

# Amobee Brand Intelligence

What's Trending in Finance?

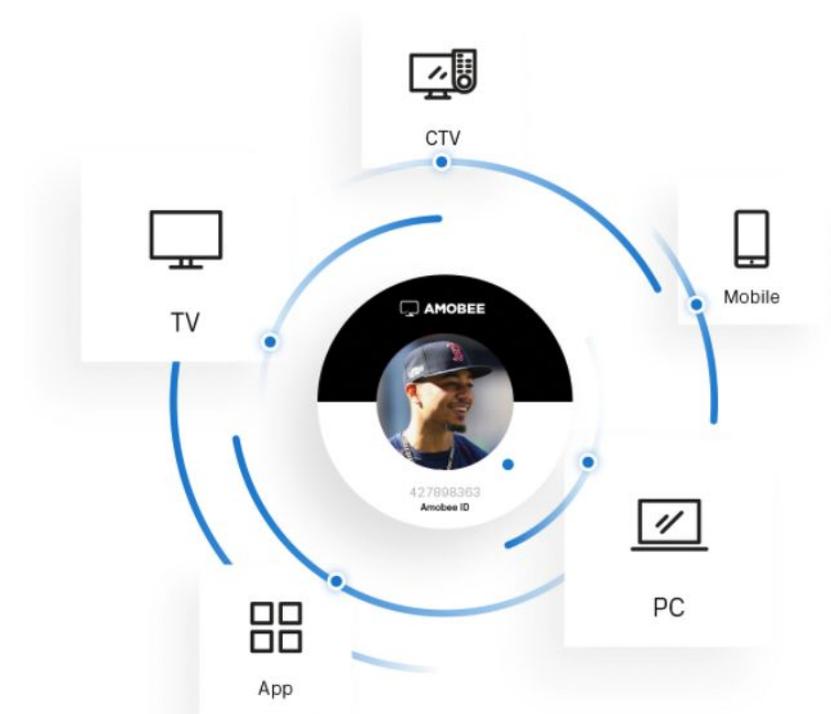
Summer 2022



# Brand Intelligence

A real-time research and insights platform powering cookieless activation strategies

- **Global scalability** with proprietary panel coverage of 8 million global users from the world's leading markets
- **Unified data** from cross channel sources with additional availability to leverage 1st party data
- **Real-time analysis** of 3.4 billion content engagements and consumption trends daily
- **Seamless integration** that enables Brand Intelligence insights for instant activation in Amobee's DSP



# Finance Interests Vary Across Income Levels

In the last three months, those of different income ranges have had varied interests across the Finance topic. Despite low-income individuals seeing overall below average engagement, all three groups assessed are connected by interest in the housing market.

