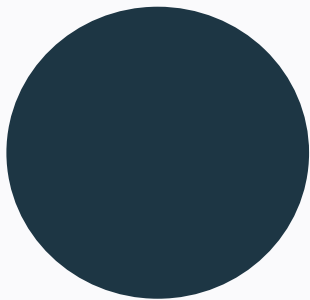


Financial Services
Digital Whitespace Map™
Q4 2021

Financial Services

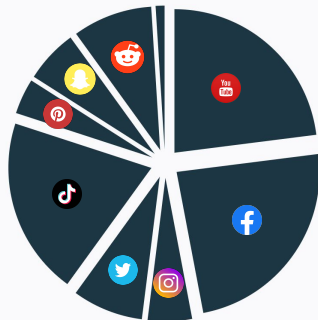
Measurement Methodology

The Digital Whitespace Map™ measures two things: Audience Attention and Competitors' Focus. For each, a blended metric is used. In this example, we'll focus on Audience Attention.



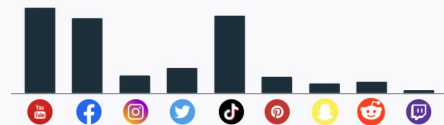
1. Measure the Audience's Total Attention.

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.



2. 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.



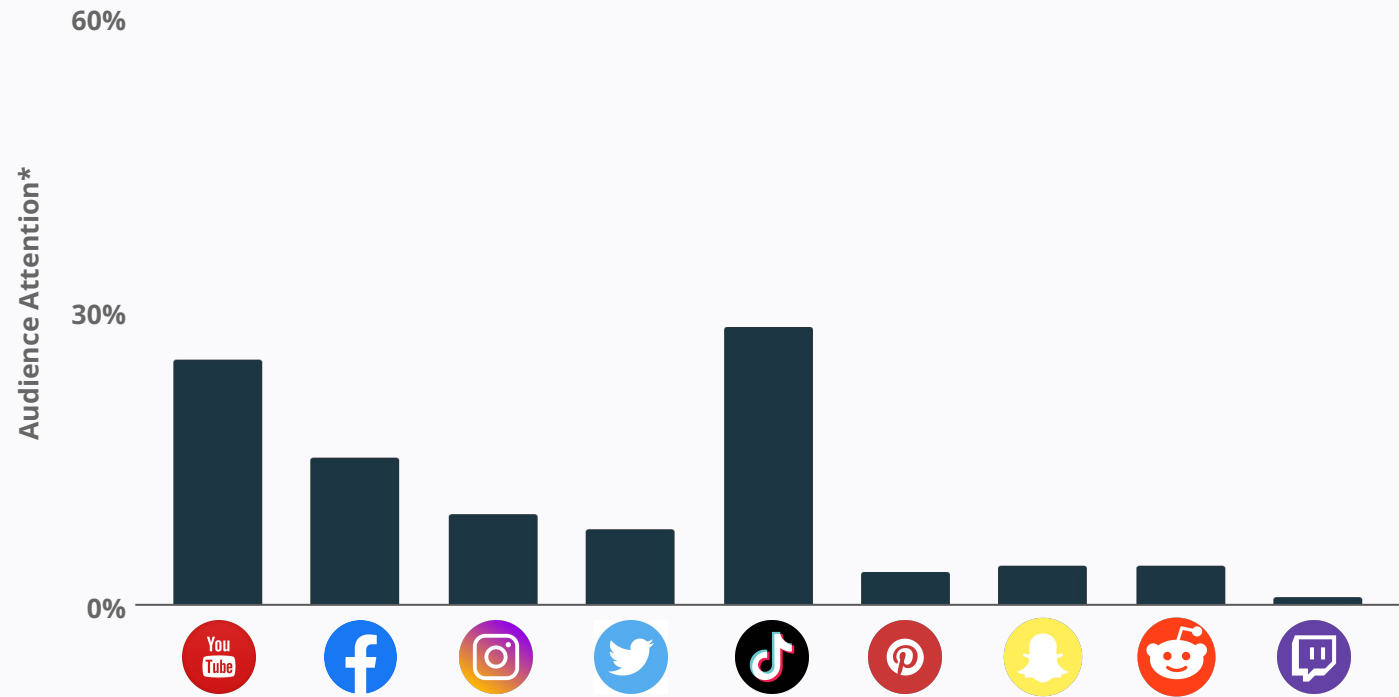
3. Revisualize Into a Bar Chart for Analysis.

