

Personal Finance Case Study

Partner marketing helps Personal Finance brands reach consumers while they research, compare, and evaluate financial products. Perhaps helped a Personal Finance portfolio across our strategic partner network connect with high-intent publishers and turn consumer consideration into measurable revenue.



Challenges

Personal Finance brands compete for attention across banking, credit, lending, budgeting, and money management. Longer consideration cycles and high trust requirements make publisher credibility and audience intent critical to performance.

The portfolio needed to reach consumers closer to a financial decision while maintaining visibility into customer acquisition cost (CAC), return on ad spend (ROAS), and conversion quality.



Key Metrics

Over six months, the Personal Finance category delivered:

\$47.8K

Average Monthly Revenue

\$46.71

CAC

+625.53%

Revenue Growth

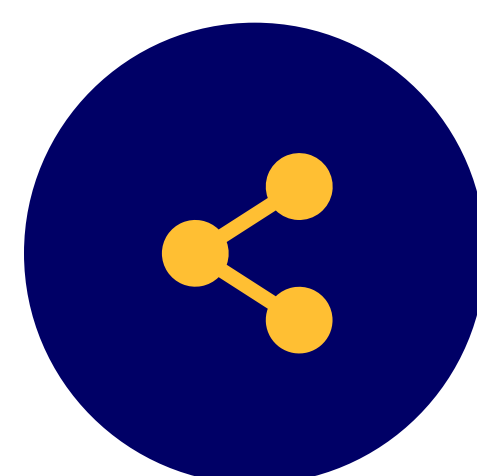
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ROAS



Solutions

Perhaps built the partner marketing strategy around consumer intent rather than traffic volume. Our team prioritized publishers that influence research and comparison, developed messaging around specific financial needs, and used performance data to guide publisher recruitment and partner program optimization



High-Intent Finance Publisher Mix



Trust-Led Unique Financial Offers



Performance-Driven Partner Optimization



Benefits



Reach Consumers During Financial Research

High-intent publisher partnerships positioned offers alongside the research and comparison content consumers use when evaluating financial products.



Maintain Efficient Customer Acquisition

Generated \$47.8K in average monthly revenue while maintaining a \$46.71 CAC, giving the portfolio measurable acquisition performance as it scaled.



Scale Partner Marketing Revenue

Delivered 625.53% revenue growth, demonstrating how the right publisher mix and partner marketing strategy can turn consumer financial intent into scalable growth.



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