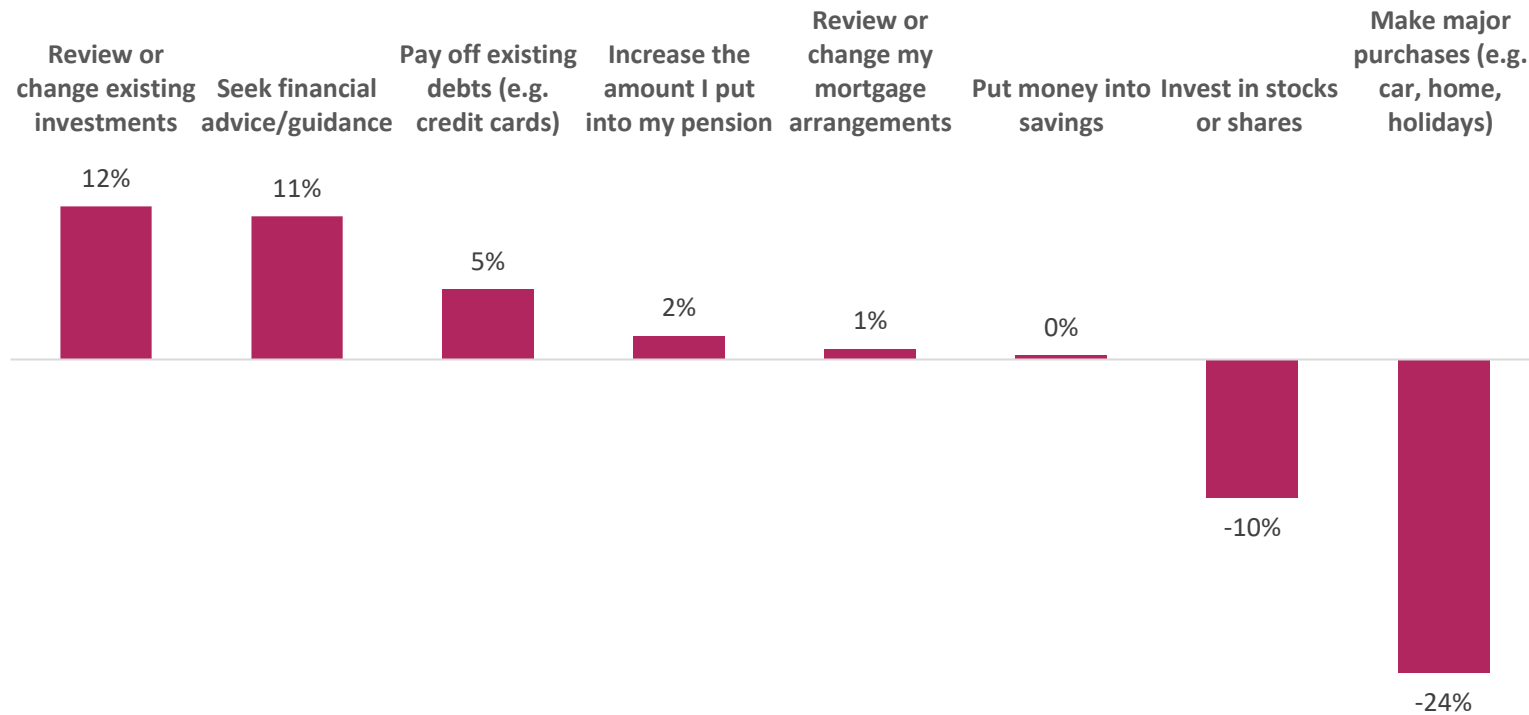
CONFLICT FUELS FINANCIAL CAUTION AND ADVICE-SEEKING

AMID ONGOING UNCERTAINTY, SOME CONSUMERS ARE PRIORITISING FINANCIAL REASSURANCE OVER COMMITTING TO MAJOR FINANCIAL ACTIONS.

FOR EXAMPLE, REVIEWING INVESTMENTS (+12%) AND SEEKING ADVICE (+11) ARE THE ACTIONS READERS ARE MOST LIKELY TO TAKE IN THE NEXT 6 MONTHS. THEY ARE LESS LIKELY TO INVEST (-10%) AND MAKE MAJOR PURCHASES (-24%).



Net Difference: Likelihood and Unlikelihood to Action



Q - In light of the current situation in the Middle East, would you say you are more or less likely to do each of the following in the next 6 months?



TREND 2: CONFIDENCE IN THE DOLDRUMS

THE STATISTICS:

-39%

NET IMPROVEMENT TO THE UK ECONOMY IN THE NEXT 12 MONTHS

3 IN 4

say the conflict in the middle east will or have had a significant/some impact on their personal finances

“THERE IS LITTLE YOU CAN DO TO IMPROVE YOUR PERSONAL FINANCES DURING DIFFICULT ECONOMIC TIMES” (ANY AGREE):

HEALTHY

OK

STRUGGLING / IN-TROUBLE

15%

28%

43%

TREND DRIVERS:

LOW CONSUMER CONFIDENCE:
UNCERTAINTY AROUND UK ECONOMY



INTERNATIONAL UNCERTAINTY:
UNCERTAINTY AROUND GLOBAL ECONOMY



THE EXPLANATION:

International uncertainty and the ongoing conflict in the Middle East are amplifying everyday financial pressure for UK consumers. Rising costs for utilities, food and fuel are driving pessimism about the wider economy, reinforcing a short-term mindset centred on meeting regular obligations, building emergency buffers and avoiding debt. While many readers feel relatively stable in their own finances, confidence remains fragile, leading people to potentially delay major financial actions and prioritise reassurance over risk and long-term gains.

THE IMPLICATIONS:

For brands, the opportunity is to address this caution directly. Clear, reassuring messaging that recognises financial pressure and helps consumers take manageable, practical steps will resonate most. By building trust and confidence in the moment, financial brands can help audiences regain control of their finances and prevent long-term inertia.



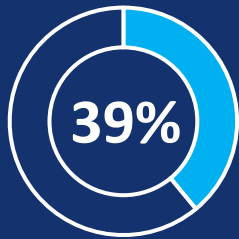
TREND 3: FOCUS IN THE SHORT TERM



THE STATISTICS:

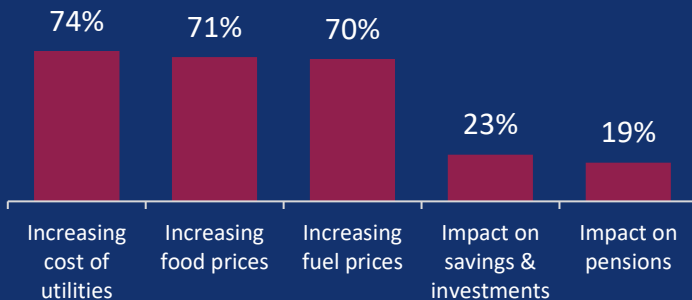
#1
PRIORITY:

“Ensuring I can meet my regular financial obligations”



Are concerned about not being able to maintain their standard of living (#2 concern)

% Top 5 ranking concerns related to conflict in the middle east



TREND DRIVERS:

COST-OF-LIVING LEGACIES:
SQUEEZED FINANCES CAUSING SHORT TERM FOCUS



GENERATION RENT:
HIGH PROPORTION OF INCOME SPENT ON HOUSING



THE EXPLANATION:

Ongoing cost-of-living pressures mean UK consumers continue to prioritise day-to-day financial security over long-term investing, reinforcing under-saving for retirement and a deprioritisation of investments. This year, conflict in the Middle East has intensified financial caution, increasing concern around household bills and prompting audiences to seek reassurance, review finances and look for guidance rather than commit to major financial actions.

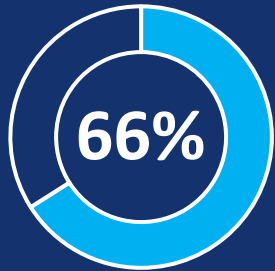
THE IMPLICATIONS:

Advertisers must therefore support audiences in the here and now, while helping to make longer-term financial planning feel achievable rather than overwhelming. By breaking complex decisions into manageable steps, brands can build confidence, demonstrate genuine support and position themselves as trusted partners. Newsbrands, across print, digital, social and audio, provide financial providers with the trusted environments needed to reach adults across all life stages and financial circumstances.



TREND 4: GENERATION RENT

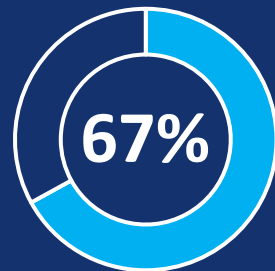
THE STATISTICS:



of renters don't think they will ever be able to afford a house (59% want to buy)



That renters earn is going towards paying their housing costs (vs. 34% for mortgage holders)



of renters are concerned about not having enough money to maintain their current standard of living (vs. 51% for mortgage holders)

TREND DRIVERS:

MILLENNIAL NATION:
FINDING IT DIFFICULT TO AFFORD A HOUSE



COST-OF-LIVING LEGACIES:
SQUEEZED FINANCES CAUSING SHORT TERM FOCUS



THE EXPLANATION:

Home ownership remains a prized goal for many renters across the UK but is becoming increasingly out of reach. A combination of rising living costs, soaring house prices, and a shortage of affordable housing has created significant barriers to stepping onto the property ladder.

This has pushed a growing number into renting - not as a stepping stone, but as a long-term reality. As renting becomes the norm, increasing demand and limited new housing have caused rents to soar, leaving many renters struggling to keep up, particularly in comparison to their mortgage paying counterparts.

THE IMPLICATIONS:

Brands must show empathy towards renters and focus on their specific needs; providing content such as saving strategies, financial management tools and support with managing rising rental costs. Helping renters feel more in control and secure and enabling them to maintain their desirable standard of living will build relevance and trust with this growing audience.

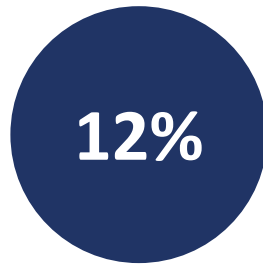
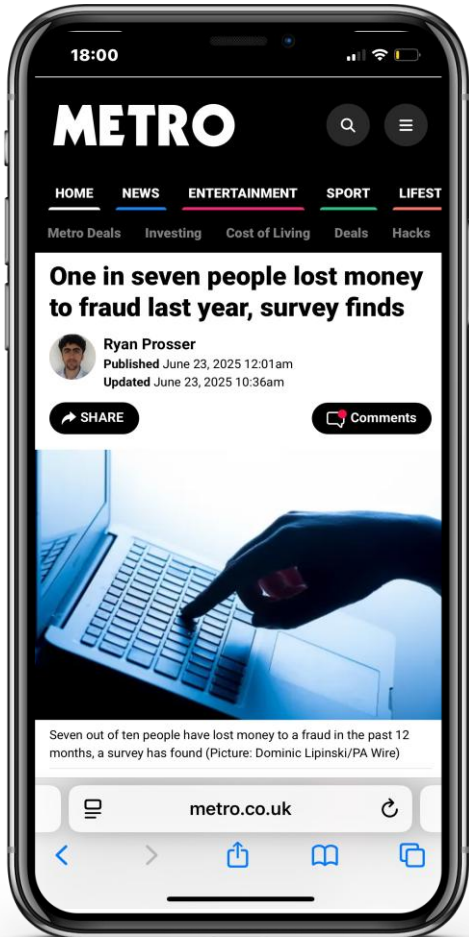
For a growing number, renting is a long-term reality, so recognising this and helping renters make the most of their living arrangements will help brands stand out.

FRAUD

FRAUD IN FOCUS

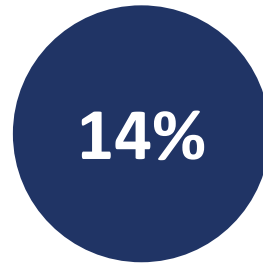
IN 2024, FRAUD CAUSED AN ESTIMATED £2.3BN IN LOSSES IN THE UK.

ONLY 14% FEEL VERY CONFIDENT IN THEIR ABILITY TO DETECT FINANCIAL FRAUD OR SCAMS, WITH OLDER ADULTS SIGNIFICANTLY LESS CONFIDENT IN DETECTING SUSPICIOUS ACTIVITY. 1 IN 3 WOULD LIKE TO SEE MORE AWARENESS CAMPAIGNS ON COMMON FRAUD / SCAMS.