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

Key Takeaways

	Audience Attention Trend	Competitors' Focus Trend	Attention vs. Competition	Recommendation
	Increasing	Increasing	Low Saturation Opportunity!	Focus here
	Stable	Decreasing	Low Saturation Opportunity!	Focus here
	Stable	Increasing	Oversaturated	Maintain
	Stable	Decreasing	Oversaturated	Maintain
	Stable	Increasing	Low Saturation Opportunity!	Focus here
	Decreasing	Data Unavailable	Data Unavailable	Experiment
	Decreasing	Data Unavailable	Data Unavailable	Experiment
	Stable	Not Active	Low Saturation Opportunity!	Experiment
	Decreasing	Not Active	Low Saturation Opportunity!	Avoid

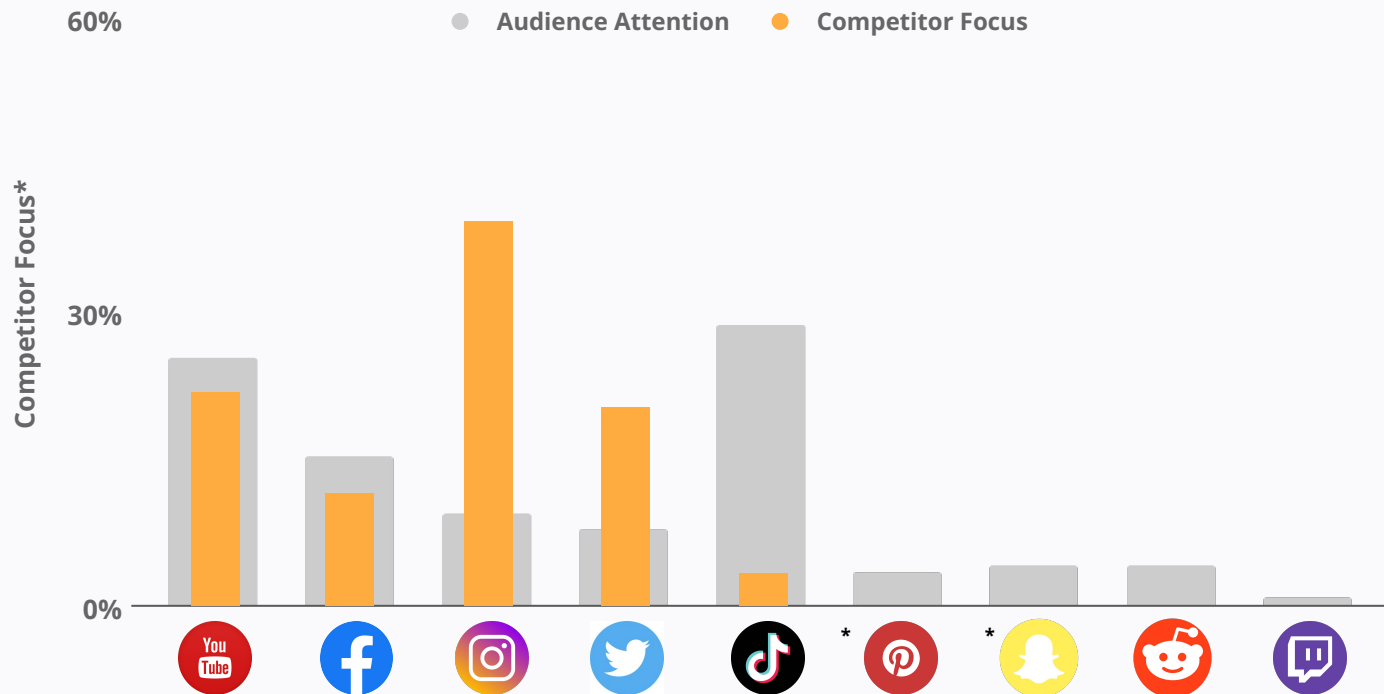
In Q4 2021, the **Financial Services Audience Attention** was the highest on TikTok, followed by YouTube and Facebook.



*Composite metric consists of video views, Monthly Active App Users, and Monthly Unique Site Visitors
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However, **Financial Services Competitors' Focus** is highest on Instagram, YouTube and Twitter.

High competitors' focus on Instagram was driven by Chime, which gained 148K IG followers and generated 836K engagements in Q4 2021. To find out more about Chime's organic social media strategy, check out these case studies: [1](#) & [2](#).

