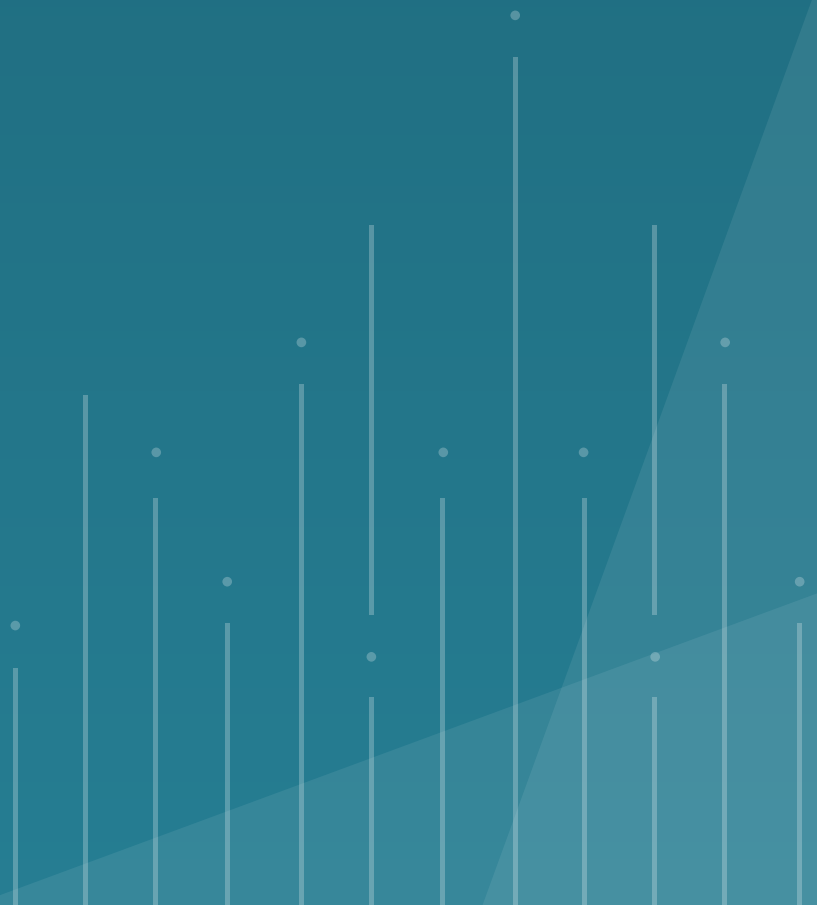




# MarketBeat<sup>®</sup>

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2023 Media Kit



# About MarketBeat

MarketBeat empowers individual investors to make better trading decisions by providing real-time financial data and objective market analysis.

Whether you are looking for analyst ratings, corporate buybacks, dividends, earnings, economic reports, company financials, insider trades, IPOs, SEC filings, or stock splits, MarketBeat has the objective information you need to analyze any stock.

MarketBeat operates a network of financial news websites and offers a series of free investment newsletters, including CryptoBeat, MarketBeat Daily Ratings, MarketBeat Dividend Advisor, MarketBeat Insider Trades, The Early Bird, and The Night Owl. MarketBeat also sells a premium subscription product:

MarketBeat All Access (\$399/year).

MarketBeat offers a wide array of opportunities for advertisers to reach financial decision makers:

20 Million

Monthly Page Views

3 Million

Active Email Subscribers

## Brands



## Recognition



2014, 2015, 2016,  
2017 and 2018.



2016, 2017, 2018, 2019,  
2020, 2021 and 2022.



Recognized as one of the most entrepreneurial companies in America in 2019.

As Featured By:



BARRON'S

Entrepreneur

Forbes

Inc.

Investing.com

PRAIRIE  
business

Seeking Alpha<sup>α</sup>

# Customer Testimonials



**Robert T.**



“MarketBeat provides an excellent picture of the investment marketplace. The service provides up to date information on business activities and is an exceptional tool assisting investors in making timely stock market purchase and sale decisions.”



**Kevin H.**



“MarketBeat is the best resource I have found for research. Unlike most similar services it is not pushing their agenda or trying to up sell you on a premium membership to get in on a “hot tip” . This membership is a great value for a great service.”



