

ACORNS

EDITION Nº 1



COMPETITIVE INTELLIGENCE

<http://acorns.com>

Established 2012

Investing

Clean User-Friendly Design, Fo-
cused Message & Branding



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Going a step further, we’ll look at which social channels are driving the most traffic, and the content on each that inspires the most engagement.

FOCUS: ENGAGEMENT

SPECIAL THANKS TO OUR AMAZING TEAM OF MARKETERS & DESIGNERS:

OUR TEAM COMPILED THIS REPORT IN AN EASY TO FOLLOW FORMAT, THAT GIVES YOU A DEEP LOOK INTO ACORNS.

EDTRL

Over the course of the past week and a half, we conducted in-depth market research to identify marketing campaigns that your competitors are currently running.

This research will be leveraged to give you an upperhand in your own marketing strategies by seeing firsthand what is converting and what is not.

TRAFFIC

THE
FIRST
SECTION

01 *A look into Acorns’s website traffic, customer demographics, geography and interests.*



With this information, we get a clear idea of their amount of monthly traffic; how long visitors are staying on their website, how many pages they’re reviewing, and what percentage is leaving after the first page.

Traffic sources are important because it helps give us a clear, data-driven focus to use in our marketing efforts. We get a view of what our competitors are successfully doing in their marketing campaigns. It’s then our job to take this information and replicate, tweak, or even develop innovative ideas to capitalize on areas our competitors may not be performing well in.

Total Visits

Acorns is driving a very good amount of traffic in recent months to their website. Unfortunately, visitors aren’t staying very long despite visiting an average of close to 4 pages.

This tells us is that their content simply isn’t engaging

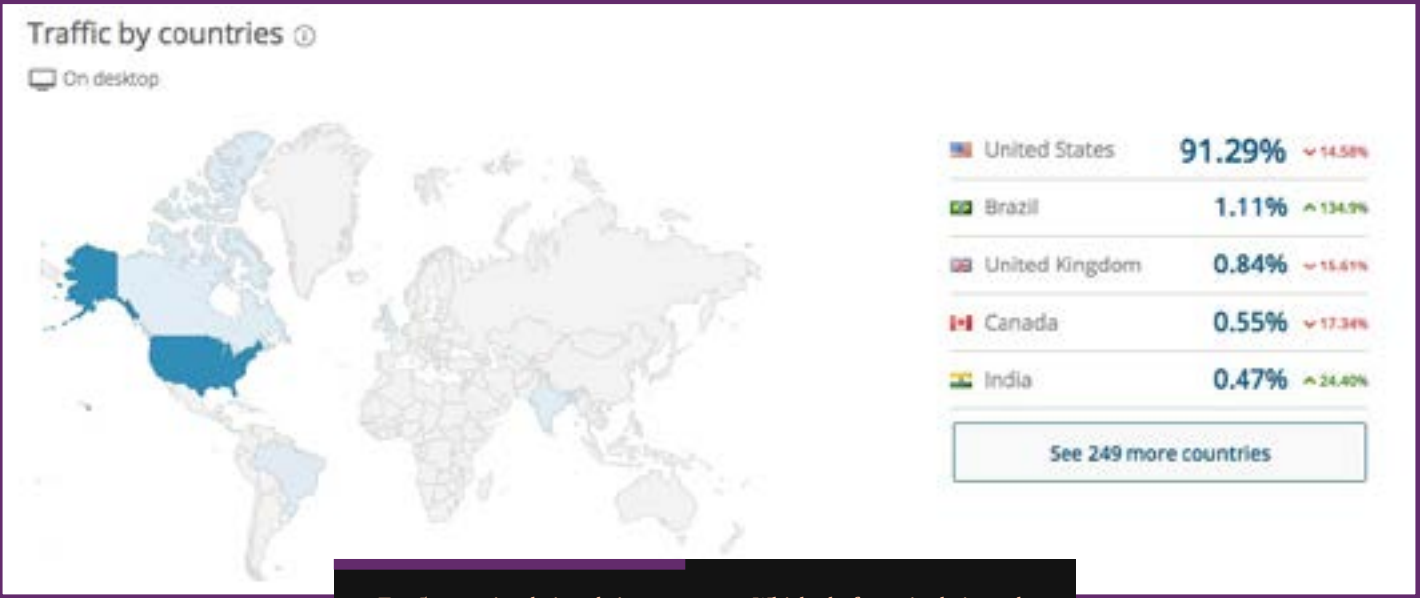
enough. Visitors are interested in what Acorns is selling, and looking for more information, but the content isn’t keeping them engaged very long.