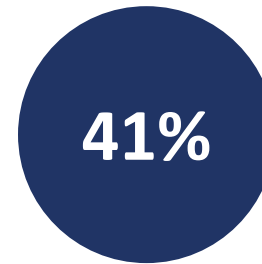
Have been a **victim of financial fraud** over the last 3 years

Healthy: 11%, Okay: 9%, Struggling / In-Trouble: 18%



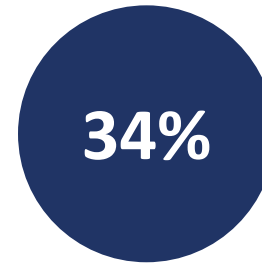
Feel **very confident in detecting financial fraud or scams**

18-34: 22%, 35-54: 17%, 55+: 9%
Healthy: 22%, Okay: 13%, Struggling / In-Trouble: 10%



Are not knowledgeable about what banks are doing to protect them

18-34: 21%, 35-54: 41%, 55+: 49%
Healthy: 32%, Okay: 43%, Struggling / In-Trouble: 44%



Would like to see awareness campaigns on common scams

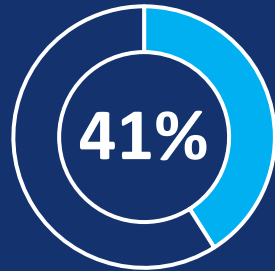
18-34: 22%, 35-54: 19%, 55+: 9%
Healthy: 29%, Okay: 40%, Struggling / In-Trouble: 29%

Q - Have you been a victim of financial fraud in the last 3 years? | Q - How confident are you in your ability to detect financial fraud or scams? | Q - Which, if any, of the following features or services would you like to see from your bank / building society?



TREND 5: FEAR OF FRAUD

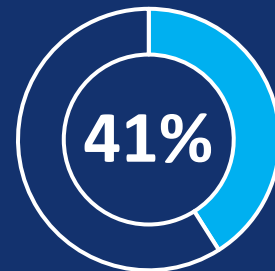
THE STATISTICS:



Are concerned about becoming a victim of financial fraud
(#1 concern)



Are very confident in their ability to detect financial fraud
(10% for those struggling)



Are not knowledgeable about what banks are doing to protect them
(49% for 55+)

TREND DRIVERS:

SP(AI)CE RACE:

GEN AI EMERGING AS POWERFUL TOOL FOR CRIMINALS



AGE OF DISTRACTION:

MORE TIME ON DOING SECONDARY ACTIVITIES



THE EXPLANATION:

Financial fraud caused losses of £2.3bn in 2024 and is a growing threat in today's increasingly digital world. As scammers become more sophisticated (more than 50% of fraud involves the use of Gen AI), the lines between legitimate and fraudulent activity are getting harder to distinguish. This is made even more challenging by an increase in financial vulnerability and an age of constant distractions, which make it easier to miss warning signs and fall victim to scams.

THE IMPLICATIONS:

To address this, banks need to communicate clearly how customers are protected, what to do in the event of fraud, and how to recognise scams. Alongside awareness campaigns and clear communication strategies targeting those most at risk, more disruptive executions may be needed to break through to consumers.

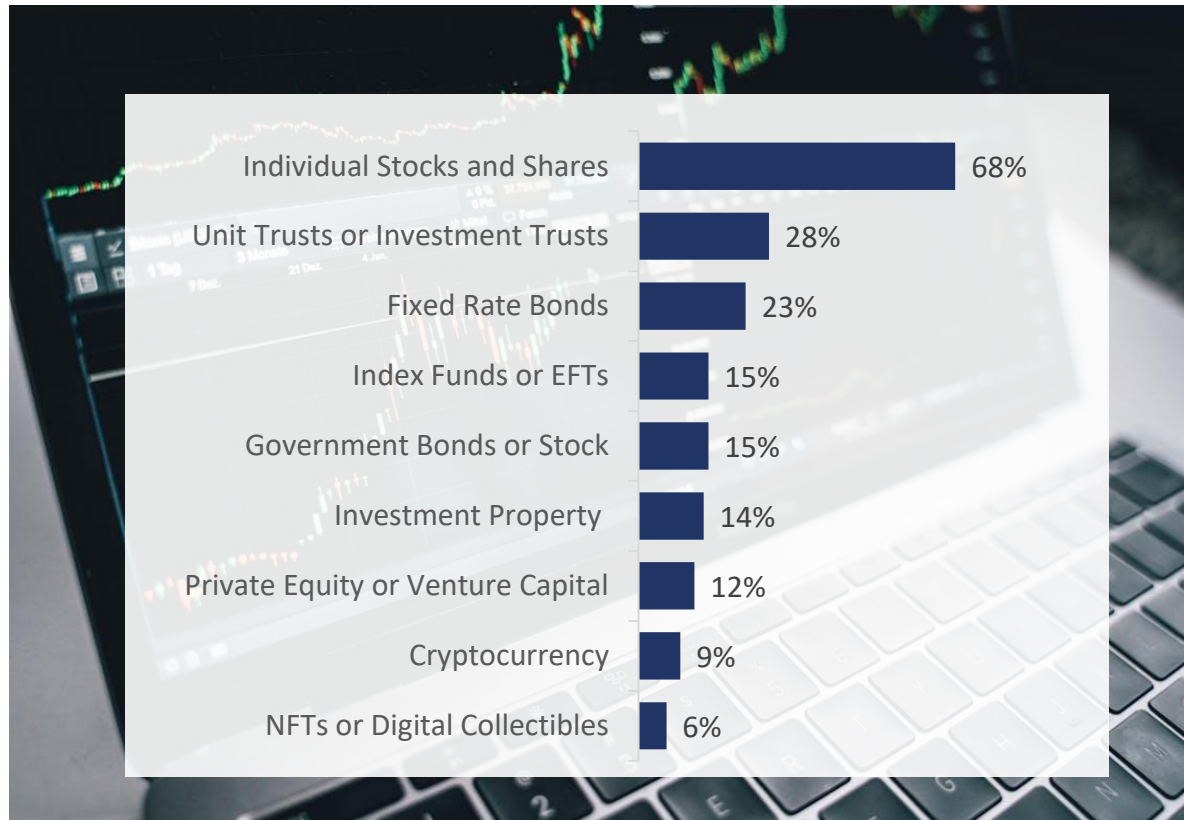
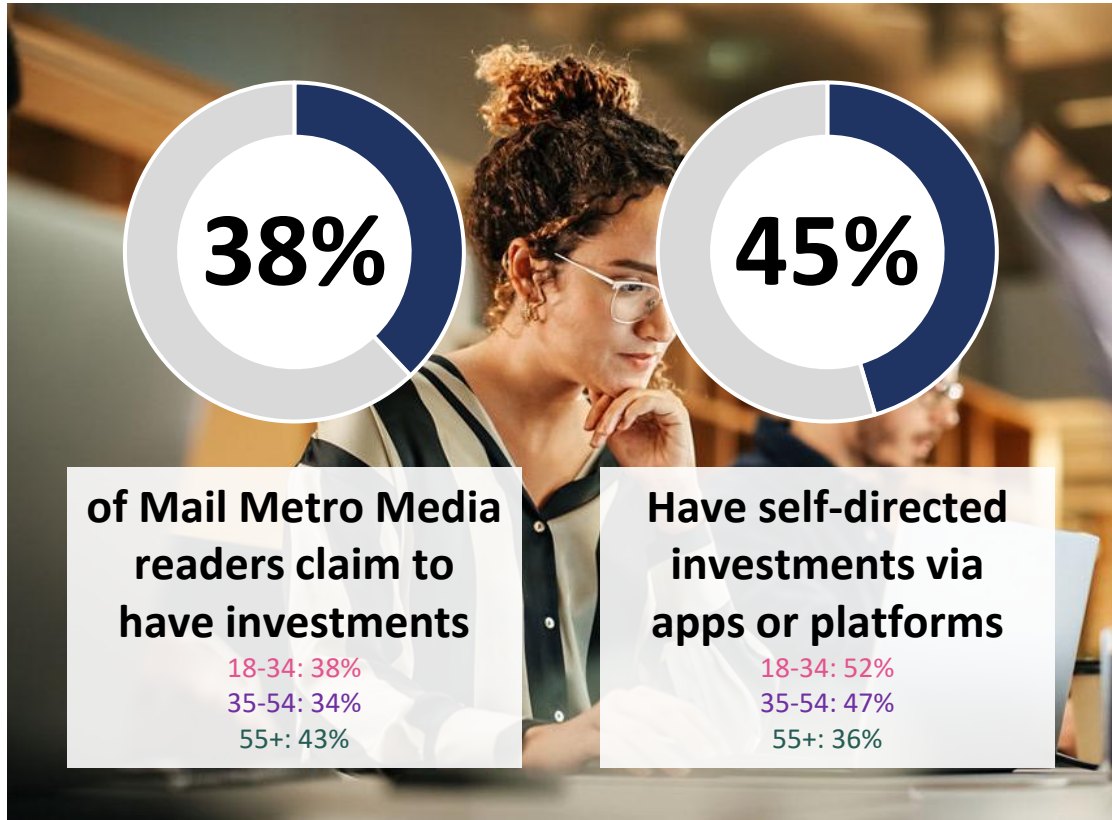
Partnering with newsbrands that are proven to be a trusted environment for financial content and can deliver attention-grabbing executions will be key to this.



INVESTING

A NATION OF SELF-DIRECTED INVESTORS

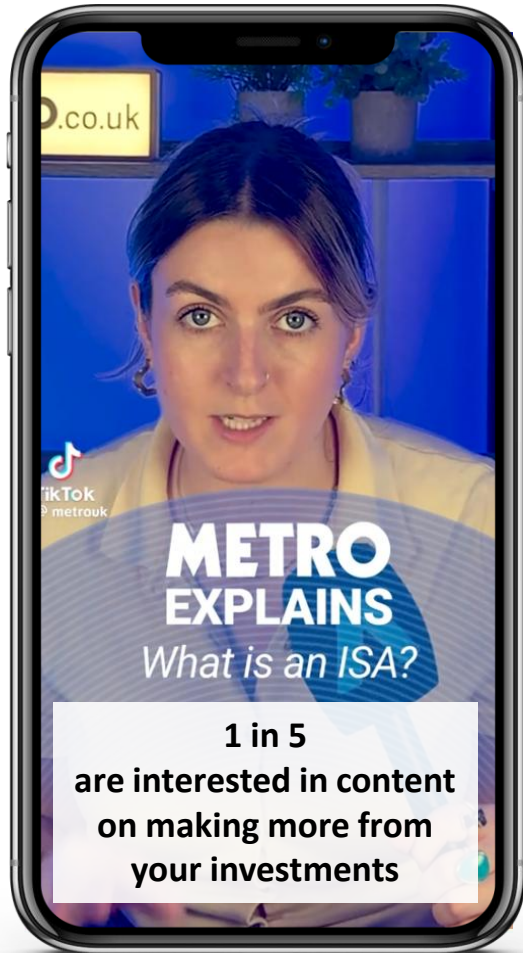
MODERN INVESTORS ARE INCREASINGLY BYPASSING TRADITIONAL ADVISORS IN FAVOUR OF MOBILE-FIRST, SELF-DIRECTED PLATFORMS. THIS DIGITAL-LED AUTONOMY IS MOST PREVALENT AMONG YOUNGER AUDIENCES (52%), WHO LEAN HEAVILY ON APPS TO MANAGE THEIR INVESTMENT PORTFOLIOS. INDIVIDUAL STOCKS & SHARES ARE THE BY FAR THE MOST POPULAR INVESTMENT TYPE (68%).



