

 monzo mastercard.

Wealthsimple  *Revolut*

**Top Performing Content
Buckets Q3 2021
Financial Services**

The top content buckets for the Financial Services industry in Q3 2021 on YouTube are as follows:



01

Report Debriefs



Financial services debriefing and discussing reports and events in the financial industry.

02

Best Financial Practices



Financial services creating informative videos to give insight to viewers about how to engage with financial literacy in actionable and helpful ways.




03

Storytelling with Product Application






Financial services building funny or heartfelt stories to communicate the key benefits and improvements their products or services can create.

Best Practices

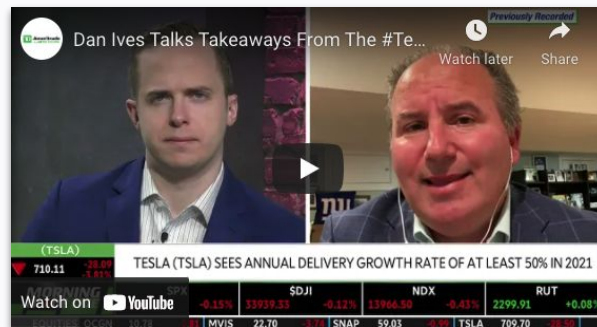
-  Videos are typically longer in length ranging from 10 minutes to over an hour.
-  Gather 2+ financial professionals to discuss the topic.
-  Use slides and screen recordings from video communication software to enable discussion.

Opportunities

-  Search for topics relevant to your customers and their interests.
-  Show your audience that you care about their financial intelligence.
-  Let your audience know how these learnings directly impact their investments with you.



ER30: 0.02x
[Click to watch](#)



ER30: 1.9x
[Click to watch](#)



ER30: 0.7x
[Click to watch](#)



Best Practices



Videos are typically 20 minutes.



Include a question in a YouTube video thumbnail to increase video views.



Feature a specialist talking to the audience using graphs & references on a screen.

Opportunities



Educate your audience in ways that will help them use your services.



Bring personality into your organization with charismatic hosts.



Tie your services into the main point of the story and show how you can help.



ER30: 0.01x
[Click to watch](#)



ER30: 0.2x
[Click to watch](#)



ER30: 3.7x
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Best Practices



Videos are typically 15-90 seconds.



Tell quick stories about using a financial product.



Try to make your content relatable with celebrity or influencer collaborations.

Opportunities



Feature a storyline that is on brand with your business.



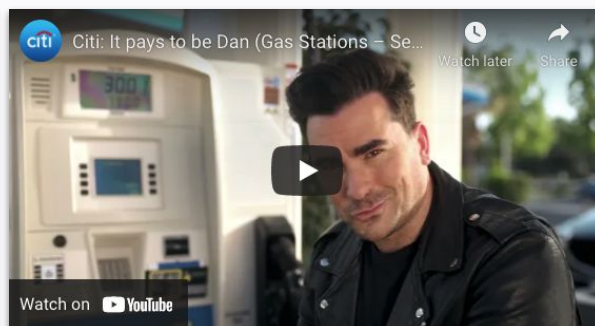
Use comedy, heartfelt stories or strong personalities to make it relatable.



Feature your product or service directly in the video, organically.



ER30: 0.3x
[Click to watch](#)



ER30: 1.1x
[Click to watch](#)



ER30: 1.7x
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