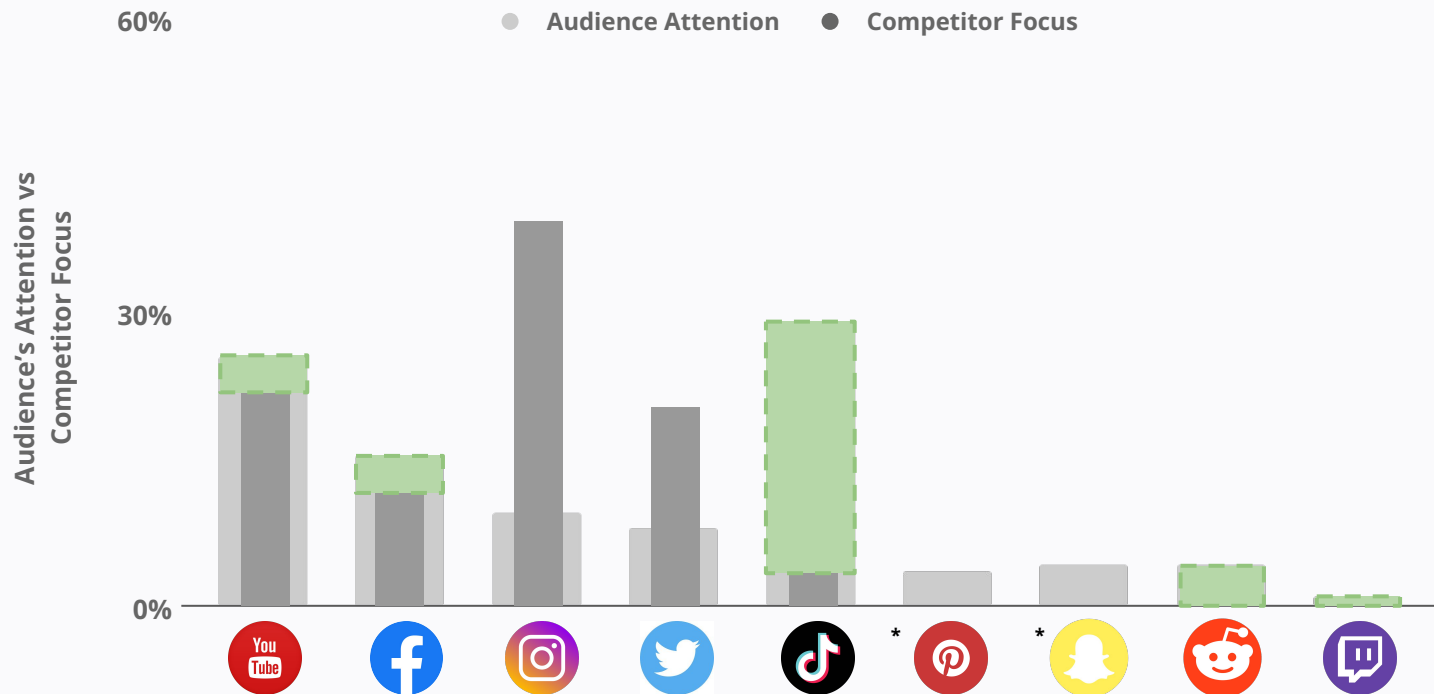


*Composite metric consists of post cadence, audience growth, engagement volume, organic video views. Competitor's focus is comprised of the top 15 brands in the FS industry.

*Competitor focus data for Snapchat & Pinterest is currently unavailable.

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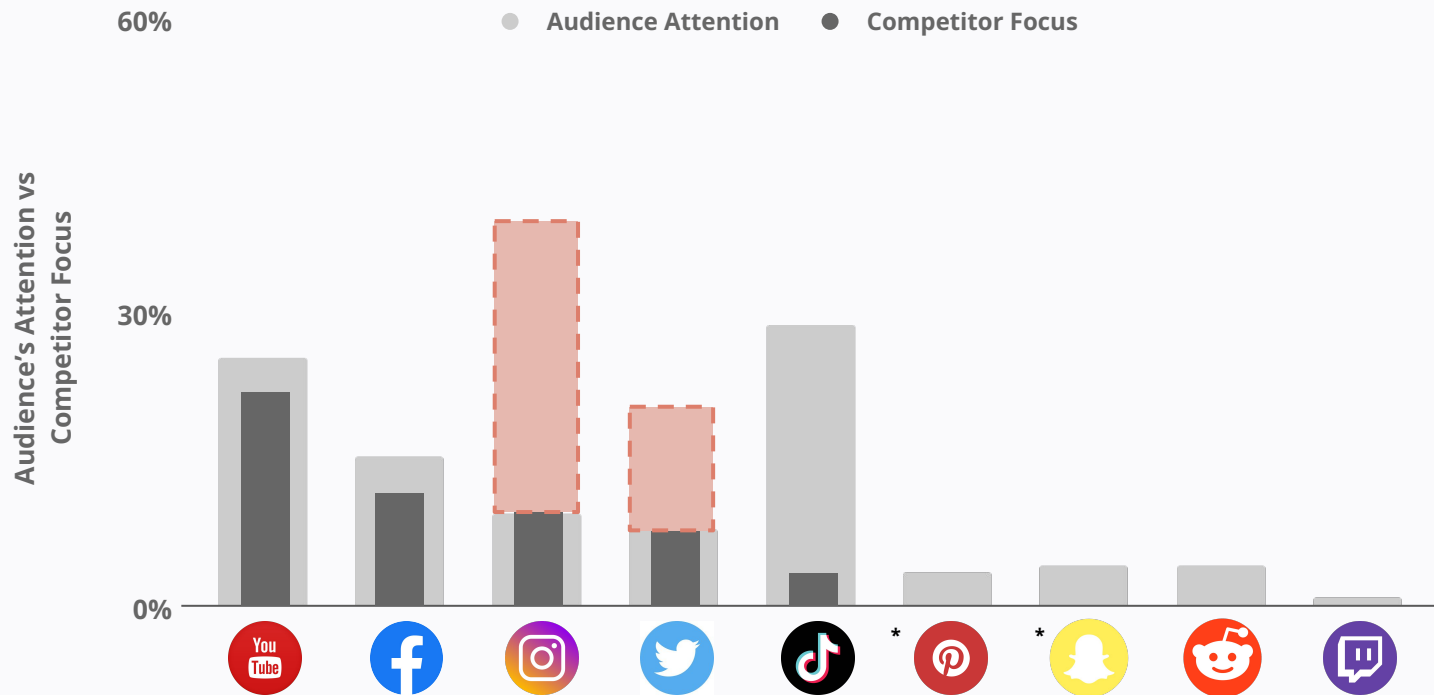
There is whitespace opportunity on YouTube, Facebook, TikTok, reddit and Twitch, where there is high Audience Attention and low Competitor Focus.