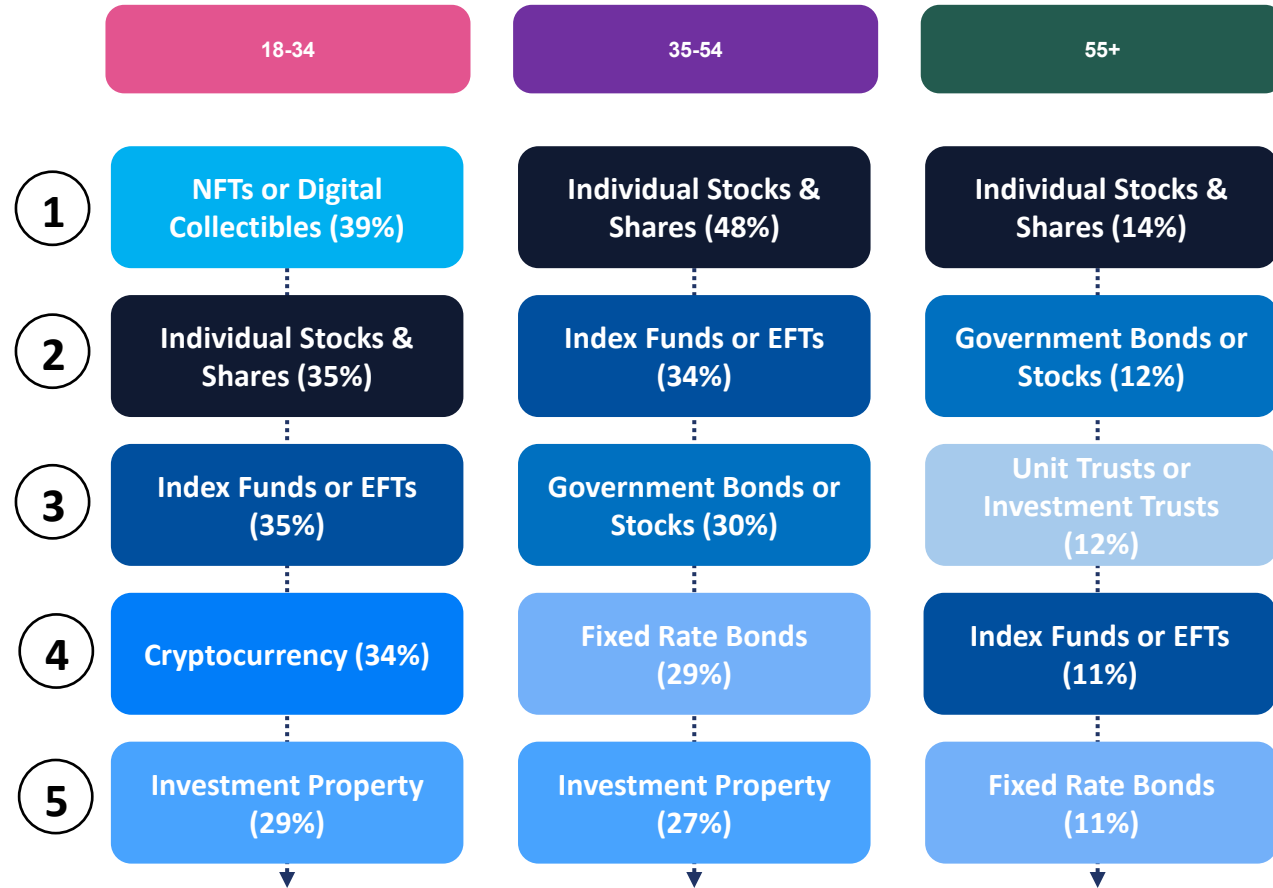
Q - Do you hold any Stocks and Shares, Unit Trusts, or Investment Trusts either yourself or jointly (e.g. equity based investments) with another person?
Q - How did you arrange or buy your investments?
Q - Which of the following types of investments do you currently hold, either individually or jointly?

AN APPETITE FOR MORE INVESTING

INTEREST IN INVESTMENT TYPES VARIES SIGNIFICANTLY BY AGE, REFLECTING DIFFERING RISK APPETITES AND FINANCIAL PRIORITIES. YOUNGER AUDIENCES GRAVITATE TOWARDS NEWER, HIGHER-RISK ASSETS, WHILE OLDER READERS SHOW STRONGER INTEREST IN ESTABLISHED AND LOWER-RISK PRODUCTS.



INTEREST IN INVESTMENT TYPE BY DEMOGRAPHIC

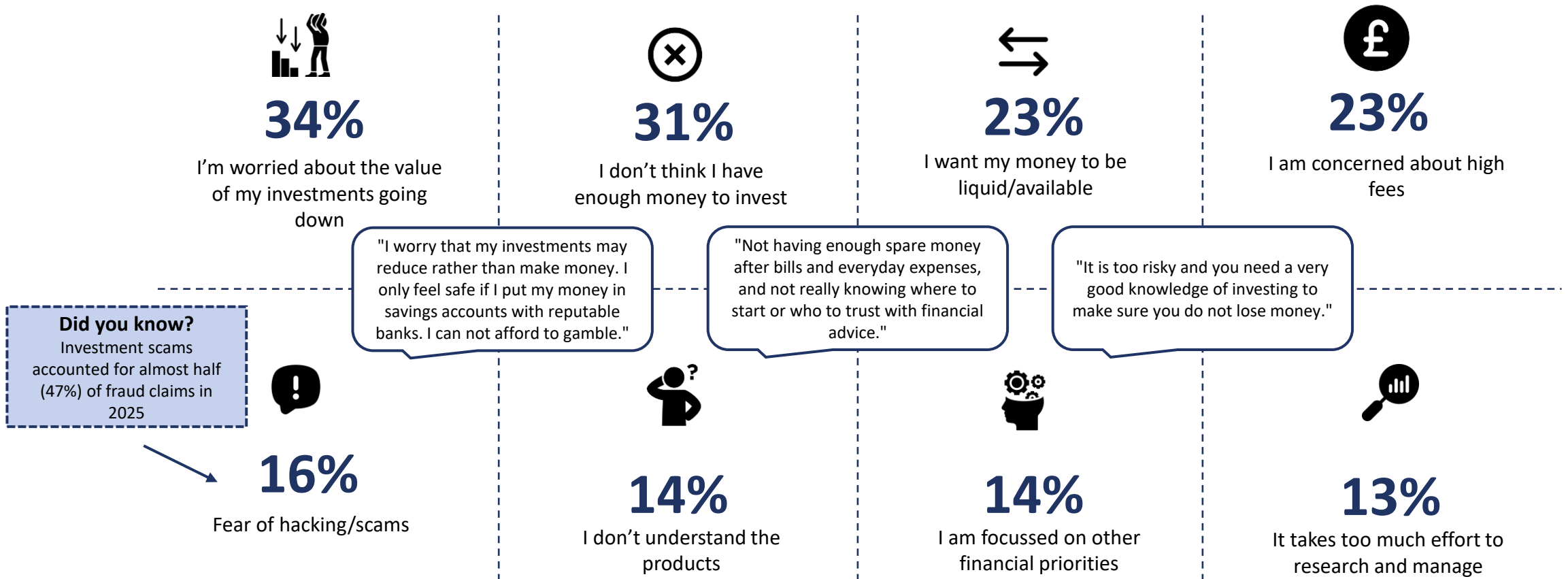


Q - Which of the following types of investments are you interested in finding more information about?

BARRIERS TO INVESTING

ALONGSIDE PRACTICAL AND KNOWLEDGE-BASED BARRIERS SUCH AS NOT HAVING ENOUGH MONEY TO INVEST (31%), THERE ARE SOME CLEAR EMOTIONAL BARRIERS THAT ARE HOLDING MORE PEOPLE BACK. THESE INCLUDE BEING WORRIED ABOUT THE VALUE OF INVESTMENTS GOING DOWN (34%), CONCERN ABOUT HIGH-FEES (23%) AND FEAR OF HACKING SCAMS (16%).

Top Barriers to Investing

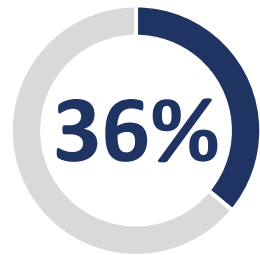


Q – What, if anything, has prevented you from investing in the past?

Q - Looking at the list below, which of these factors, if any, have prevented you from investing in the past?

PERCEIVED RISK IS UNDERMINING INVESTMENT CONFIDENCE

MACRO-ENVIRONMENTAL FACTORS, SPECIFICALLY GEOPOLITICAL INSTABILITY AND ITS EFFECT ON ENERGY PRICES (76%), ARE DIRECTLY ERODING INVESTOR CONFIDENCE. THIS HAS LED TO A NET NEGATIVE LIKELIHOOD OF NEW STOCK INVESTMENT (-11%), SIGNALLING A "WAIT-AND-SEE" APPROACH FOR SOME.



FEEL LESS CONFIDENT ABOUT THEIR INVESTMENTS NOW

Healthy: 26%
Okay: 44%
Struggling/In-trouble: 56%



NET LIKELIHOOD TO INVEST IN STOCKS & SHARES IN THE NEXT 6 MONTHS

Healthy: +3%
Okay: -15%
Struggling/In-trouble: -20%



What Is Contributing To The Decrease In Confidence?



76%

Volatile energy & fuel prices



75%

Geopolitical Instability



74%

Fear of global or UK recession



52%

High inflation



47%

Interest rate uncertainty



13%

Poor performance of certain assets

Q - Compared to three months ago, how confident do you feel about your investments?

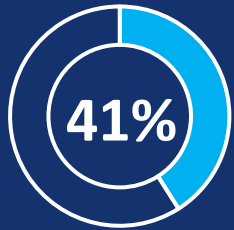
Q - You said you feel less confident about your investments. Which, if any, of the following are contributing to your decreased confidence?



TREND 6: MANAGE INVESTMENT WORRIES

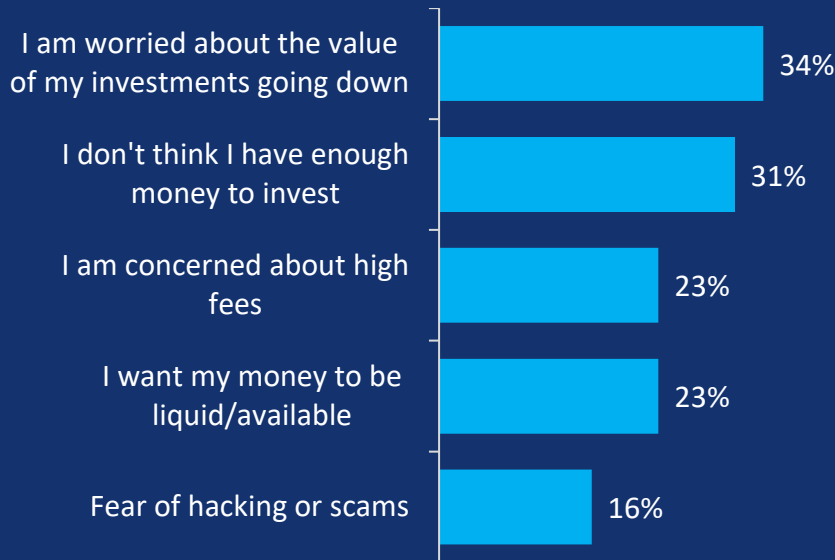


THE STATISTICS:



of investors say market fluctuations affect their general wellbeing

TOP BARRIERS TO INVESTING



TREND DRIVERS:

INTERNATIONAL UNCERTAINTY:
INTERNATIONAL CONFLICT DRIVING AN UNSTABLE STOCK MARKET



STICKY INFLATION:
HIGH INTEREST RATES REDUCES RISK TOLERANCE



THE EXPLANATION:

Investment confidence is being weakened by uncertainty rather than a lack of interest. Geopolitical conflict, rising energy prices, recession fears and interest-rate volatility are making people feel uneasy about when to invest and whether they might make the “best” opportunity, investors are increasingly fearful of losses and regret. As a result, many are hesitating, delaying decisions and seeking reassurance before committing, even when they believe investing makes sense over the long term. The emotional risk of getting it wrong is now outweighing the perceived financial opportunity.

