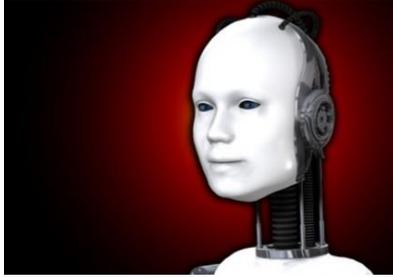


MobSoc Media Case Study: eMoney Advisor



Content Campaign

TRADITIONAL ADVISOR VS. ROBO ADVISOR: KEEPING THE HUMANITY IN FINANCIAL PLANNING

Background and Approach

MobSoc Media and eMoney Advisor joined forces to create an informative and timely advertorial focused on the growing perception of robo advisors as a self-service technology movement posing a threat to traditional financial advisors. The campaign precisely targeted 1.8 million U.S.-based financial advisors and wealth managers impacted by this current technology trend. eMoney Advisor is the only wealth planning system for financial advisors that offers superior transparency, accessibility, security, and organization in regards to their clients' financial lives. In an increasingly digital world, eMoney Advisor continuously reinvents its wealth-management platform by keeping pace with cutting-edge technology trends including the emergence of robo advisors. A branded video produced by eMoney Advisor successfully illustrates how robo advisors are unable to fully replace or best many qualities of human financial advisors. Watch the video and view the complete advertorial here: <http://investornewscast.com/traditional-advisor-vs-robo-advisor-keeping-humanity-financial-planning/>

Results

The campaign delivered impressive results including:

- Delivered 2.2% click through rates. (a 4x gain over industry average levels)
- Achieved over 3,000 Facebook user actions (Likes, Comments, and Shares) with high levels of earned media uplift.
- Averaged a total of 4 minutes and 22 seconds time spent on the article, generating valuable brand recognition for eMoney Advisor.
- Improved eMoney Advisor website's organic search rank by 20 positions for Robo Advisor keywords by generating authoritative link backs to the eMoney Advisor website.

If you would like assistance with content marketing/native advertising initiatives, please contact us at: advertise@mobsocmedia.com.