**Bob A.**



“The information provided on my holdings everyday and the texts help me keep on top of my holdings and work as a guide to changes needed.”



**Lynn F.**



“First, I rarely give any company 5 stars, but felt compelled to here because of the customer service, I have corresponded with them on several occasions, none real serious. Twice because the news AI that supplies their News Alerts for \*\*\*\*\* picked up more stories on BB guns than on the bank and an AI thinks SO (\*\*\*\*\*), a Georgia power company was anything about any southern company or about anything southern California. Both were responded to promptly and filters were added to those two stocks, Any time I’ve had correspondence with them the reply was always prompt, professional, and solved the situation. The big thing that gets high marks from me is the customer service, so far at least 3 of their team have personally responded with emails well beyond business hours, once as late as 10PM Eastern time. The information they supply is vast and good stuff, almost to the point of being overwhelming. If there is anything negative it would be that I have been around trading for 20 plus years and am familiar with a lot of the “partners”. I guess you could call it personal experience, but there are several I do not trust their products, nor their opinions. In total, I feel MarketBeat does a good job and a good value.”

# Advertising Channels

Native display ads, newsletter sponsorships, email blasts, SMS and web push notifications are effective ways to connect directly with financial readers looking for timely news and financial solutions.

## Email Marketing

### EMAIL BLASTS

Email blasts offer a powerful way to communicate your custom message to our wide audience of individual investors, financial advisors, and research analysts. Use a dedicated email blast through MarketBeat to promote a new product or service, generate leads, invite readers to an event or webinar, or promote investing guides, whitepapers, and industry reports. Email blasts are sold on a cost-per-click basis with half-list sends possible, making them a cost-effective way to reach active investors.

**3** Million  
Email Subscribers

**23.6%**  
Average Open Rate

**99.7%**  
Deliverability Rate

### EMAIL NEWSLETTER SPONSORSHIP

MarketBeat publishes a daily stock newsletter called MarketBeat Daily, that contains a daily update of the most important financial news for each subscriber's individual stock portfolios. Newsletter sponsorships are sold on a cost-per-click basis, making them a cost-effective way to reach engaged users in their inbox and recruit customers for your company's products and services.

See What MarketBeat Daily Ratings Has To Offer →



## Native Display Ads

MarketBeat operates a unique advertising platform on MarketBeat-owned websites that serves up more than 300 million ad impressions each month. MarketBeat Native Display ads deliver 550,000 clicks to advertisers each month, providing advertisers a way to promote offers to a tightly targeted audience in a highly-scalable manner.

Our network of websites covers nearly every publicly traded company in the United States, United Kingdom, and Canada. MarketBeat's news network also covers a host of different topics, such as credit ratings, equities research, earnings forecasts and reports, dividends, hedge fund positions, insider trades, IPOs, and same-store sales.

Native display ads can be customized to target user interests, geographical regions, and content specific pages. Ads are sold on a cost-per-click model and can be tuned for any budget.

**20 Million**  
Pageviews Per Month

**250 Million**  
Monthly Ad Impressions

**550k**  
Clicks Delivered Monthly

## Co-Registration Advertising

MarketBeat offers a full-featured co-registration advertising program that allows advertisers to attract potential customers at affordable and predictable lead prices. MarketBeat's co-registration offers are shown exclusively to U.S. consumers with validated email addresses on MarketBeat-owned websites to ensure the highest-possible lead quality. MarketBeat has a database of more than 7 million investors and attracts more than 100,000 new opt-ins each month which exposes each advertiser's offer to a steady stream of new interested consumers.

MarketBeat can collect and transmit names, email addresses, and phone numbers from interested consumers. Email addresses are independently verified through KickBox and phone numbers are independently verified by Twilio. Email address collection is CAN-SPAM compliant and phone number collection is TCPA compliant. MarketBeat can submit leads to advertisers through an HTTP POST/GET API or through a downloadable spreadsheet.