**Mid-Level Earners  
Focused On Gas & Debt**

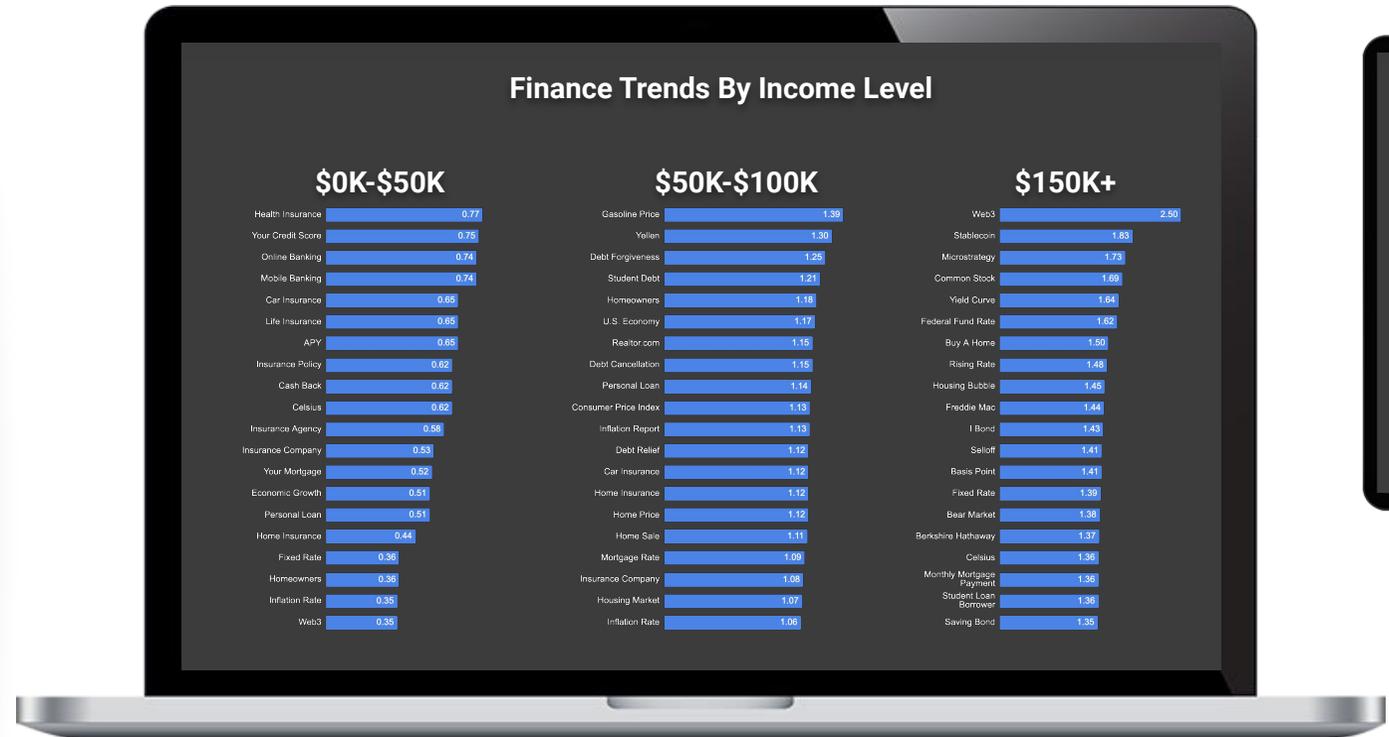
**High-Level Earners  
Focused On Investments**

Those with mid-level incomes are concerned with a possible energy crisis and student debt cancellation. There is unique interest in employers matching student loan repayments.

High-income earners are uniquely interested in cryptocurrency investments and choosing one that is "recession-proof". Prices for stablecoins such as terraUSD have been of interest to the audience.

## What Does This Mean For My Brand?

Low-income earners are not receptive to Finance content given their overall below average engagement. Mid to high-income earners prove to be a more engaged target, giving brands opportunities to deploy content around inflation, debt, investing, and housing.



# Major sports & sports gambling companies move into cryptocurrency with NFTs

Consumers have a new way to pay when it comes to sports. They are highly engaged with NFT content as the NBA starts using cryptocurrency as a payment method for game tickets, due to rising prices. We may see an increase in using these types of funds as inflation rises.