THE IMPLICATIONS:

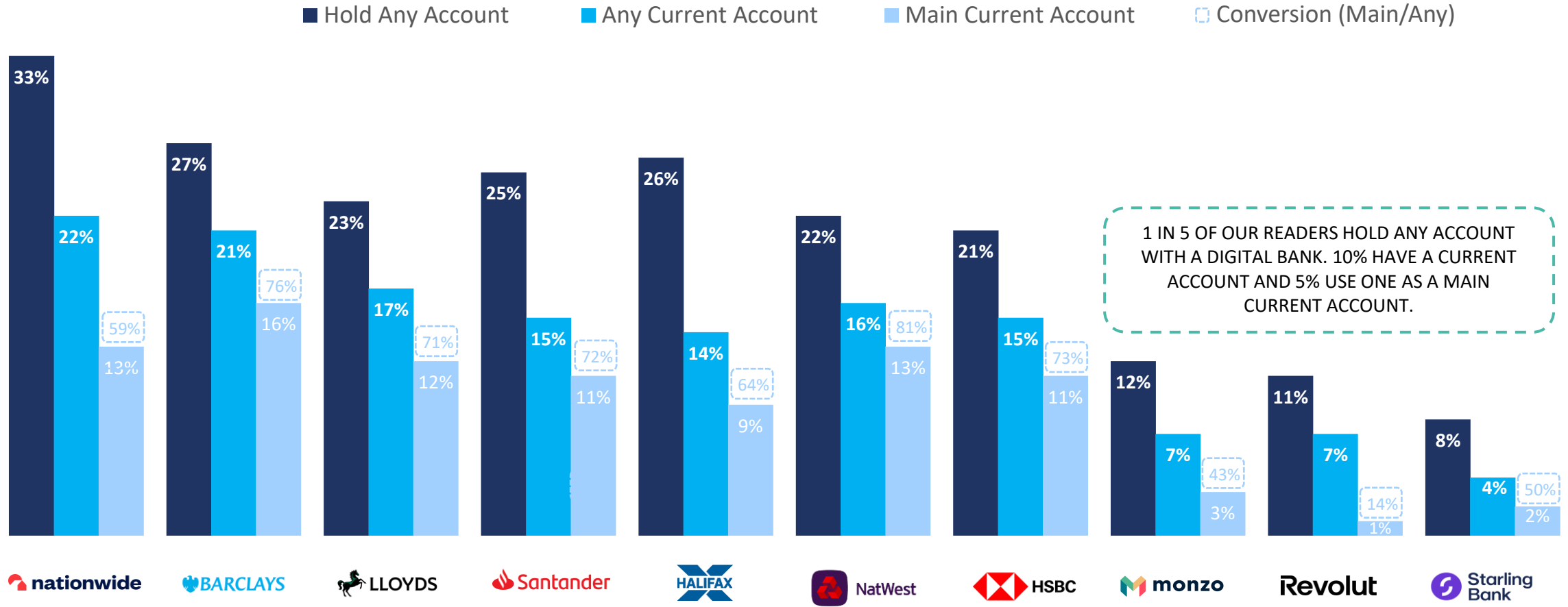
As uncertainty continues to shape how people feel about investing, confidence has become the main constraint on action. With government changes gradually reducing the option to stay in cash, more people will face investment decisions they don't yet feel comfortable making. This creates a clear role for advertising to steady the moment, helping people understand that investing doesn't have to be all or nothing, what's normal to expect, and how to move forward gradually and sensibly without feeling exposed or rushed.



DAY-TO-DAY BANKING

USAGE OF BANKS

NATIONWIDE (33%), BARCLAYS (27%) AND HALIFAX (26%) ARE THE BANKS OUR READERS COME INTO CONTACT WITH THE MOST.
1 IN 5 READERS HOLD A CURRENT ACCOUNT WITH A DIGITAL BANK.



Q - With which, if any, of the following providers do you currently hold any of the following products with?

WHAT IS BEHIND THE GROWING POPULARITY OF DIGITAL BANKS?

THE FACTORS THAT OUR DIGITAL BANKERS DEEMED MOST IMPORTANT IN ATTRACTING THEM TO A DIGITAL BANK WERE 'SUITING THEIR NEEDS' (34%), BEING SEEN AS 'TRUSTWORTHY' (32%) AND THROUGH WORD OF MOUTH. TO ATTRACT MORE CONSUMERS, DIGITAL BANKS WILL NEED TO EDUCATE A BROADER RANGE OF CONSUMERS ON THE BENEFITS OF BANKING WITH THEM. USING A BROAD VARIETY OF CONSUMERS IN ADVERTISING WILL HELP.

WHAT ATTRACTS READERS TO DIGITAL BANKS?



34% They best suit my needs

32% They seemed most trustworthy

25% It was the one my family/friends use

22% Hearing lots about them from people I know / around me

17% The brand reflects my values

16% Seeing lots about them in the news

WHAT DETRACTS READERS FROM DIGITAL BANKS?



41% I don't feel the need with other banking solutions I have / I don't understand the benefits

21% I don't trust the 'digital first' bank brands

16% I don't feel like any of the online banks are 'for me'

11% I don't need any of the in-app functions like saving/budgeting

10% It feels confusing to me

9% No one I know has a 'digital first' bank account

SOLUTION

EDUCATE

BUILD TRUST

INFLUENCE

IDENTIFY

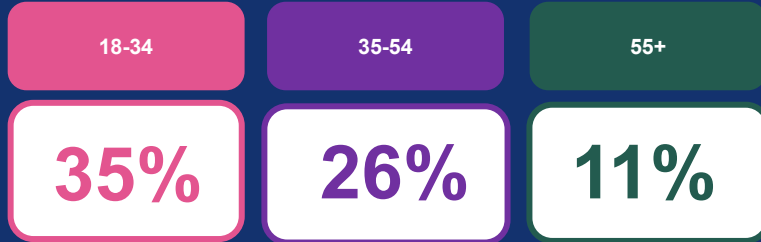
Q - You previously said you were a customer of a 'digital first' bank (i.e. Monzo, Starling, Revolut). What motivated you to pick the bank you did? | Q - You said you aren't a 'digital first' bank customer (e.g. Monzo, Starling, Revolut), what's been stopping you?



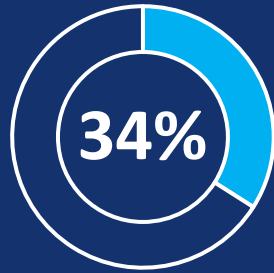
TREND 7: RISE OF THE DIGITAL BANK

THE STATISTICS:

% OF READERS WITH CURRENT ACCOUNTS FROM DIGITAL BANKS



Digital banks score #1 for satisfaction on interest rates and quality on online banking experience



Of our digital bank consumers agreed that they chose a digital bank as they best 'suit my needs'

TREND DRIVERS:

MILLENNIAL NATION:
MORE COMFORTABLE WITH DIGITAL BANKS



DEMISE OF DISTANCE:
TECH REDUCING IMPORTANCE OF IN-PERSON INTERACTIONS



THE EXPLANATION:

Digital banks may not yet have the scale of high street banks, but they are excelling where it counts; delivering the features, such as higher interest rates and online banking services, that matter most to modern consumers. Although younger audiences are leading the switch to digital banks, as the digitalisation of the banking industry continues to gather pace, it's expected that a growing number of adults aged 35+ will start to make the move.

IMPLICATIONS: DIGITAL

As competition intensifies from new challenger banks and high-street banks, digital banks will have to battle harder to attract a broader range of consumers. They will need to educate, build trust and align with the lifestyles of these consumers that sit outside their usual core targets. They must represent these new audiences in advertising and provide assurances that they can meet all their banking needs and instil a sense of security.

IMPLICATIONS: TRADITIONAL

To meet the competition of digital challenger banks and ensure the long-term custom of younger consumers, alongside enhancing their digital offerings and competitive rewards, traditional providers will need to promote trust and longevity, showcasing how they can be a positive and stable presence for consumers throughout the duration of their financial journeys.

WHAT FEATURES OR SERVICES WOULD CUSTOMERS LIKE TO SEE FROM THEIR BANKS / BUILDING SOCIETIES?

BETTER PERKS (45%) REMAIN THE MOST DESIRED SERVICE, FOLLOWED BY MORE ADVICE AROUND SECURITY (27%) AND OFFERING PERSONALISED SERVICES (22%).

Ranking of desired features or services



45%

Offer more/better perks with current accounts



27%

Awareness campaigns on common frauds/scams

UP FROM #5 RANKING IN 2025



22%

Offer a personalised view/report of your finances

35-54: 26% ▲



19%

Provide budgeting/saving recommendations

18-34: #1 RANKING (31%) ▲



19%

Financial advice/help centred on the rising cost of living



16%

AI tools that make managing money easier

35-54: 26% ▲



10%

Introductions showing how to use current services on offer



9%

Offer video chat services

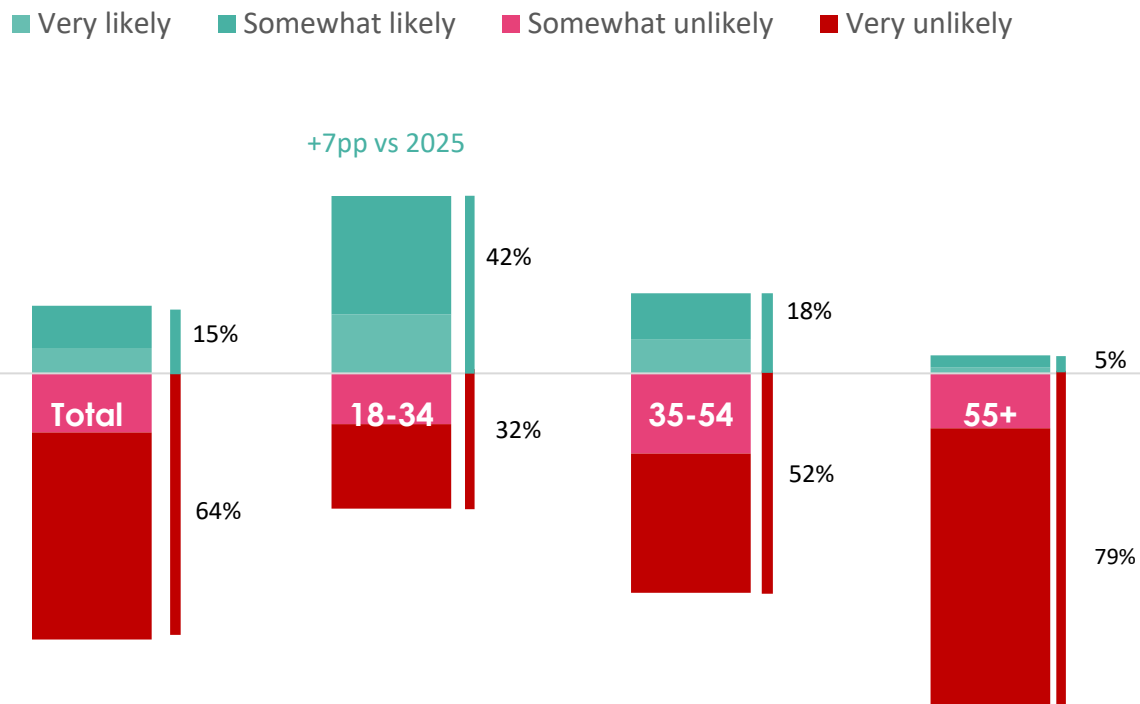
18-34: 19% ▲

Q: Which, if any, of the following features or services would you like to see from your bank / building society?

LIKELIHOOD TO SWITCH MAIN CURRENT ACCOUNT PROVIDER

CURRENT ACCOUNT SWITCHING REMAINS UNCHANGED SINCE 2025, UNDERSCORING CONTINUED INERTIA. ONLY 15% OF READERS ARE LIKELY TO SWITCH IN THE NEXT 12 MONTHS. 18-34S ARE THE MOST LIKELY TO SWITCH (42%, +7PP vs 2025). ADULTS AGED 35-54 ARE THE MOST UNDECIDED (21%).

Likelihood to switch



METRO

ADVERTISMENT

Stuck between two



manspreaders?

There are no unwanted surprises when you switch bank accounts.

Maybe it's time to switch.

CURRENT ACCOUNT SWITCH SERVICE

Someone eating



a tuna melt?

There are no unwanted surprises when you switch bank accounts.

Maybe it's time to switch.

