

Best Financial Ads for Financial businesses in 2023

In today's digital world, the financial sector has evolved rapidly, becoming increasingly competitive and dynamic. In this context, effective advertising is crucial for financial companies to establish a strong brand presence, attract new customers and maintain customer engagement. Financial advertising plays an important role in conveying complex information, building trust and generating conversions. In this blog, we'll take a deeper dive into financial advertising, explore the importance of financial advertising, and highlight the best ad formats and networks for advertisers nationwide.



Understanding the Finance Business

The financial sector includes many types of companies, including banks, investment firms, insurance companies, and fintech startups. These entities provide products and services such as banking solutions, investment opportunities, insurance and financial planning. Due to the competitive nature of the industry, financial institutions must adopt innovative strategies to market their services and stand out effectively in the market.

The Importance of Financial Ads

Financial advertising acts as a bridge between businesses and potential customers. They not only create awareness about financial products and

services but also educate consumers about their benefits. Additionally, well-designed financial advertisements can build credibility and trust, essential in an industry where customers entrust their hard-earned money and economic well-being.

Best Ad Formats for Financial Ads

Native ads:

Native ads integrate seamlessly with the content of the platform they are displayed on, providing a non-intrusive user experience. In the financial industry, where complex information needs to be conveyed clearly, native advertising offers a beneficial format. They can be presented as informative articles, sponsored content, or even interactive infographics.

Banner Ads :

Banner ads are a must for online advertising. They come in a variety of sizes and can be placed strategically on websites and apps frequently used by the target audience. Banner ads can effectively highlight special offers, new services, or important updates in the financial sector.

PopUnder ads

Although considered somewhat intrusive, popunder ads still have their place in the financial industry when used with caution. They can be used to offer limited-time offers, investment opportunities, or services that need immediate attention.

Social bar ads

Social media significantly influences consumer behavior, making social media advertising a valuable tool for financial advertisers. These hidden bars can be added to the top or bottom of a website, providing a constant presence and link to the company's social media profiles.

Video advertising

Video ads provide a dynamic way to present financial information, making complex concepts easier to understand. They can be used to explain investment strategies, recommend financial advisors, or share success stories, all of which help build trust and rapport.

Text ads

Text ads are short and to the point. In the financial sector, where clarity is key, these ads can succinctly communicate the benefits of a product or service. They are commonly used in advertising and content recommendation platforms on search engines.

Best Ad Networks for Financial Ads

7Search PPC

7Search PPC is the best platform to promote financial businesses with suitable advertising formats. 7Search PPC is a pay-per-click advertising network that allows advertisers to bid on keywords related to their financial services. It's especially effective for targeted advertising because it ensures that your ad is shown to an audience actively searching for relevant financial information.

Taboola

Taboola specializes in content recommendation, making it the ideal platform for native advertising in the financial sector. Its algorithm ensures that your content is shown to users who may be interested in financial products and services.

LinkedIn Ads

For B2B financial services, LinkedIn Ads provides a professional platform to connect with decision-makers and industry experts. Sponsored Content, Sponsored InMail, and Display Ads can all be used effectively on this platform.

Google Ads

Google Ads is a flexible platform that includes different ad formats including search ads, display ads, and video ads. Its broad reach and targeting options make it suitable for financial businesses looking to reach a wide audience.