*Competitor focus data for Snapchat & Pinterest is currently unavailable.

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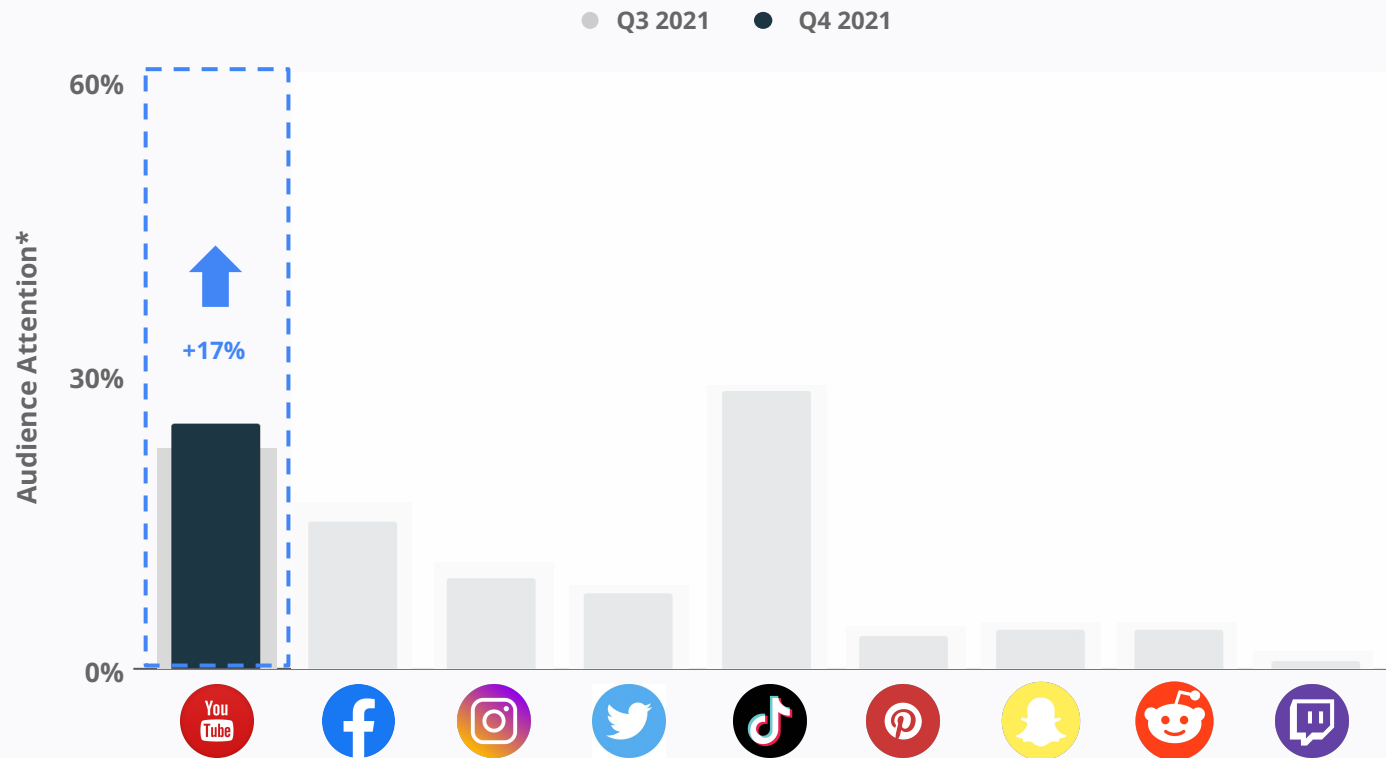
Instagram and Twitter are oversaturated platforms with high Competitor Focus and low Audience Attention.