## Consumers Engage With NBA NFT Cryptocurrency

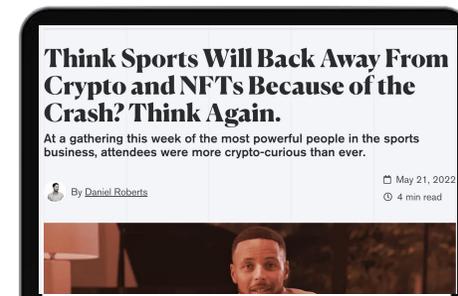
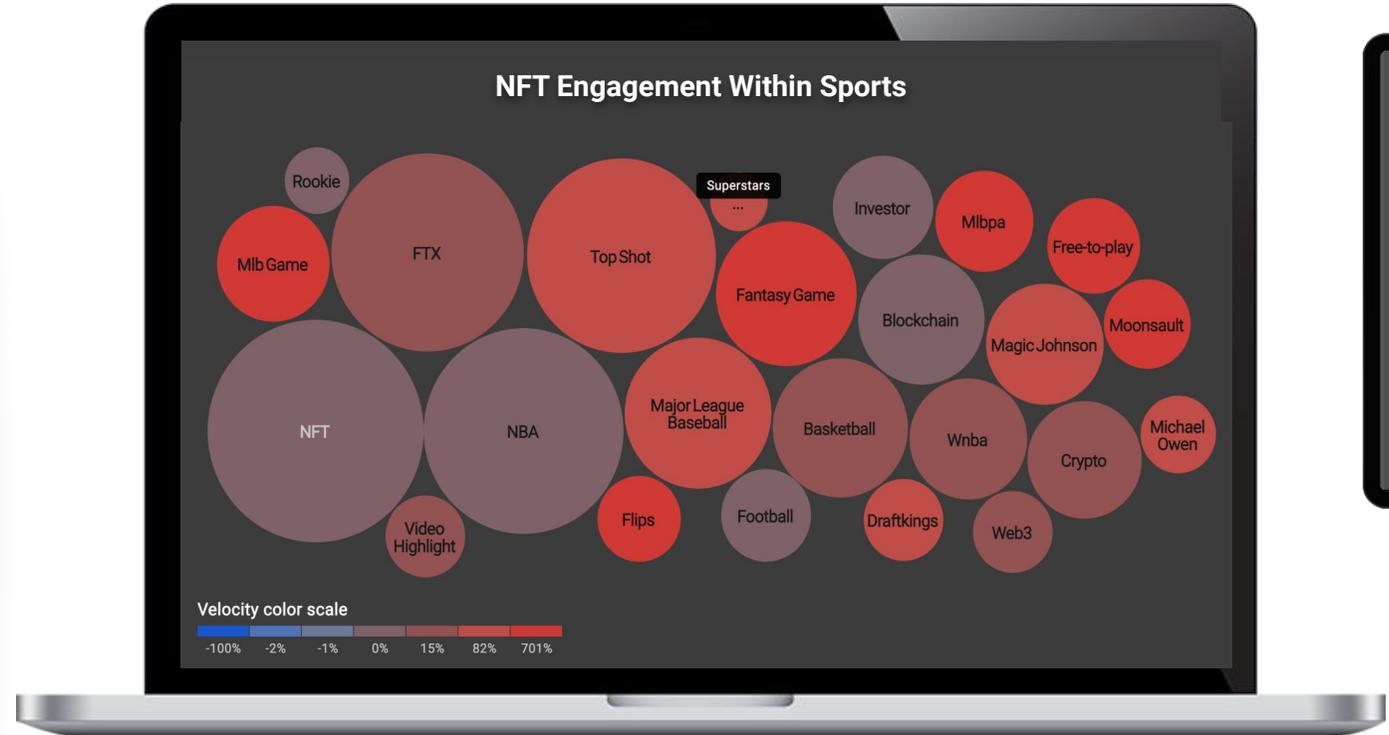
As sporting events ramp up post-pandemic, users engage with cryptocurrency options to pay for games and season tickets to help off-set high ticket prices.

## Consumers Research DraftKings and NFTs

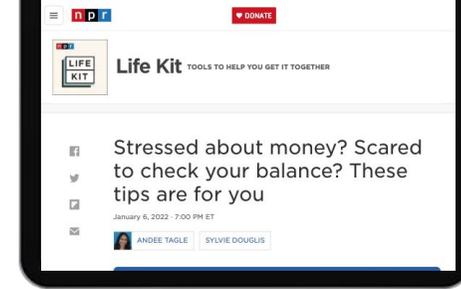
Users are engaging with [DraftKings NFT](#) content. Consumers are paying attention to DraftKings Marketplace's recently launched auction platform and newest NFT series for purchasing.

## What Does This Mean For My Brand?

Players within the personal finance industry should be aware of the rising trends around NFTs and the use of cryptocurrency due to rising inflation and event prices and consider heaving media spend to advertise new ways to that accommodate these consumers needs in this way.