Traffic Sources

The majority of their traffic is coming from direct (URL) and search (Google), although we can certainly tell that they’re running affiliate, social and email marketing campaigns as well.

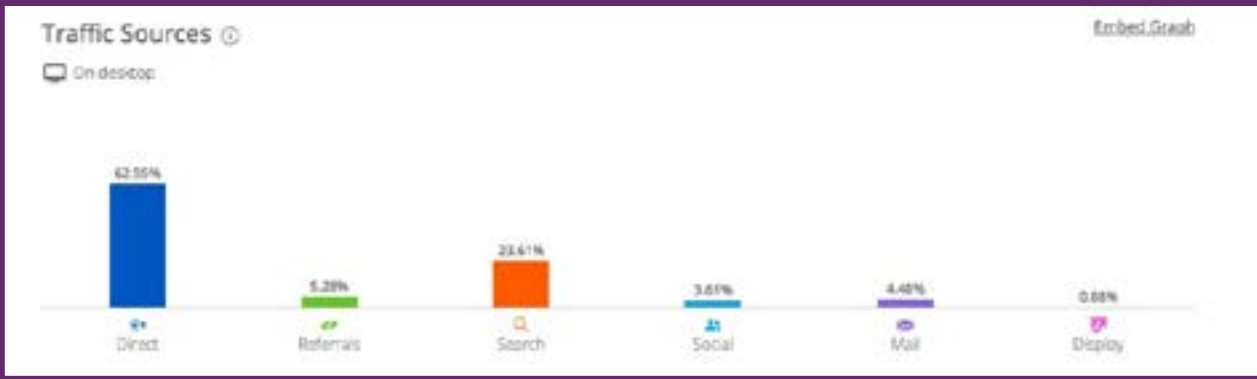
Traffic By Countries

Brazil and India should definitely be our targets with this grouping to start. They’ll be easier to target than some of the more competitive markets.