*Competitor focus data for Snapchat & Pinterest is currently unavailable.

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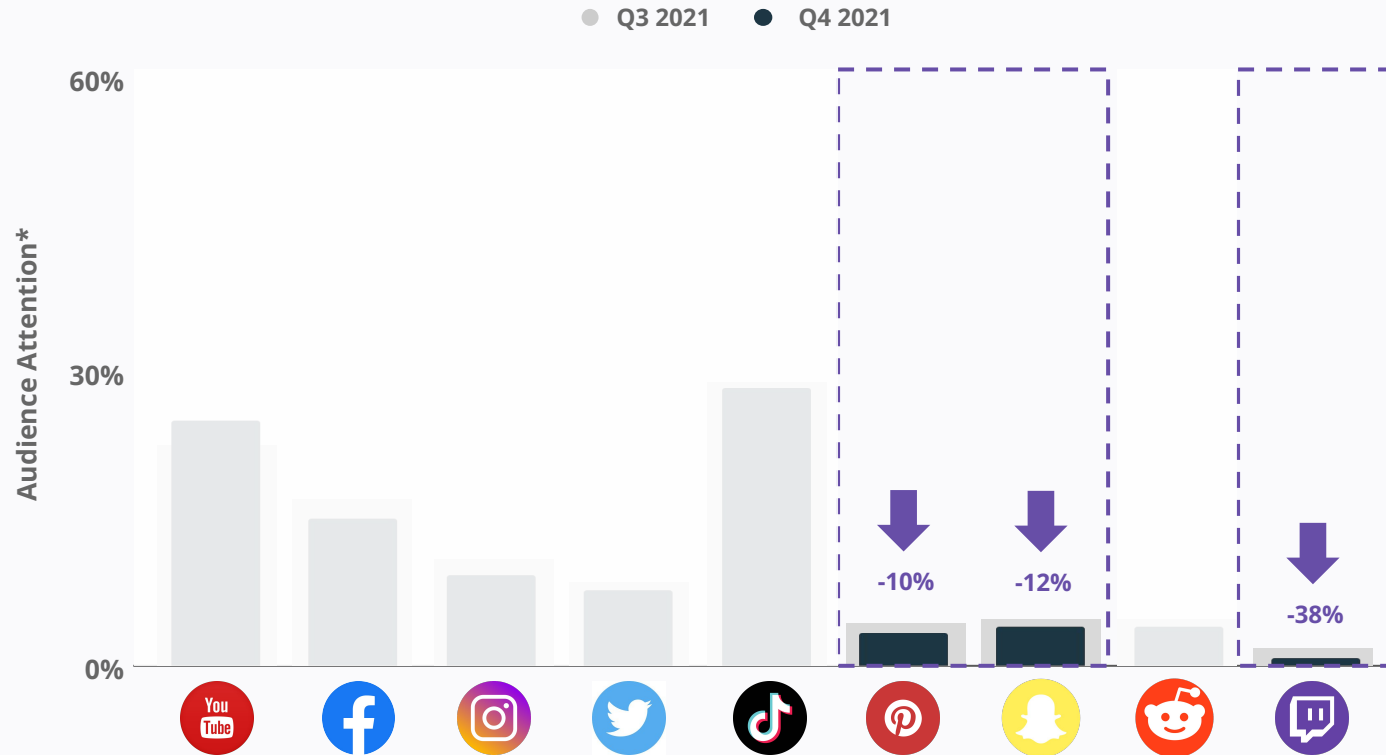
Audience Attention is growing only on YouTube this quarter.



*Composite metric consists of video views, Monthly Active App Users, and Monthly Unique Site Visitors