# Finance Anxiety Amidst Economic Uncertainty



Compared to a general audience (an audience that doesn't regard ethnicity), Hispanics are the only group to see above average engagement with finance anxiety. African Americans see the second-highest engagement behind Hispanics.

## Finance Anxiety For Hispanics

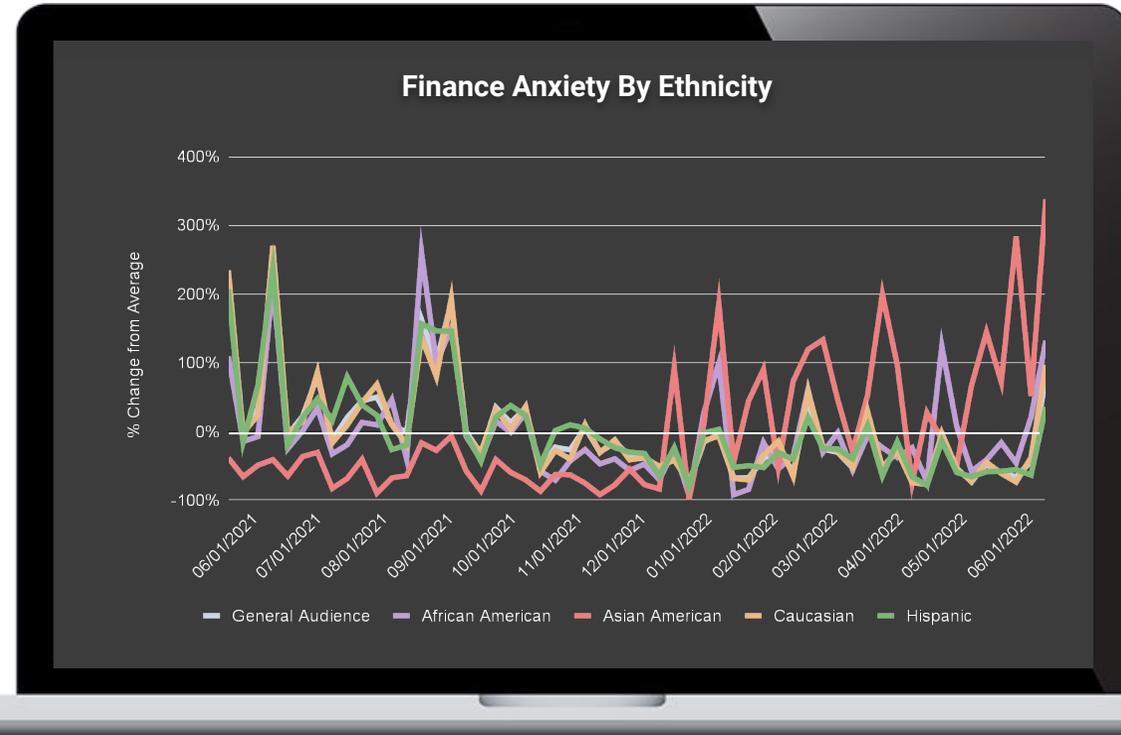
Hispanics are in-market for finance advice as it relates to budgeting paychecks, taxes, and inflation. Advice from those who are seemingly financially responsible is ideal (i.e., financial advisors, millionaires, former indebted).

## Asian American Engagement Rising

Asian American engagement with finance anxiety began to increase mid-December 2021 due to interest in financial asset management and wealth preservation.

## What Does This Mean For My Brand?

Given their engagement, Hispanics are most anxious about their finances with opportunity to target around budgeting, taxes, and inflation. Asian Americans are most focused on financial resources for high-income earners, giving brands opportunity to target around asset management and wealth preservation in an uncertain economy.