To ensure that advertisers are not paying for duplicate leads, MarketBeat can accept either an MD5 or email suppression list of up to 2 million entries. MarketBeat also has the technical capability to integrate with real-time pre-ping/email checking APIs at no additional cost.

## Web Push Notifications

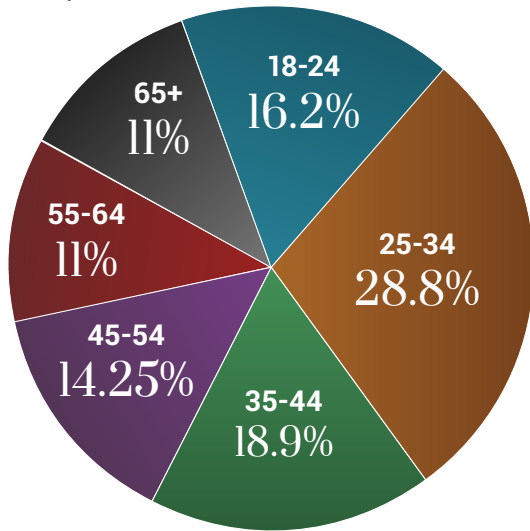
More than 730,000 investors have opted in to receiving web push notifications (also called browser notifications) from MarketBeat. With one of the largest web push distribution lists in the financial marketing industry, MarketBeat provides a unique opportunity to market time-sensitive webinars and other events to financial decision makers. Ads to MarketBeat's web push distribution list are sold on a cost-per-click basis.

## Custom Packages

If you are not sure what ad placement or combination of placements is right for your business, we're happy to help. MarketBeat can develop a customized advertising package to drive prospects to your business, providing fixed cost campaigns as well as cost-per-click campaigns.