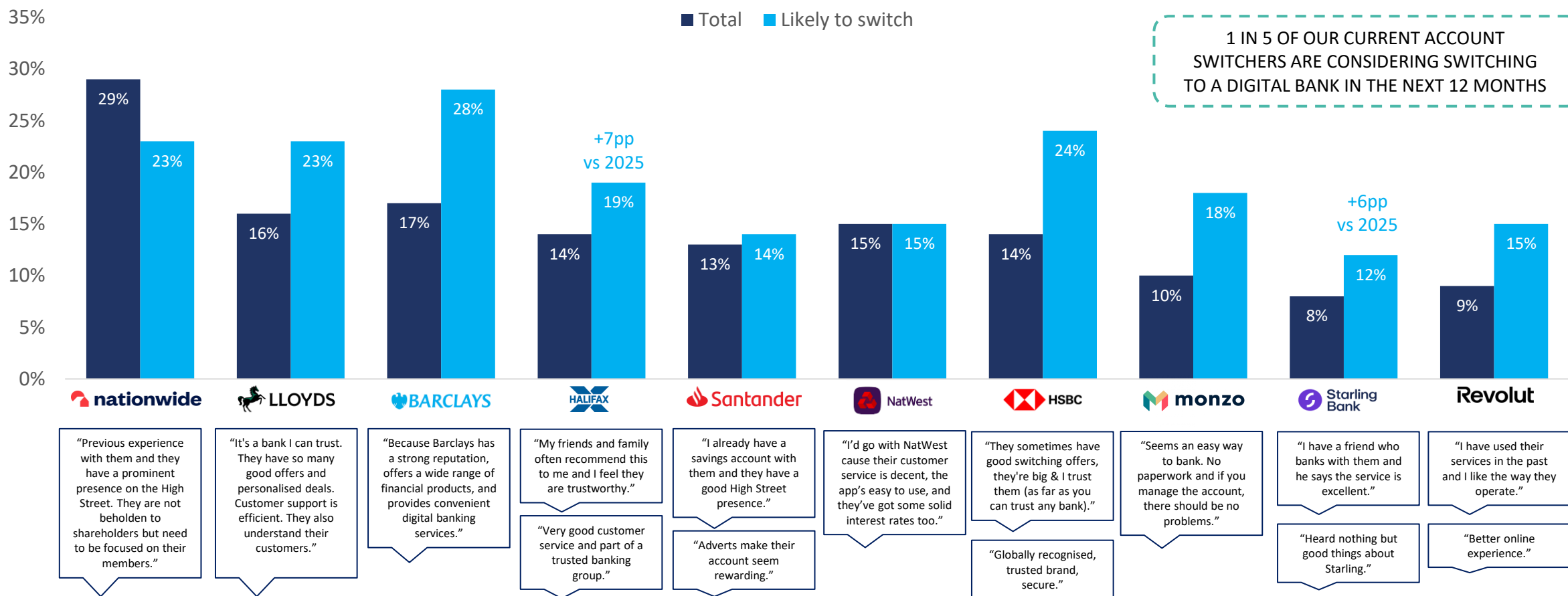
CURRENT ACCOUNT SWITCH SERVICE

Q - How likely are you to move your main current account to a new provider in the next 12 months?

WHICH BANK / BUILDING SOCIETY ARE THEY MOST LIKELY TO SWITCH TO?

NATIONWIDE (29%), BARCLAYS (17%) AND LLOYDS (16%) TOP THE LIST OF BANKS OR BUILDING SOCIETIES THAT OUR READERS WOULD SWITCH TO. 1 IN 5 WOULD CONSIDER A DIGITAL BANK WITH MONZO (10%) AND REVOLUT (9%) THE MOST POPULAR. WHEN FORCED TO PICK ONE, NATIONWIDE COMES OUT ON TOP (20%).

Ranking of bank / building societies most likely to switch to



“Previous experience with them and they have a prominent presence on the High Street. They are not beholden to shareholders but need to be focused on their members.”

“It’s a bank I can trust. They have so many good offers and personalised deals. Customer support is efficient. They also understand their customers.”

“Because Barclays has a strong reputation, offers a wide range of financial products, and provides convenient digital banking services.”

“My friends and family often recommend this to me and I feel they are trustworthy.”

“I already have a savings account with them and they have a good High Street presence.”

“I’d go with NatWest cause their customer service is decent, the app’s easy to use, and they’ve got some solid interest rates too.”

“They sometimes have good switching offers, they’re big & I trust them (as far as you can trust any bank).”

“Seems an easy way to bank. No paperwork and if you manage the account, there should be no problems.”

“I have a friend who banks with them and he says the service is excellent.”

“I have used their services in the past and I like the way they operate.”

“Very good customer service and part of a trusted banking group.”

“Adverts make their account seem rewarding.”

“Globally recognised, trusted brand, secure.”

“Heard nothing but good things about Starling.”

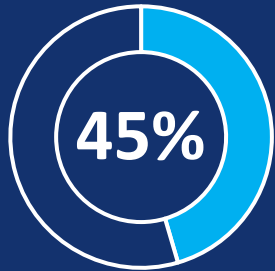
“Better online experience.”

Q: Imagine you were to switch current accounts tomorrow, which, if any, of the following providers would you consider?



TREND 8: OVERCOMING THE INERTIA

THE STATISTICS:



Would like their bank / building society to offer more/better perks with current accounts



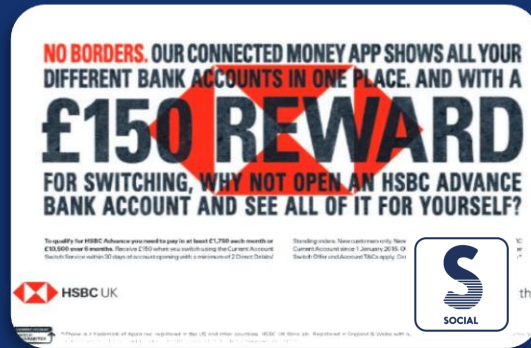
Of readers are likely to switch their main current account provider in the next 12 months
(rising to 42% for 18-34s)



A quarter of those who are considering switching would consider a digital challenger bank
(Monzo #1 at 16%)

TREND DRIVERS:

COST-OF-LIVING LEGACIES:
TIGHTER BUDGETS MAKE INCENTIVES MORE APPEALING



DEMISE OF DISTANCE:
SWITCHING CAN EASILY BE DONE ONLINE



THE EXPLANATION:

There is still significant inertia in the UK current account market, with most account holders generally satisfied with key aspects of their current account. Mintel data shows that only 23% of current account holders have switched their main provider in the last two years. Factors such as loyalty, familiarity, the hassle of switching and the mistrust of challenger banks are behind this inertia.

However, rising inflation and the continual squeeze of household finances should result in the rewards, cashback and banking perks offered up becoming more attractive throughout 2026. Many consumers are looking for any extra help they can get to make their money go further.

THE IMPLICATIONS:

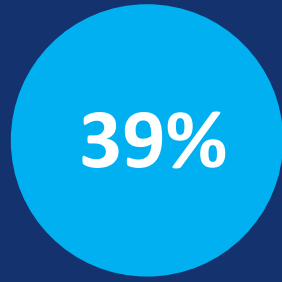
The first step to overcoming the inertia is encouraging switchers to think outside of their 'preferred providers' – with 69% reviewing products from their preferred providers first. This means delivering disruptive and consistent messaging to audiences who have shown switching signals.

Switching rewards, such as cash incentives, are key, but ultimately, encouraging them to effectively break up a long-term relationship will need a more meaningful connection and understanding of their everyday financial needs.



TREND 9: CREDIT CRAFT

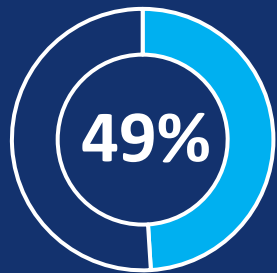
THE STATISTICS:



Rank 'ensuring they can meet my regular financial obligations' as a top 3 priority (#1 priority overall)



Rank 'paying off my existing debts' as a top 3 financial priority (rising to 37% for those struggling, and becomes #5 financial priority)



Have used credit cards on groceries in the last 2 years, with clothing (46%) and holidays next (43%)

TREND DRIVERS:

COST-OF-LIVING LEGACIES:
INCREASINGLY SAVVY USE OF CREDIT CARDS



UNEVEN RECOVERY FROM COL CRISIS:
SOME GROUPS INCREASINGLY RELIANT ON CREDIT



THE EXPLANATION:

The total spend on credit card transactions of £21.8bn was 1.8% higher in May '25 than May '24, and outstanding balances on credit card accounts have grown by 6.4% in the 12 months to May '24. A combination of cost-of-living pressures with increasingly savvy behaviours is driving this increase in spend. Consumers are turning to credit cards not only for discretionary purchases but as Mintel data shows, for everyday purchases like groceries (49%). Some consumers are exercising credit craft, taking advantage of rewards such as cashback and loyalty schemes.

THE IMPLICATIONS:

To encourage more consumers to exercise 'credit craft', brands will need to continue to reposition the value of credit cards. Highlighting how the advantages of well-maintained credit (i.e. cashback, rewards and better credit score) can outweigh just using a debit card alone and help with day-to-day finances and not just bigger purchases. For those groups more reliant on credit, promote the responsible usage of credit through easy-to-use tools with features like payment reminders and real-time updates. Enhanced and tailored rewards will appeal to both groups.



AI IN BANKING

CAUTIOUS ACCEPTANCE OF AI

YEAR ON YEAR, DISCOMFORT WITH AI-ONLY BANKS REMAINS HIGH (64%), BUT ATTITUDES TOWARDS AI ARE BECOMING MORE SELECTIVE. WHILE TRUST IN AI-LED RECOMMENDATIONS AND DECISION-MAKING HAS SOFTENED, ACCEPTANCE REMAINS STRONGEST WHERE AI ADDS VALUE THROUGH PERSONALISATION (28%), COST SAVINGS (28%) AND EVERYDAY MONEY MANAGEMENT (23%).