General Audience	28.05
African American	27.72
Asian American	22.80
Caucasian	26.98
Hispanic	29.78

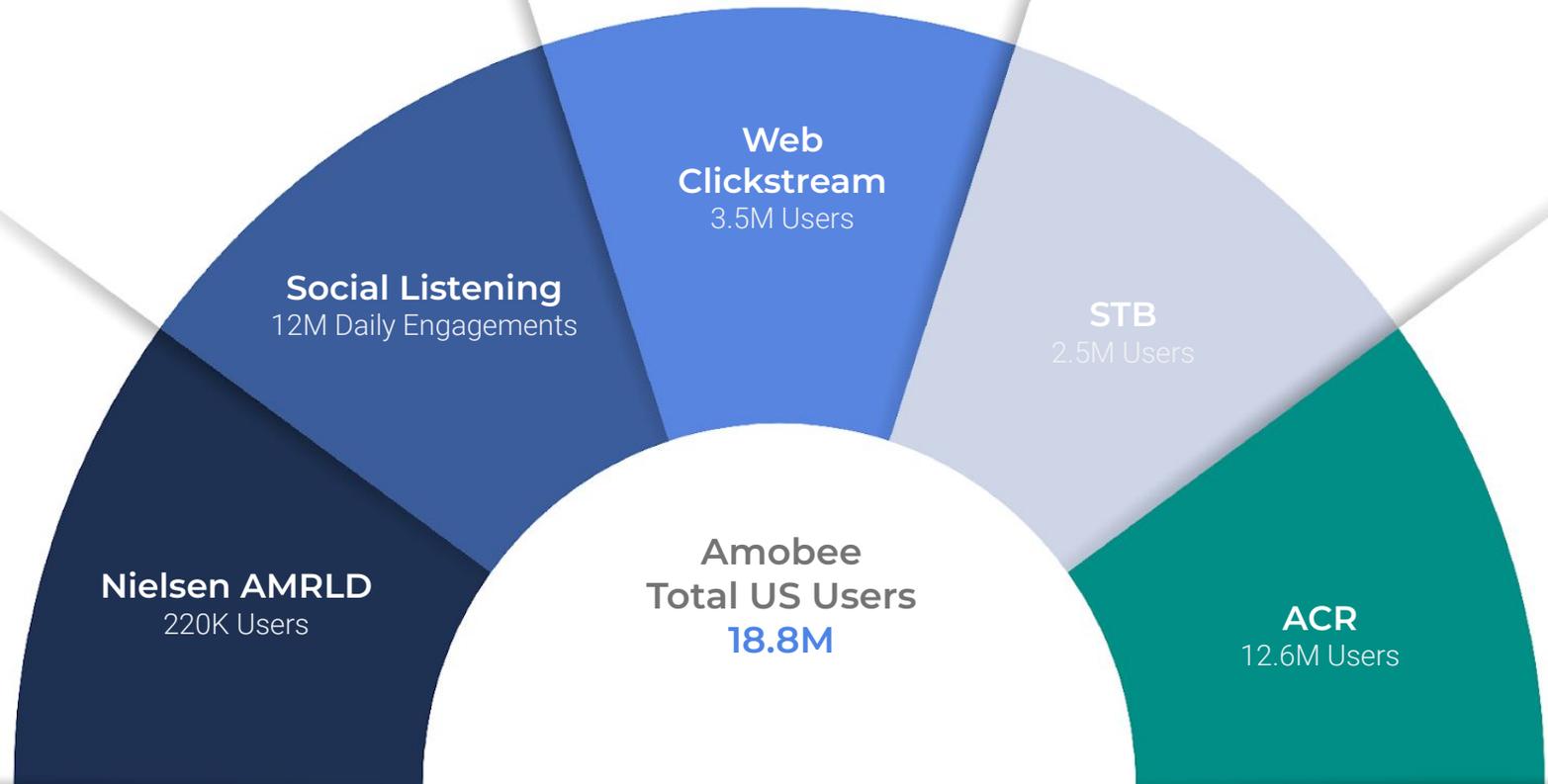


# Why we're different: Amobee panel universe

Amobee is in year 4 of a sophisticated consumer panel strategy that merges TV, web and social behaviors to the Amobee household graph for the purpose of planning, activation and measurement.

All data is double opt in and weighted nationally for census representation

With a focus on precision over scale and quality over quantity.



# Thank you

For more information about how you can pull insights like these with Amobee Brand Intelligence, [contact us](#) today.