# Demographics

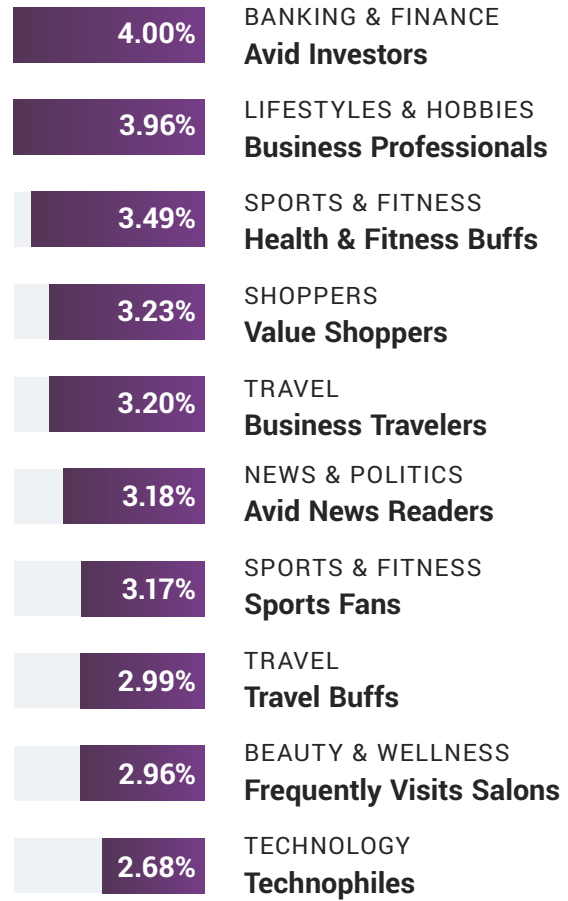
## Age



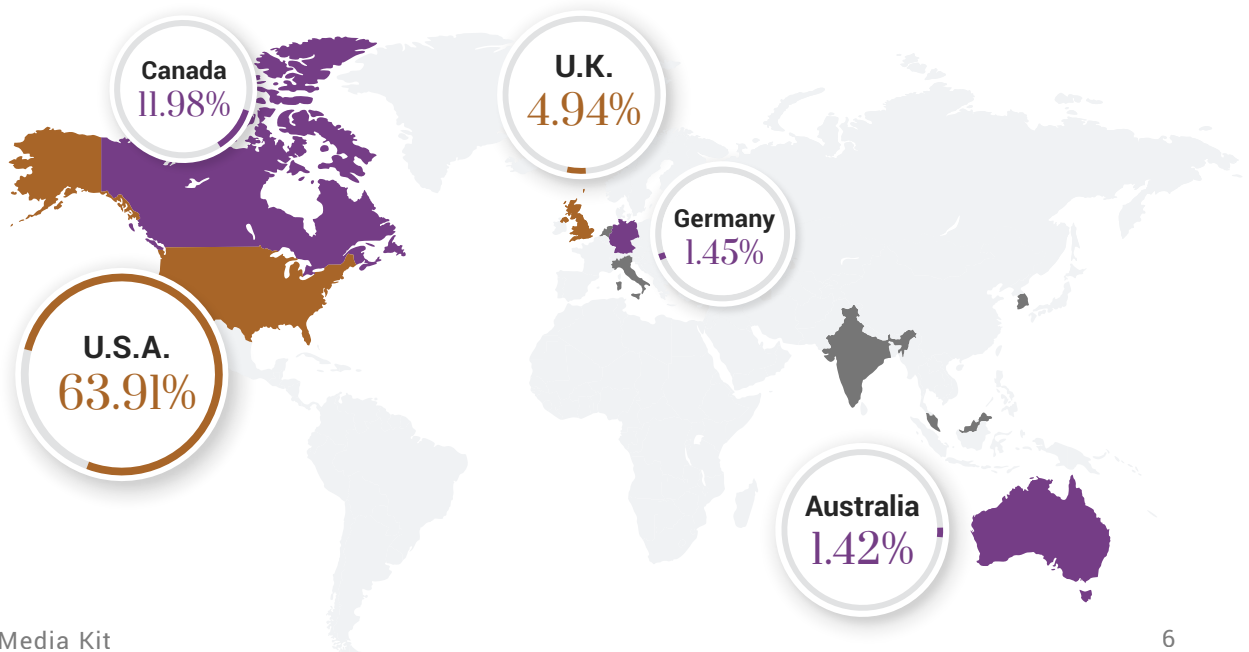
## Gender



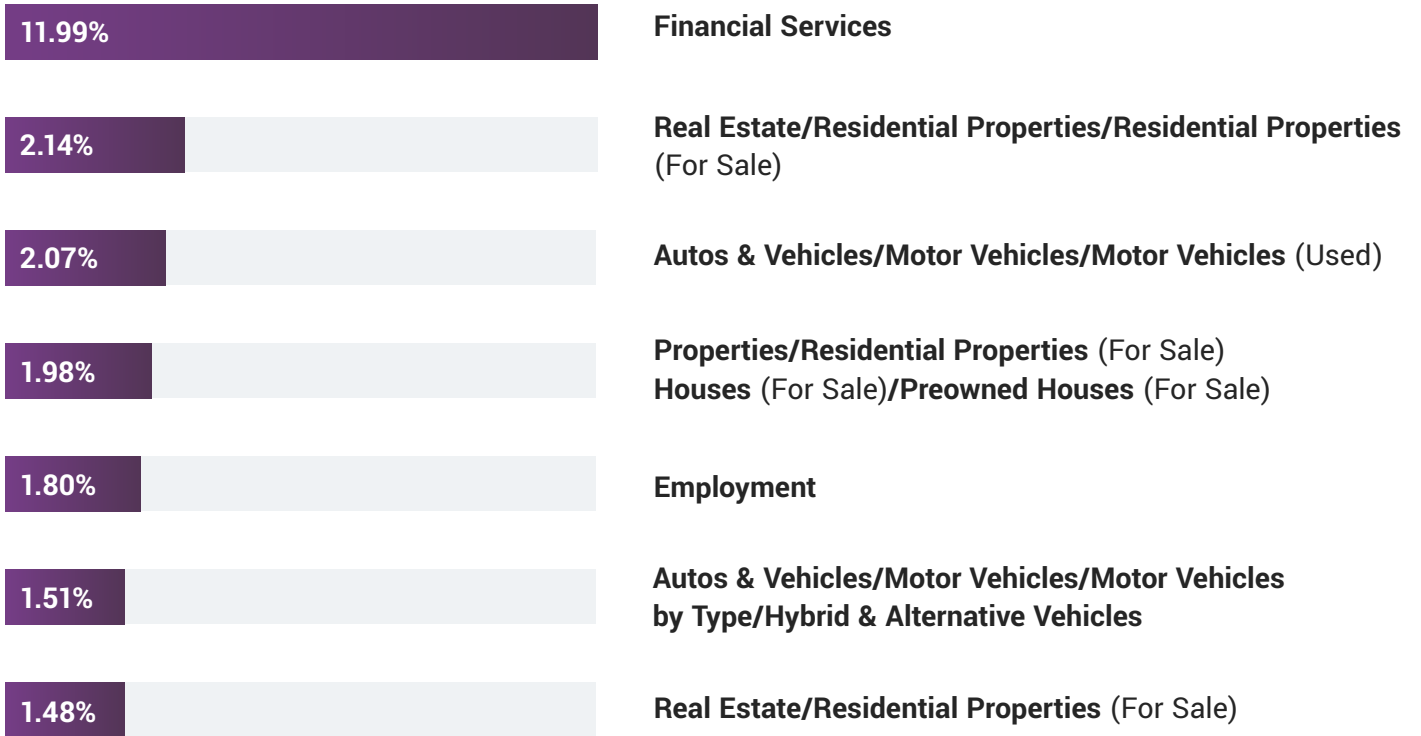