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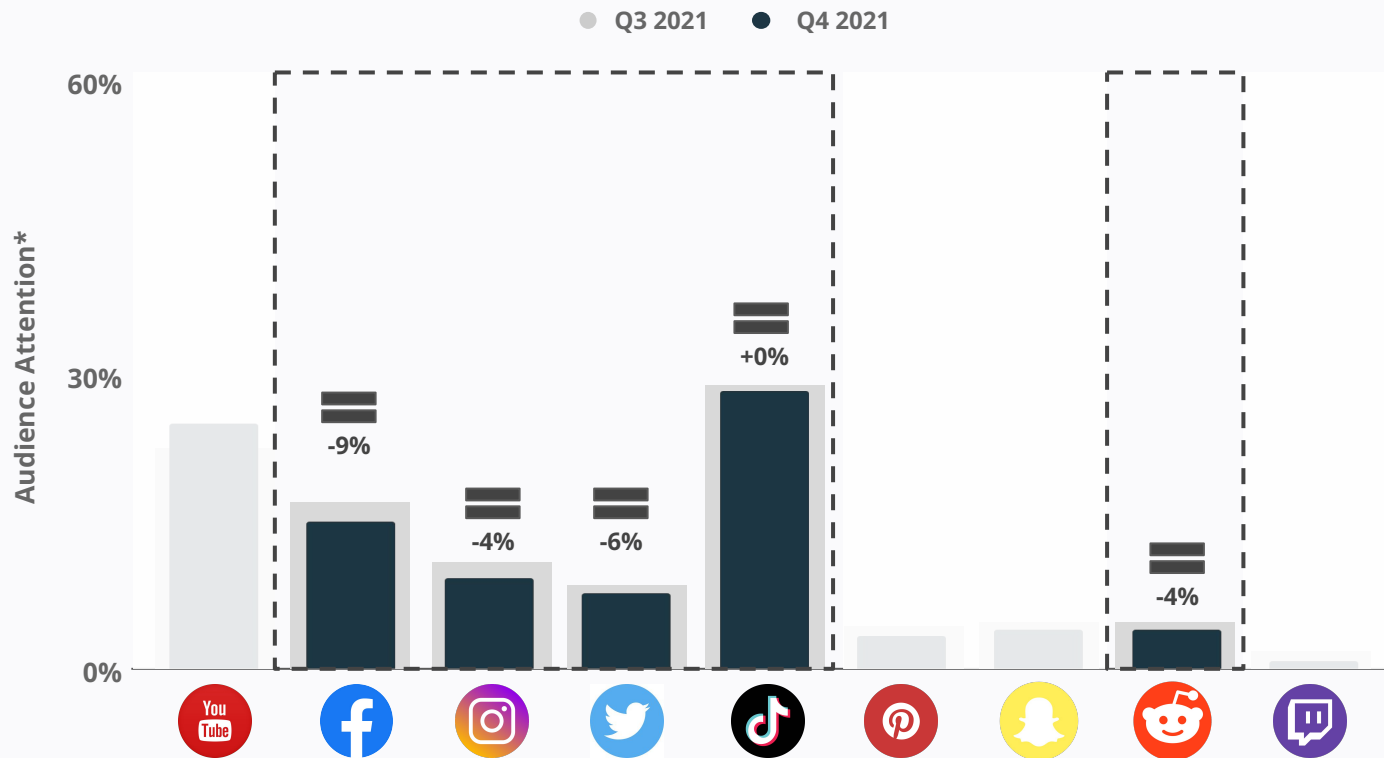
Audience Attention **shrank this quarter** on Pinterest, Snapchat, and Twitch.



*Composite metric consists of video views, Monthly Active App Users, and Monthly Unique Site Visitors