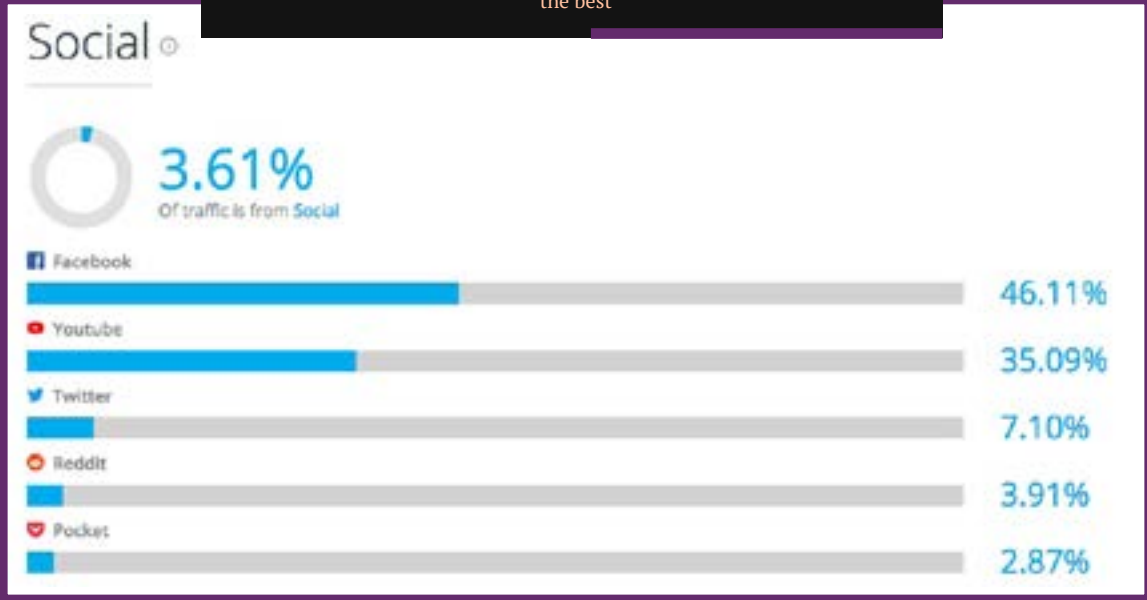


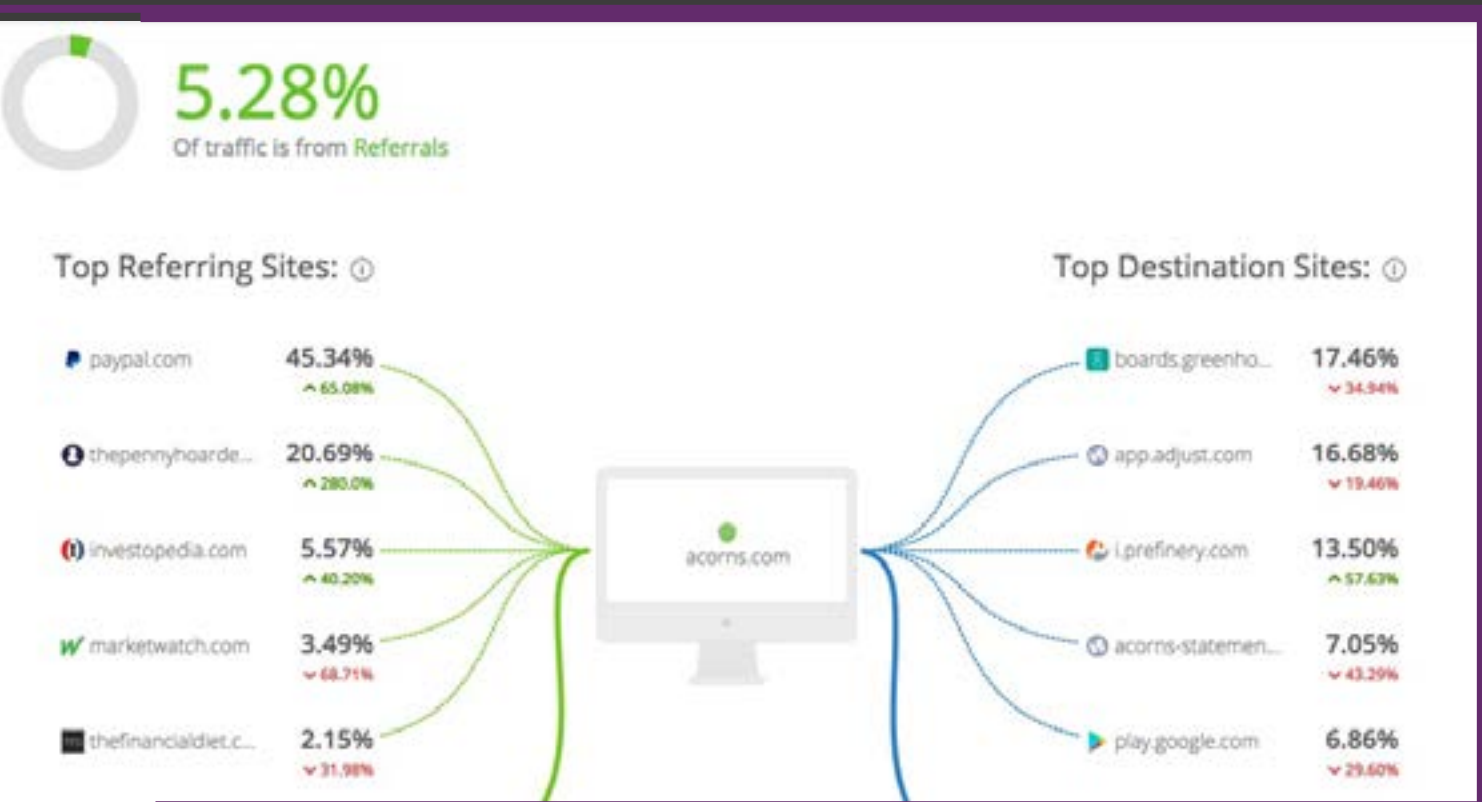
Top 5 countries their website traffic comes from

Which platforms in their marketing efforts are driving the most traffic to their website



Of their social traffic, which platform and content is performing the best





Top 5 referral sites for Acorns.

The best kind of link, is a link that is driving referral traffic to your website. When we know which sites drive referral traffic to your competitors, we can make it a priority to pick up links from them.

