



SmartNews

The SmartNews Finance Playbook

The “High-Intent” Alternative to the Social Scroll.

Why SmartNews?

The high-attention alternative to social media. SmartNews captures active, high-intent audiences as they research their financial future.



The High-Value Feed

We deliver a concentrated pool of the **Top 20% of US Earners (\$150K-\$200K+)** who hold the majority of discretionary capital.



The Trust Halo

Your brand gains an immediate **“Authority Transfer”** by appearing alongside financial leaders like **Bloomberg, Reuters, and Forbes.**



Deep Attention

With **25+ minutes of daily usage**, your message earns the focused consideration required for **premium financial offerings.**

FINANCE**BUZZ**

“We aimed to improve our efficiency while maintaining our budget. SmartNews helped us achieve these goals while keeping costs low and results high.”

Chris S. – Paid Media Manager

The SmartNews Advantage

The performance infrastructure behind the news. Intelligent delivery and premium reach designed to maximize your bottom line.



SmartView Native

Placements mirror trusted editorial content for a **seamless user experience** that drives engagement.



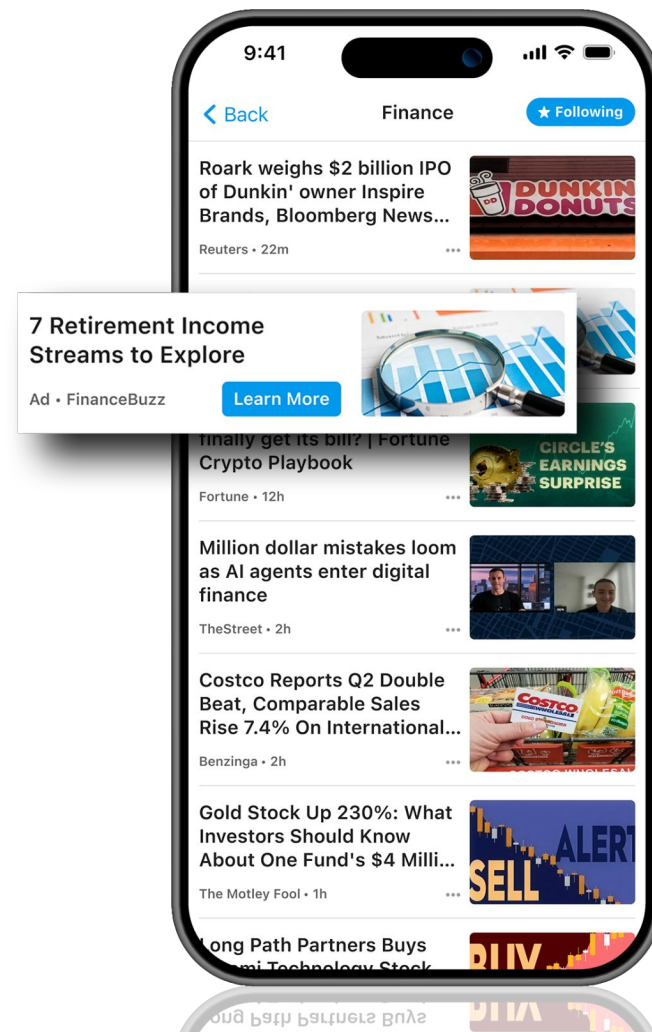
Category Ownership

Direct access to **"Finance"**, **"Investing"** and **"Real Estate"** feeds to reach users while in a "money mindset."



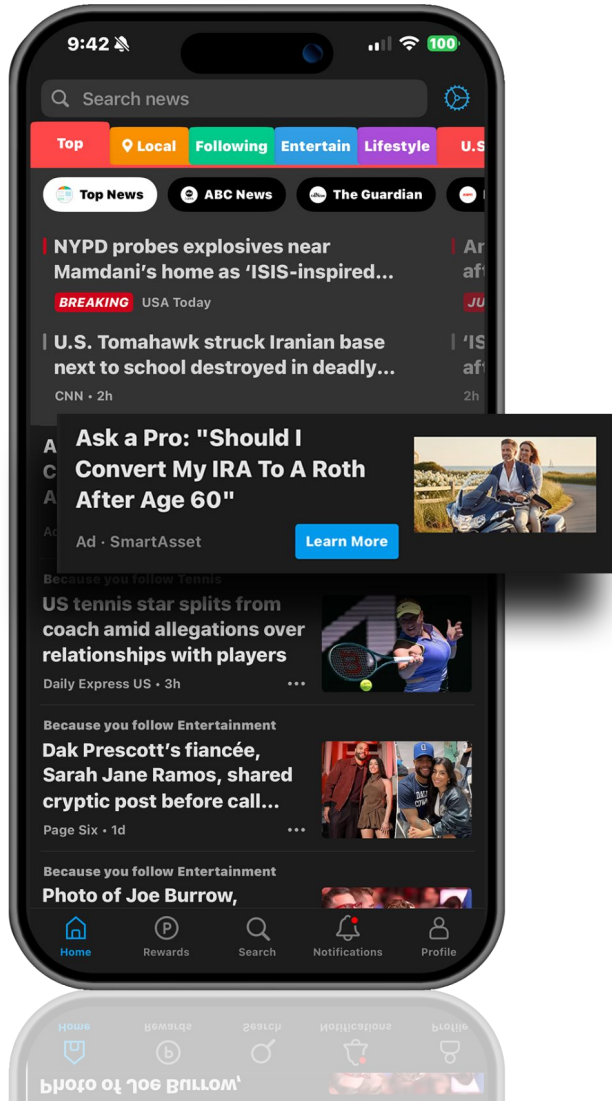
SmartAds Intelligence

Proprietary "financial literacy" signals identify high-intent readers to optimize delivery and **maximize cost-efficiency**.



The Playbook for Scale

Strategic optimization to maximize your reach.



Creative

Drive **4x industry engagement** via editorial-style headlines refreshed every 10 days.



Bidding

Secure a **market-leading benchmark** by utilizing SmartAds Intelligence to prioritize high-intent users.



Timing

Capture **peak "money mindset" attention** by syncing budgets with high-intent windows like tax season or mid-year resets.



SmartNews

Impact Advertisers are Seeing

Measurable efficiency that outperforms traditional finance benchmarks.



8x
traffic yield

800% more clicks per dollar via a **market-leading \$0.13 CPC.**



25+
minutes

#1 in category engagement for focused, high-value consideration.



4x
engagement

An elite **2.23% average CTR** – outperforming the 0.52% industry average.

How to Get Started

Bridge the gap from reader to lead with a custom-tailored campaign. Our team will help you capture the high-intent audience that social media misses.

1



Consult

Meet with a SmartNews Ads Expert to map **performance targets**.

2



Integrate

Connect your MMP / CAPI for **real-time tracking** and ML-driven optimization.

3



Launch

Start and earn up to **\$5,000 in ad credits** to jumpstart your growth.

Let's Talk Strategy

Secure your market-leading advantage today.

FINANCE**BUZZ**

TRUSTED BY

LAUNCH
POTATO

 **QuinStreet**

FEATURED IN

Bloomberg

AXIOS

THE WALL STREET JOURNAL.

[Schedule a Strategy Session](#)



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