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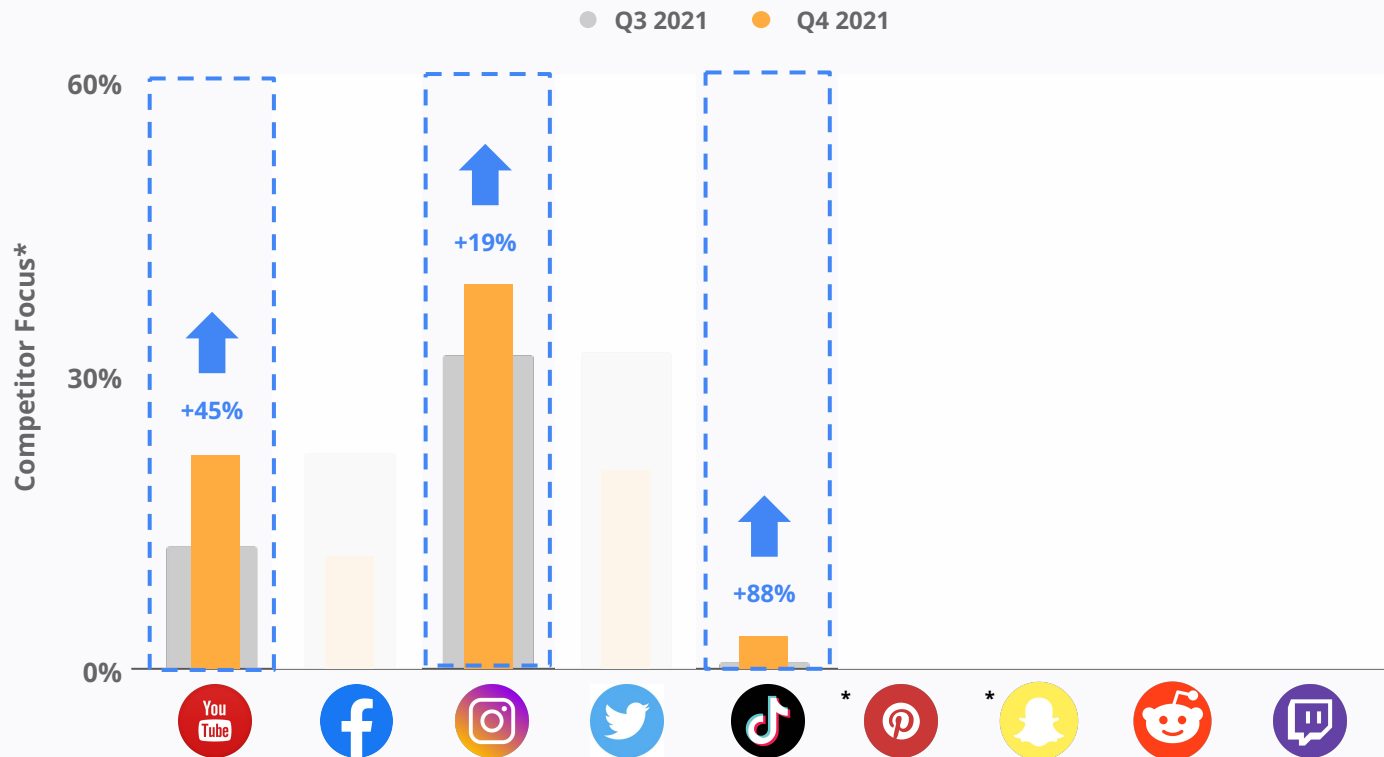
Audience Attention is stable for Facebook, Instagram, Twitter, TikTok and reddit with less than a 10% change this quarter.



*Composite metric consists of video views, Monthly Active App Users, and Monthly Unique Site Visitors

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Competitor Focus is growing *significantly* on YouTube, Instagram and TikTok.