Would not be happy using a bank that relied solely on AI to serve their needs



18-34: 49%
35-54: 52%
55+: 74%

Would trust their bank to use AI to recommend products and services



18-34: 53%
35-54: 41%
55+: 12%

Would feel comfortable using AI assisted financial advice if it reduced costs



18-34: 53%
35-54: 41%
55+: 13%

Would trust AI to help manage day-to-day finances



18-34: 46%
35-54: 38%
55+: 7%

Would trust AI to help manage long-term finances

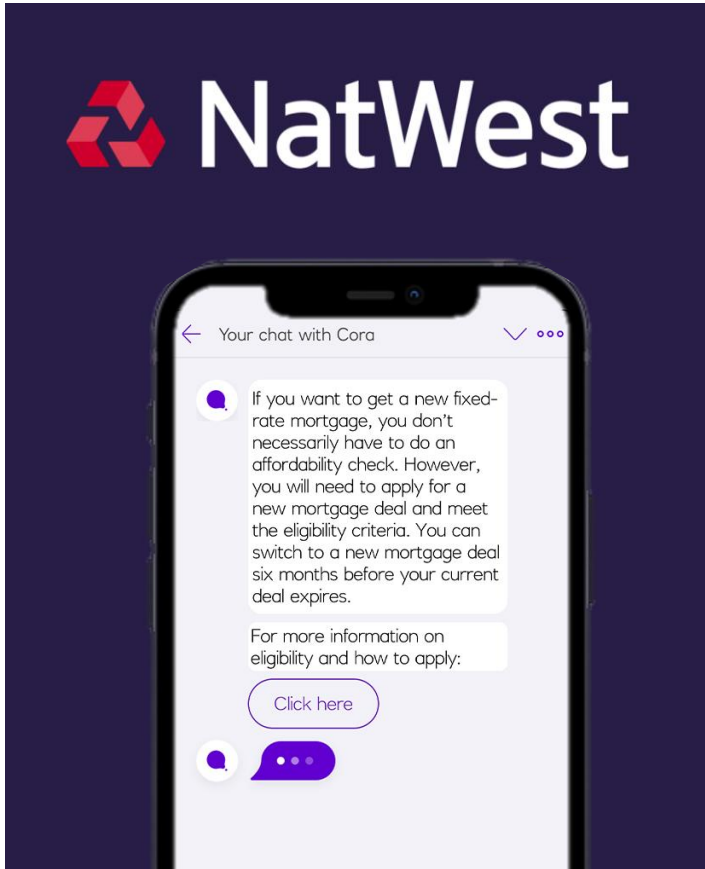


18-34: 51%
35-54: 31%
55+: 7%

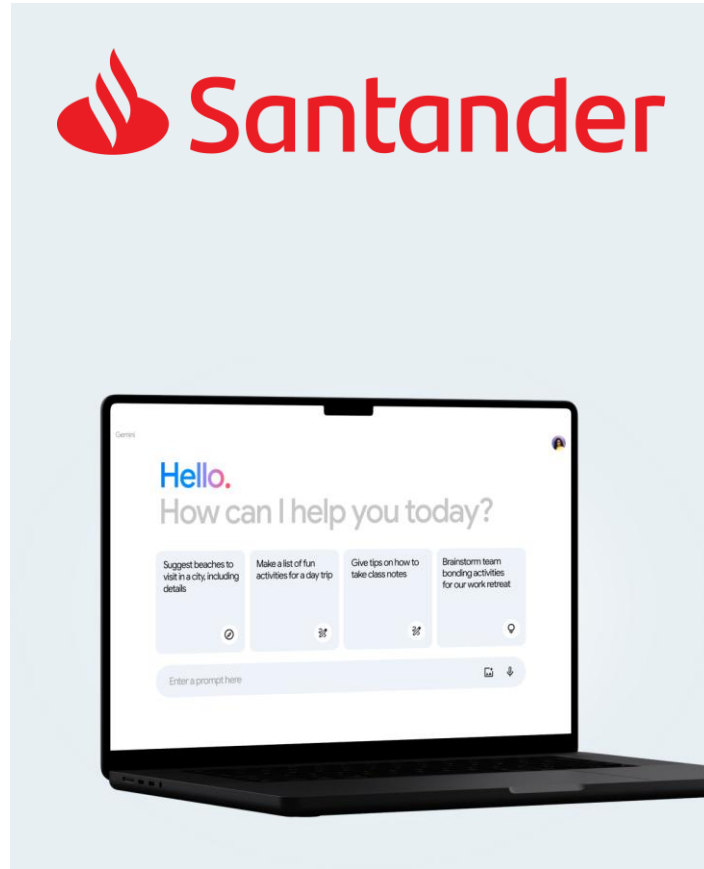
Q: To what extent do you agree or disagree with each of the following statements on the usage of AI in financial services?

CASE STUDIES OF SUCCESSFUL IMPLEMENTATIONS OF AI

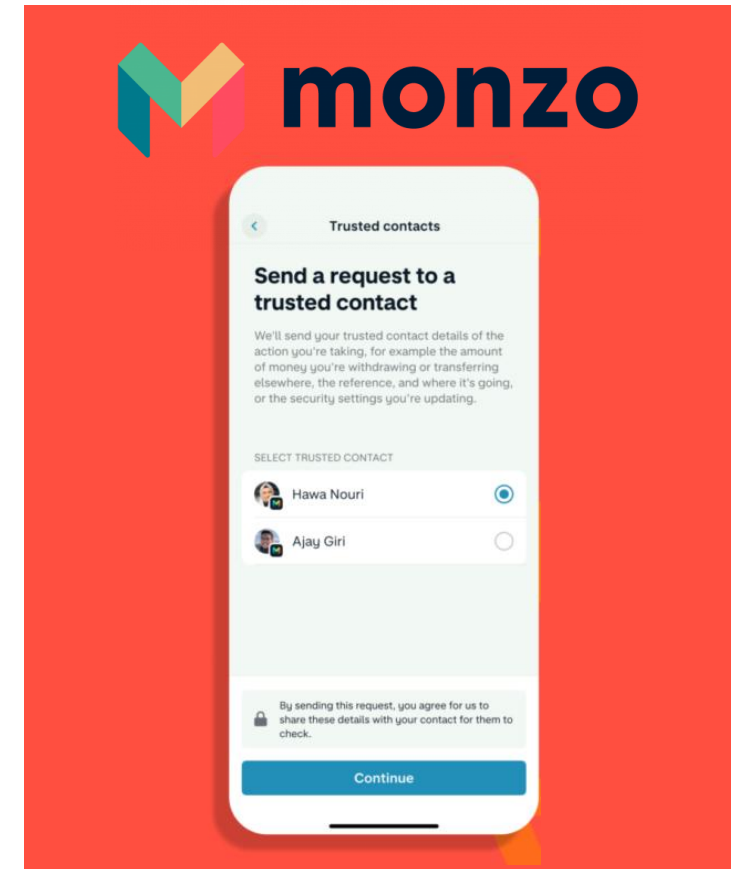
NATWEST, SANTANDER AND MONZO HAVE SHOWN SUCCESSFUL WAYS OF IMPLEMENTING AI TO HELP CONSUMERS. WHETHER IT'S IMPROVING CUSTOMER EXPERIENCE WITH CHAT BOTS LIKE CORA+ AT NATWEST, BUILDING EDUCATION AROUND AI LIKE SANTANDER, OR DEVELOPING FRAUD PROTECTIONS LIKE MONZO. AI IS BEING INTEGRATED INTO FINANCIAL SERVICES IN A VARIETY OF WAYS.



✓ NatWest Virtual Assistant "Cora+"
150% improvement in customer satisfaction



✓ Santander's Free Google AI Courses
Demonstrating uses of AI to build trust

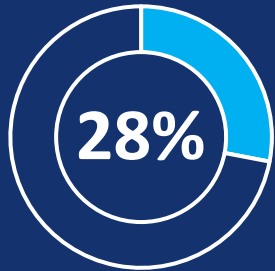


✓ Monzo's AI Fraud Detection System
80% reduction in fraud-related losses



TREND 10: ADVOCATING AI ADVANCES

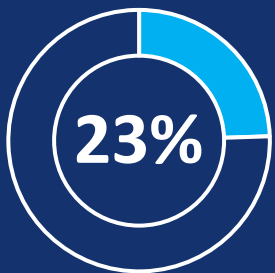
THE STATISTICS:



Would trust their bank to use AI to recommend products and services (rising to 53% for 18-34s)



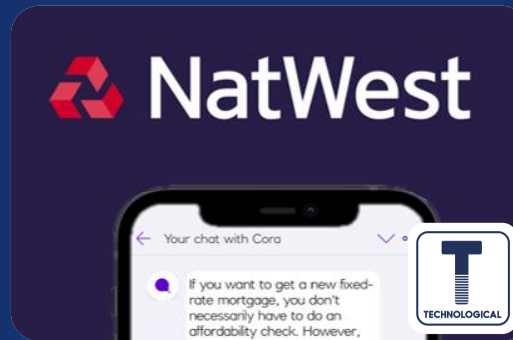
A third of readers would feel comfortable using AI assisted financial advice if it reduced costs (rising to 54% for 18-34s)



Would trust AI to help manage their day-to-day finances (rising to 46% for 18-34s)

TREND DRIVERS:

THE AI CITIZEN / SP(AI)CE RACE:
INCREASED INVESTMENT BY BANKS & USAGE BY PUBLIC



MILLENNIAL NATION:
MORE OPEN TO AI BANKING INNOVATIONS



THE EXPLANATION:

Major banking groups are already investing in AI technology, and the coming years will see it have a major impact on day-to-day banking. Many consumers will have already experienced AI chatbots, but AI is set to have a much more wide-ranging role, encompassing financial guidance, enhanced open-banking, security and fraud detection.

Consumers are currently cautious over the use of AI in financial services, with a lack of trust in the technology to provide security for the financial data and multiple accounts it can access.

THE IMPLICATIONS:

To encourage more usage and trust in AI for banking purposes, banks will first need to be clear about how they are using the technology and the data that it is accessing. Secondly, they will need to convince consumers that AI can deliver meaningful cost and time savings. Building awareness of AI's safety and benefits, as well as offering educational resources, is crucial for broader acceptance.

FINANCE CONTENT & FINANCE AT MAIL METRO MEDIA

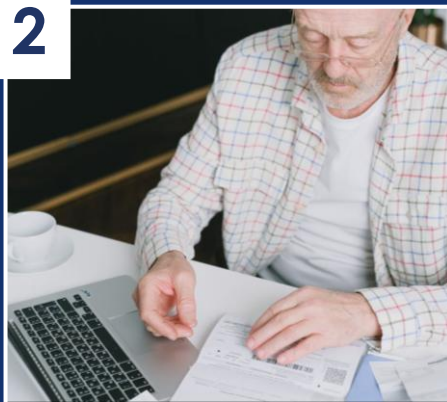
WHAT CONTENT ARE READERS INTERESTED IN?

WITH THE CURRENT FINANCIAL PRESSURES, READERS ARE MOST INTERESTED IN HOW TO REDUCE BILLS AND HAVE MORE DISPOSABLE INCOME (39%). THIS IS FOLLOWED BY ESTATE PLANNING AND INHERITANCE TAX (35%), MAKING MORE FROM INVESTING (31%), AND MAXIMISING PENSION VALUE (25%). CONCERNS AROUND FINANCIAL FRAUD REMAIN SIGNIFICANT (21%).



HOW TO REDUCE BILLS/ HAVE MORE DISPOSABLE INCOME

39%



BEATING INHERITANCE TAX / ESTATE PLANNING

35%



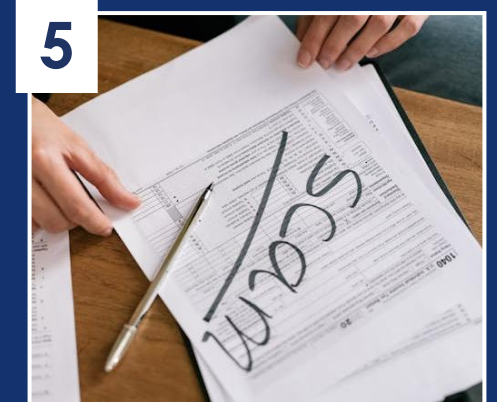
MAKING MORE FROM INVESTING / GUIDE TO INVESTING

31%



HOW TO MAXIMISE PENSION VALUE / RETIRE EARLY

25%

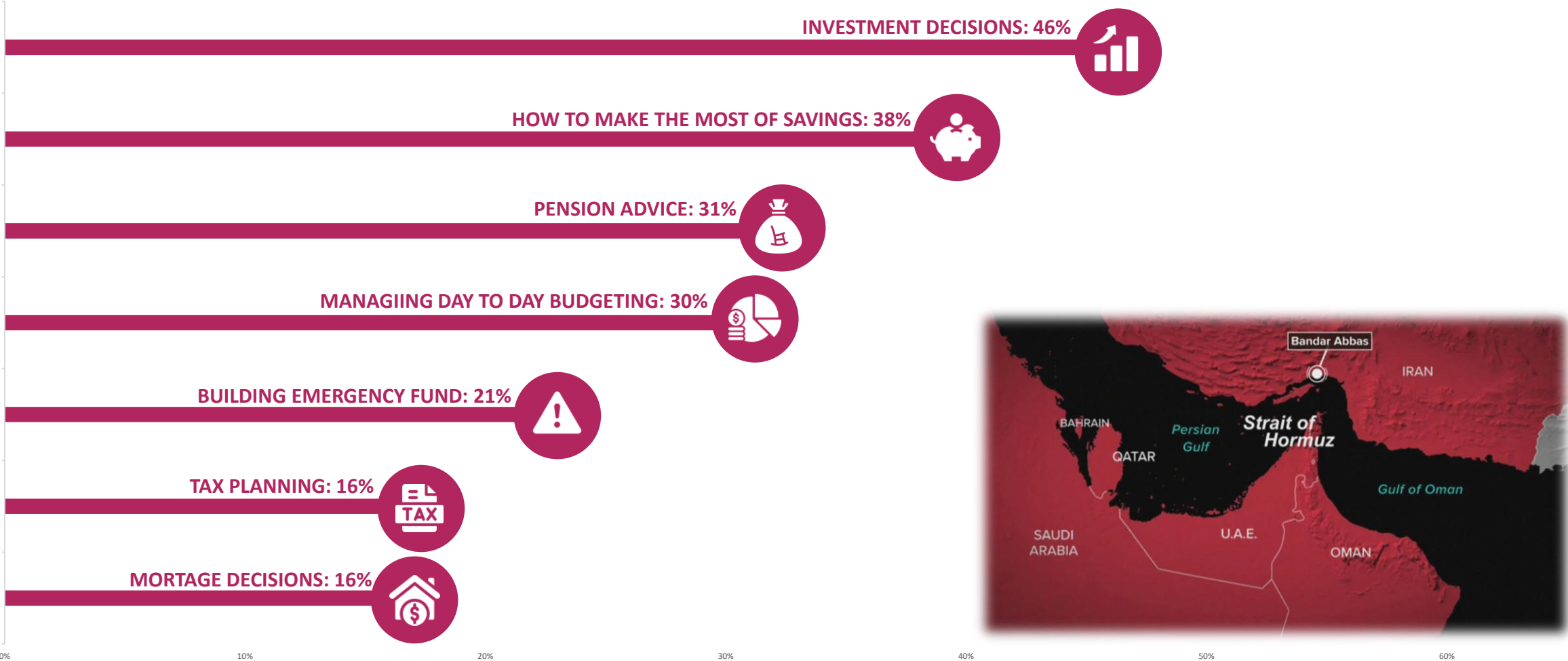


FINANCIAL FRAUD PREVENTION

21%

Q- Which if any of the following content would you be interested in learning more about?