## Affinity Categories



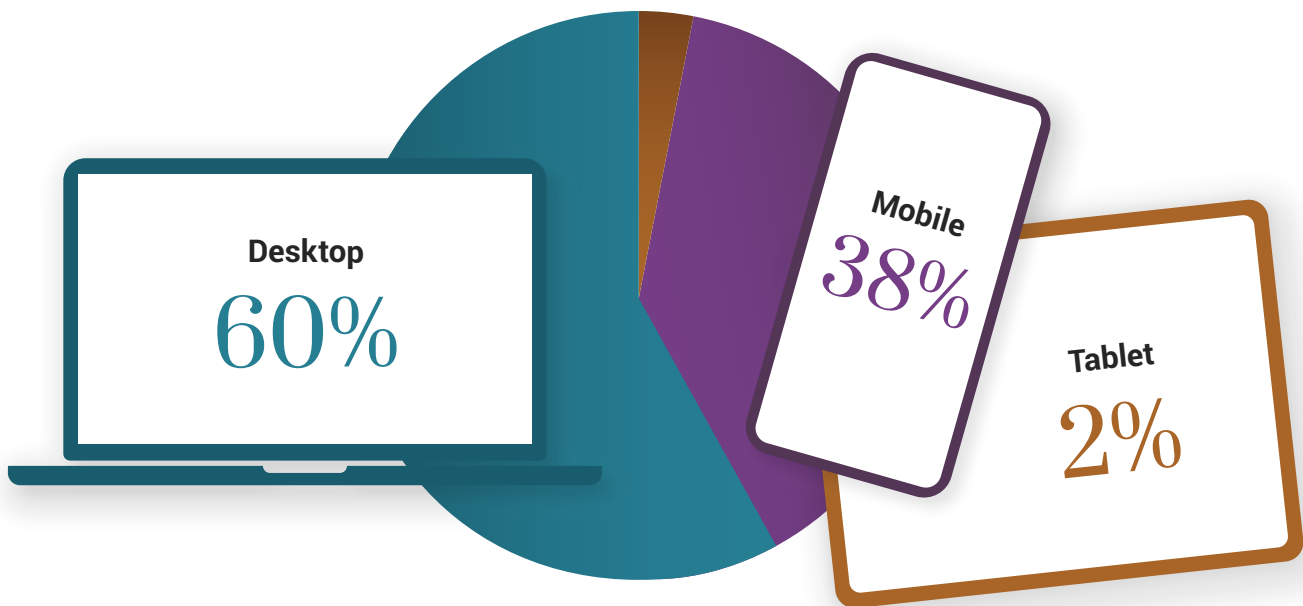
## Countries



## In-Market Segment



## Devices



# Contact

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