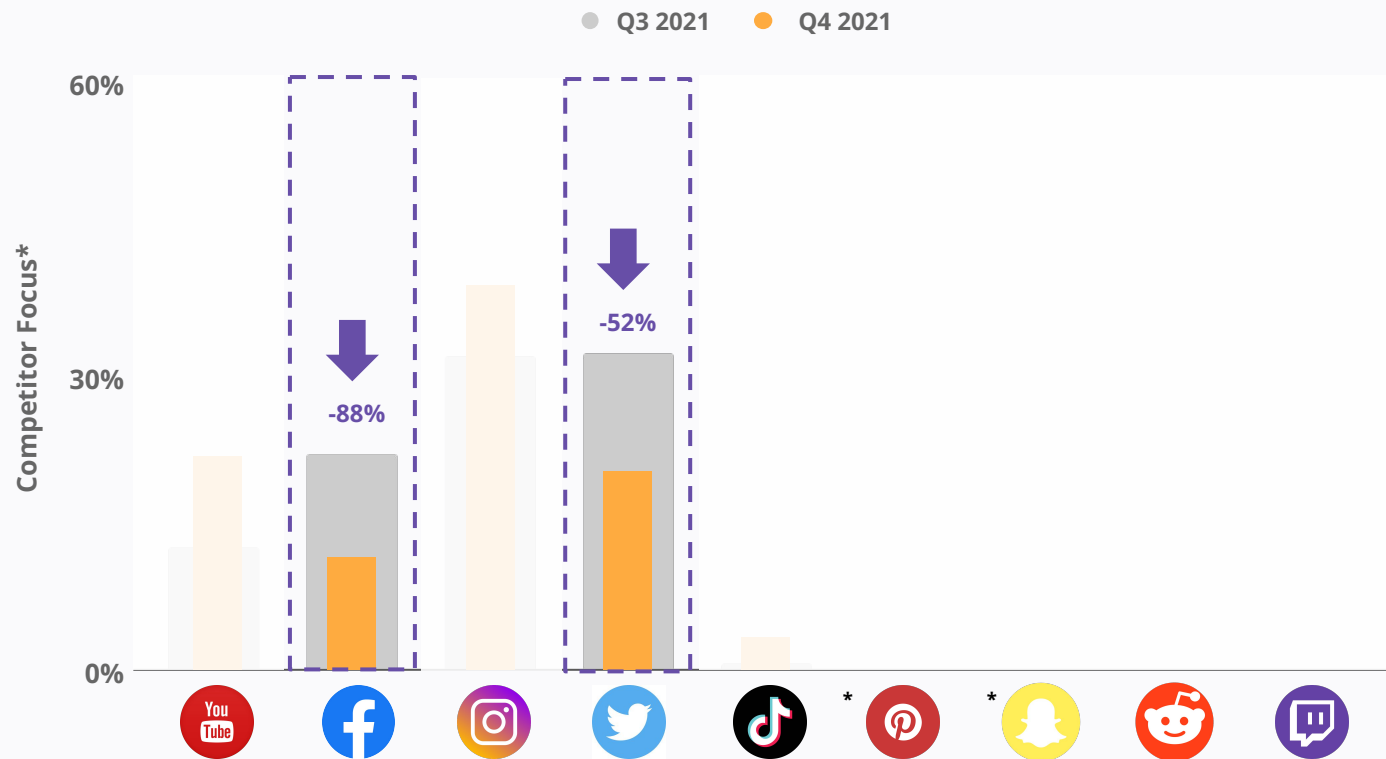


*Composite metric consists of post cadence, audience growth, engagement volume, organic video views. Competitor's focus is comprised of the top 15 brands in the FS industry.

*Competitor focus data for Snapchat & Pinterest is currently unavailable.

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Competitor Focus shrank *significantly* this quarter on Instagram.

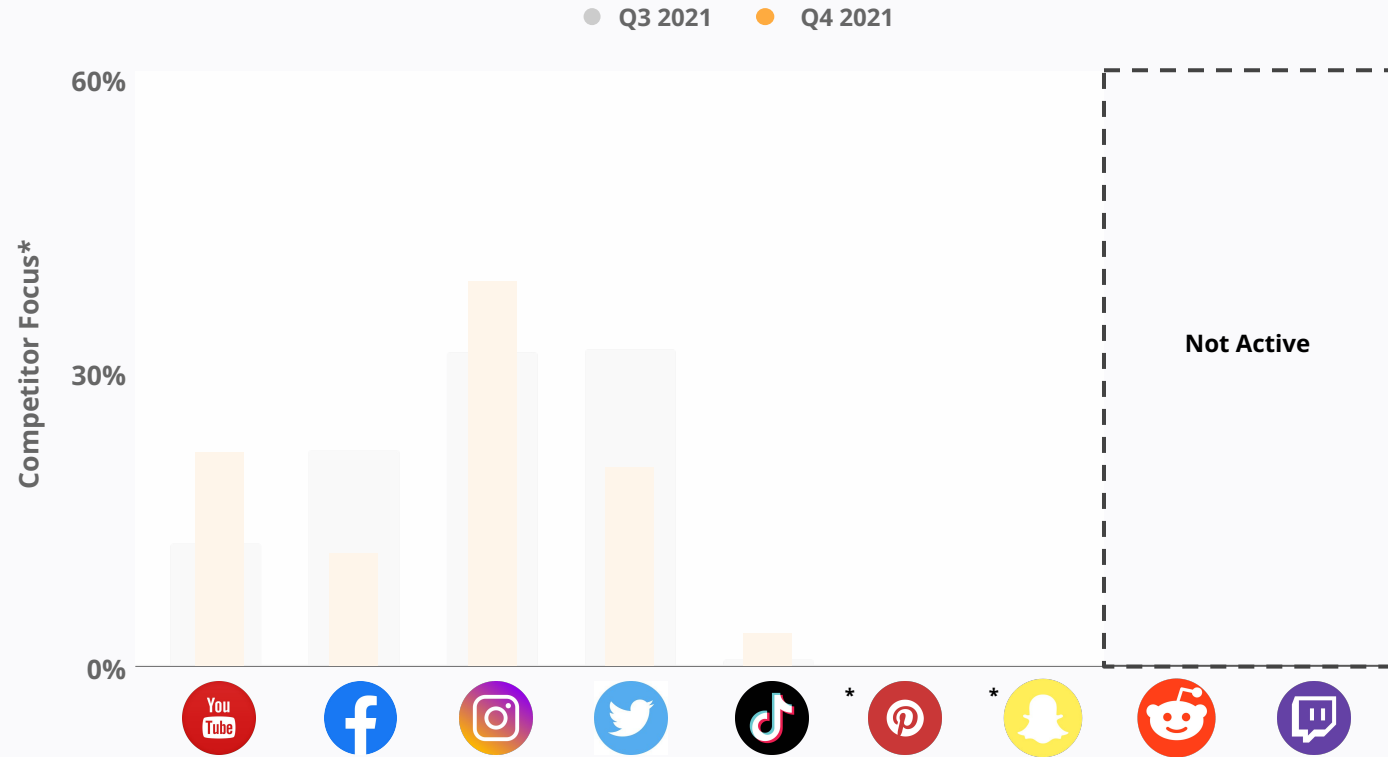


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Competitors in the Financial Services industry are currently **not active** on reddit, and Twitch.



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