LONGER TERM FINANCIAL DECISIONS MORE IMPORTANT FOR THOSE DIRECTLY SEEKING FINANCIAL ADVICE

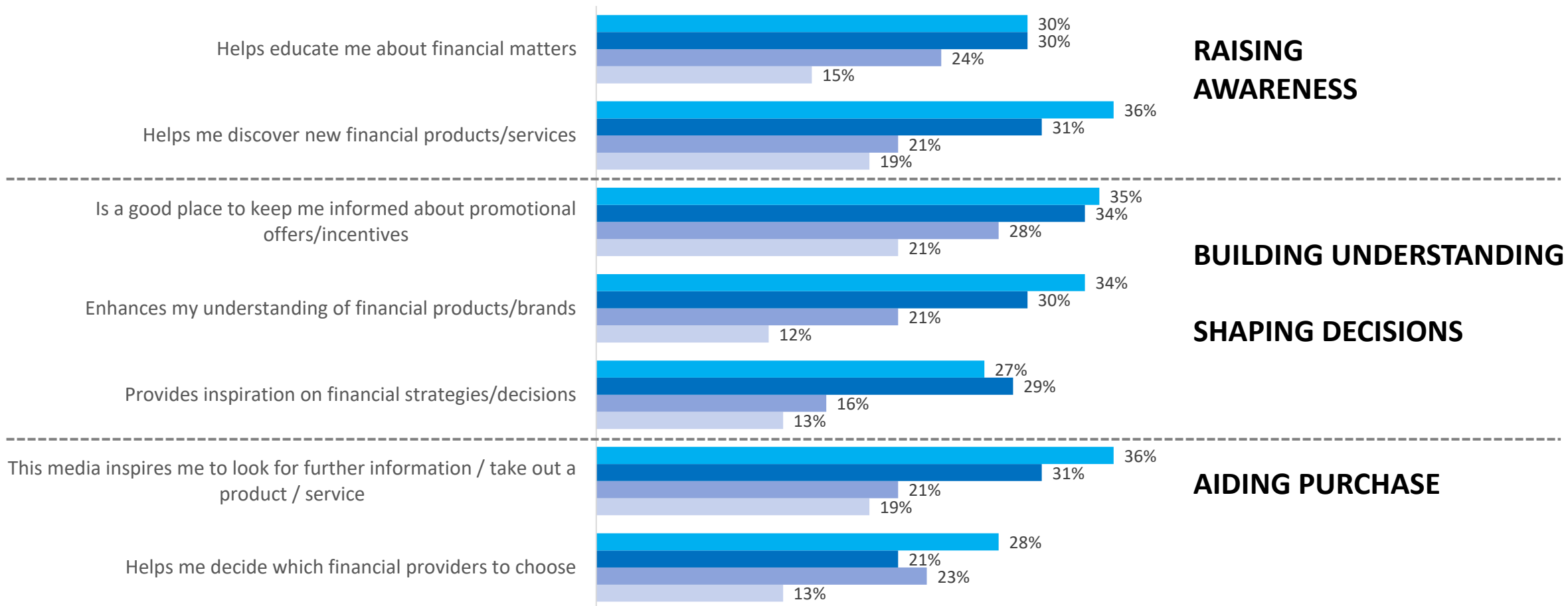


Q - You said you are more likely to seek financial advice or guidance in the next 6 months in light of the current situation in the Middle East. In which, if any, of the following areas are you likely to seek advice?

WHICH MEDIA DO READERS REFER TO FOR FINANCIAL MATTERS?

NEWSBRANDS ARE THE #1 MEDIA SOURCE FOR RAISING AWARENESS OF NEW FINANCIAL PRODUCTS / SERVICES, FOR ENHANCING UNDERSTANDING OF FINANCIAL PRODUCTS / BRANDS AND FOR HELPING READERS DECIDE WHICH FINANCIAL PROVIDERS TO CHOOSE.

■ Newsbrands ■ TV ■ Internet ■ Social



**RAISING
AWARENESS**

BUILDING UNDERSTANDING

SHAPING DECISIONS

AIDING PURCHASE

Q: Consider the statement (...). To which of the following media types do you think applies?



TREND 11: TRUST IN NEWSBRANDS

THE STATISTICS:



Are concerned about the rise of fake news. 50% of AI-assisted searches found to have significant issues*.



Newsbrand #1 media for 'discovering new finance brands' and 'adding to understanding of financial brands.'



Increase in trust in advertisers among those seeing ads on a newsbrand website versus a non-newsbrand

TREND DRIVERS:

DECLINE OF DEFERENCE:
DECREASING TRUST IN POLITICIANS



THE AI CITIZEN:
AI FINANCIAL SEARCHES INCREASINGLY COMMONPLACE



THE EXPLANATION:

Trust is a rare commodity in the UK, particularly when it comes to politicians and institutions, with net trust in politicians at -45%. While trust in business leaders has recovered somewhat, it remains fragile, and is further undermined by AI-assisted search and increasingly sophisticated financial fraud.

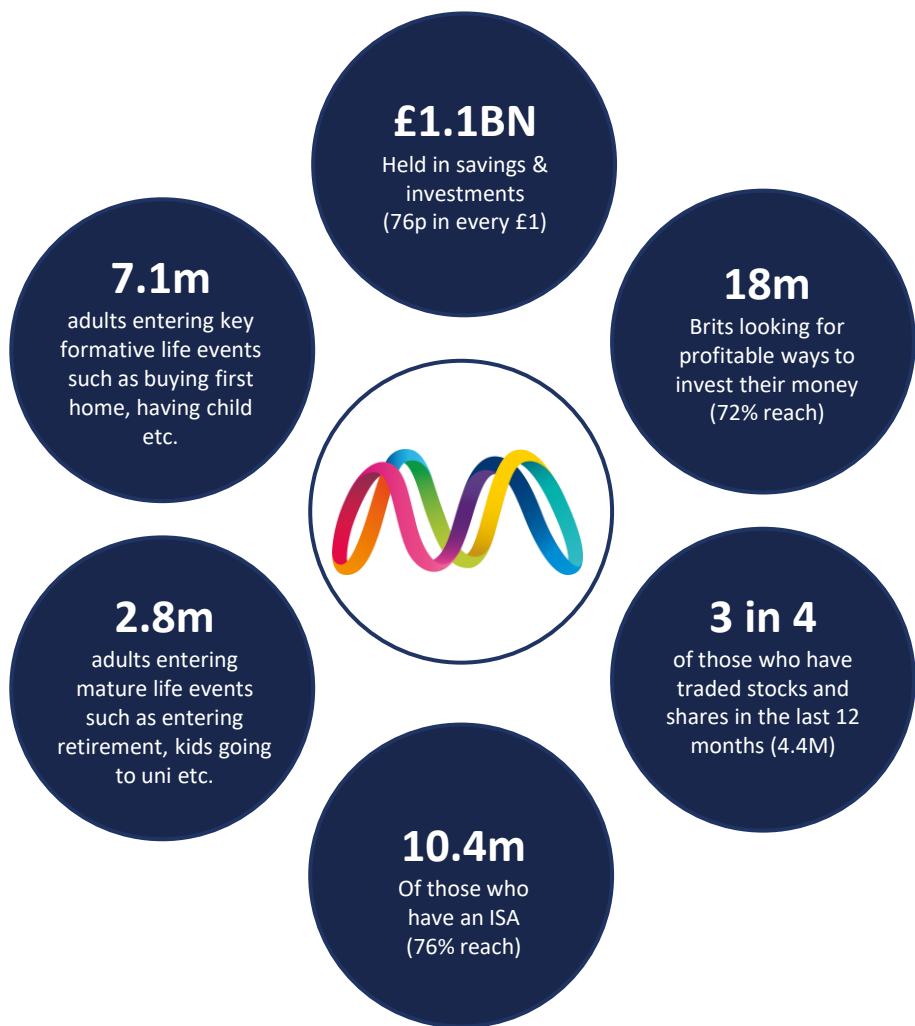
In this environment, newsbrands stand apart as a trusted source of information and the #1 media for discovery, shaping decisions and driving purchase. This role intensifies during global uncertainty: following the escalation of conflict in the Middle East, traffic to the Money channel rose by 15% in the seven days after the war in Iran was announced, as audiences sought clear, reliable financial guidance.

THE IMPLICATIONS:

Across social, digital, print and audio, newsbrands deliver finance brands a trusted and highly engaged environment to connect with key financial audiences at all life stages. The modern newsbrand is a 360 media offering, offering agility, creativity and highly advanced data targeting capabilities to ensure that target audiences are both informed and excited.

SERIOUSLY VALUABLE FINANCE AUDIENCES

MAIL METRO MEDIA READERS ACCOUNT FOR 77p in EVERY POUND IN SAVINGS & INVESTMENTS, 18M ARE LOOKING FOR PROFITABLE WAYS TO INVEST THEIR MONEY AND 3 IN 4 HAVE TRADED STOCKS AND SHARES IN THE LAST 12 MONTHS



SERIOUSLY POPULAR FINANCE CONTENT

OUR MAIL MONEY CHANNEL RECEIVED

151M

ARTICLE VIEWS IN THE LAST 12 MONTHS



OUR DIGITAL MAIL MONEY SITE DELIVERS

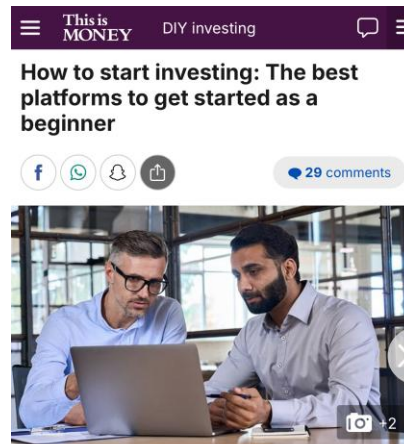
2.4M

UNIQUE
MONTHLY
VISITORS

6M

MINUTES
ENGAGED

Top 10 Articles on MailOnline Money Channel in the last 12 months



updated 13:10, 23 Apr 2026
By SAM BROMLEY, MONEY & CONSUMER GUIDES WRITER

- [Fee-free investing apps lead the pack in rankings of top platforms](#)

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#	Article Title	Views
1	Can the council make me sell my mother's bungalow to pay for care?	757,369
2	We retired to Greece without a big pension Now we eat out three times a week have a house with a pool and two cars for just 1 650 a month Here's how to do it	629,887
3	Major blow for savers as Reeves is set to slash tax free cash Isa allowance	433,027
4	Signs a financial crash is coming are everywhere experts warn Here's what you must do NOW to protect yourself	380,639
5	Got a savings account with one of these Big Five banks Why you must move your money NOW SYLVIA MORRIS	368,150
6	You could face a nasty fine if you have more than £11,000 in savings: SYLVIA MORRIS reveals the urgent steps you must take	350,230
7	The maximum amount you should keep in your current account revealed	346,897
8	We went from 100 a month to 1MILLION in five years and retired but we weren't high earners	320,909
9	Exactly how much money YOU should have in your savings based on your age	317,055
10	How to dodge the 15 000 landlord bill bombshell Rules are changing this is what every homeowner MUST know and what to do about it	303,046

Top Digital Themes

PROTECTING SAVINGS

MAXIMISING YOUR PENSION

EARNINGS & ASPIRATIONS

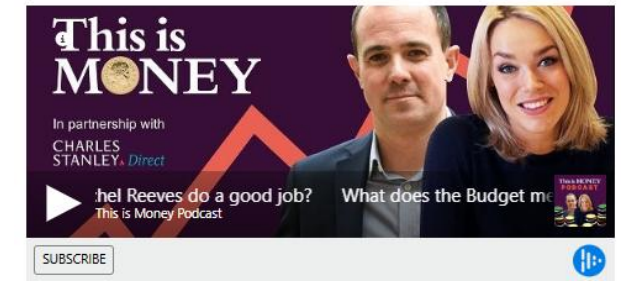
SERIOUSLY POWERFUL OMNICHANNEL PORTFOLIO

PRINT, DIGITAL, SOCIAL, AUDIO, VIDEO, EXPERIENTIAL, AND EVEN OOH. YOU NAME IT AND WE HAVE A SOLUTION FOR YOU, AND DON'T FORGET OUR SERIOUSLY POPULAR COMMERCE OFFERING!

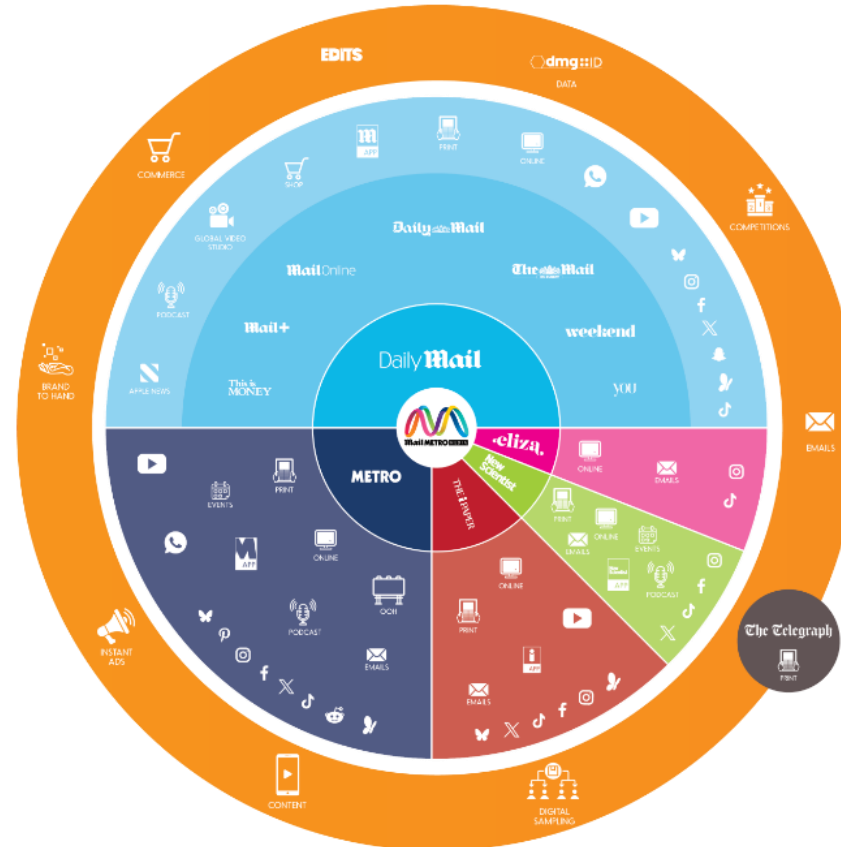
Ballie Gifford's DIY Investing Channel



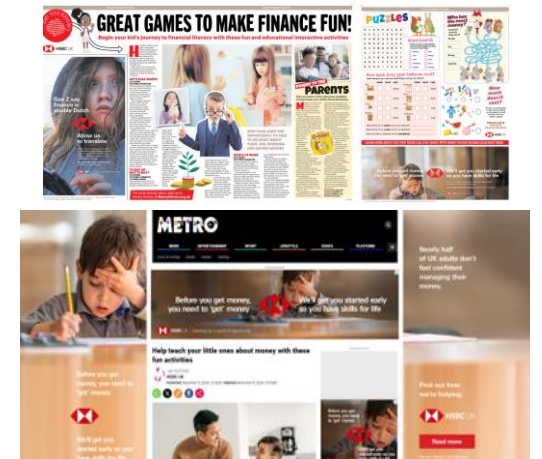
This is Money Podcast sponsored by Charles Stanley Direct



HSBC's Metro Coverwrap



HSBC's campaign on financial capability



OUR PILLARS OF TARGETING:

HARNESS OUR CONNECTIONS TO POWER RESULTS BASED ON FINANCIAL ADVERTISING OUTCOMES

ADDING COLOUR TO DATA TARGETING



NEW DATA PRODUCTS

200BN DATA POINTS FROM DMG::ID FUELLING OUR DATA PRODUCTS



EXCLUSIVE+

Best for:

- Bespoke audience
- Driving awareness, consideration & outcomes

Includes:

- Bespoke data strategy
- Data led optimisations
- Data PCA & learnings



AUDIENCE TAKEOVER

Best for:

- Broad category audience
- Driving awareness, consideration for a relevant audience

Includes:

- Takeover experience using premium formats above the fold served to a specific audience



RE-TARGET

Best for:

- Connecting to users who are thinking about your brand
- Driving outcomes

Includes:

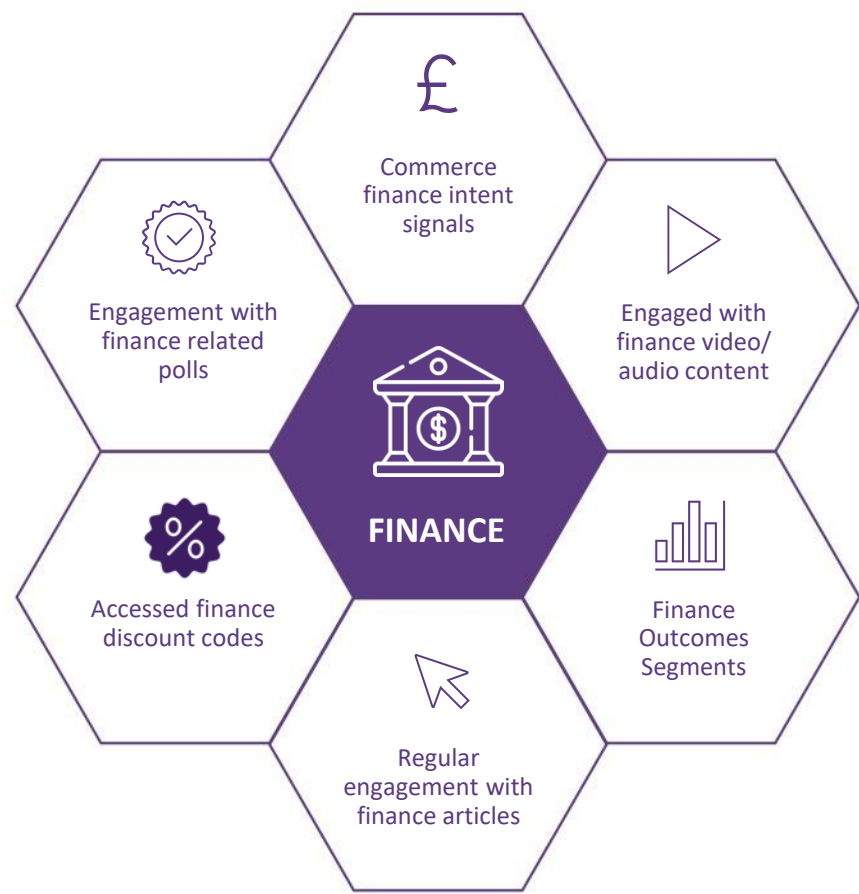
- Users who have recently had a positive engagement with your brand across commercial, editorial & commerce



AUDIENCE TAKEOVER: FINANCE



Take control of the finance category audience across our platforms. Our Finance Audience Takeover targets financial advice seekers using a curation of data points from editorial, advertising, commerce and video which align to the finance category and brands.



THE DETAILS:

Please contact your sales rep for the latest deals on Audience Takeovers.

WHY MMM?:

FINANCE ARTICLES IN 2024:

4,000+

FINANCE ARTICLE VIEWS:

157 MILLION

AVERAGE SAVING & INVESTMENTS

£38.7K (VS UK AVERAGE OF £37.2K)

WHY NEWSBRANDS?

ADVERTISERS USING NEWS PUBLISHERS SEE A 60% BOOST IN PERCEIVED BRAND QUALITY

EXAMPLE FINANCIAL ADVICE SEEKERS DATA STRATEGY

Targeting adults who are more aware of personal finance than they used to be, are looking for profitable ways to invest their money or usually consult a professional financial advisor before making decisions.



MEN 55+	FINANCE IMPROVERS	POSTCODE AFFINITIES	BUSINESS SAVVY	MONEY SAVERS	OUTCOMES
<p>Our financial advice seekers are 1.2x more likely to be men aged 55+. We reach 3 in 5 men aged 55+ (6.1m).</p> <p>3 in 5 financial advice seekers are parents. We reach 11.3m parents.</p>	<p>3 in 4 think banks should show how they can help normal people. 55% of our financial advice seekers are interested in credit ratings and 78% save up for the things they want. They are 6.8x more likely to be property advice seekers and 1.2x more likely to make major home improvements in the next 12 months.</p>	<p>Working with you we can target postcodes based on a brand's existing customer base or key threat/opportunity area.</p> <p>Using our partnership with CACI we can target over indexing postcodes for financial advice seekers.</p>	<p>Finance ads perform 1.8x higher on exercise content. Our financial advice seekers are 1.4x more likely to be interested in business content. In 2024 we wrote 70 articles about Martin Lewis' advice generating 5.1m article views. 41% of readers are interested in best buy content (e.g. best savings / investment products).</p>	<p>28% of readers find financial matters confusing. Our financial advice seekers are 9.1x more likely to be in market for utilities. 2 in 5 agree that their energy bills have become too expensive. 3 in 5 are planning to take a holiday in the next 12 months. We reach 2 in 3 adults looking for profitable ways to invest their money.</p>	<p>High value users who have engaged with a brand's editorial/commercial content, engaged with direct/ programmatic advertising for the brand, or visited that particular brand's discount codes.</p>

EXAMPLE INVESTORS DATA STRATEGY

Targeting adults who have over £10,000 in investments and savings.



AFFLUENT 55+	AVID INVESTORS	POSTCODE AFFINITIES	BUSINESS SAVVY	PROPERTY INTENT	OUTCOMES
<p>Adults 55+ are 1.4x more likely to have over £10,000 in savings and investments. We reach 13.2m adults 55+.</p> <p>70% of adults with over £10,000 in investments and savings are ABC1 affluent. We reach 64% of ABC1 adults.</p>	<p>We reach 15.3m adults with over £10,000 in investments and savings. Our readers have an average of £38,850 in savings and investments. The top factors influencing provider choice are low fees and charges, easy access to funds and an easy-to-use online platform.</p>	<p>Working with you we can target postcodes based on [INSERT BRAND]'s existing customer base or key threat/opportunity area.</p> <p>Using our partnership with CACI we can target over indexing postcodes for investors.</p>	<p>Finance ads perform 2.4x higher than average on savings content and 1.8x exercise content. Our investors are 1.5x more likely to be interested in business content. In 2024 we wrote 500 articles about investing generating over 6m article views.</p>	<p>Our avid investors are 18.3x more likely to be in market for property.</p> <p>1 in 2 are in market for technology.</p> <p>We reach 2 in 3 adults looking for profitable ways to invest their money.</p>	<p>High value users who have engaged with a brand's editorial/commercial content, engaged with direct/ programmatic advertising for the brand, or visited that particular brand's discount codes.</p>