As part of our PR/outreach and affiliate marketing (when applicable) strategies, we'll return to the top referring sites of our competitors.

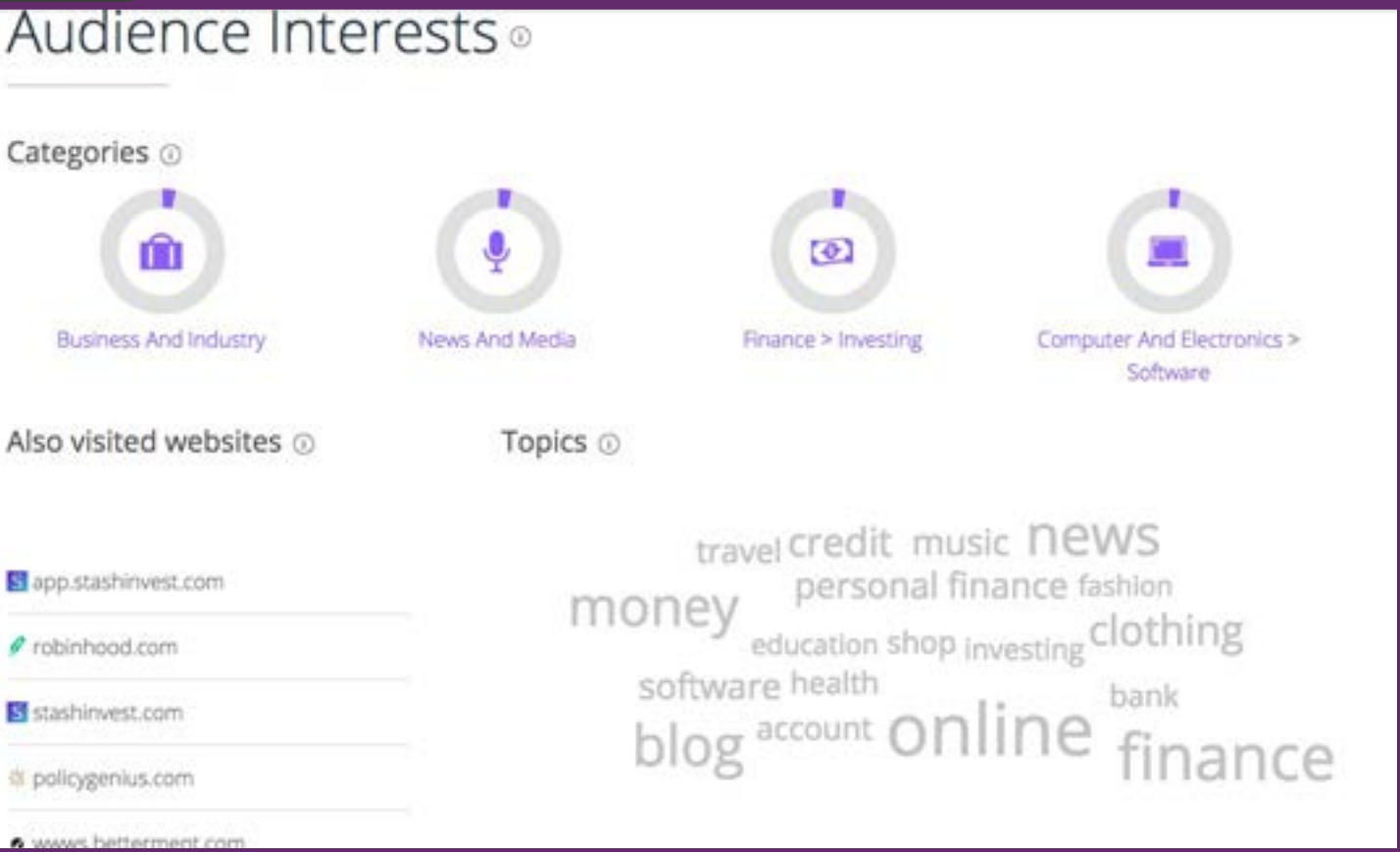
The Penny Hoarder
As an example, The Penny Hoarder is responsible for 20.69% of Acorns's referral traffic.

When we hammer down and look at their contributions,

The Penny Hoarder has over 26 backlinks to the Acorns website and none are affiliate links.

What's interesting, is that the majority of the links are going to the Acorns blog, so it would appear that they use Acorns as a main source to support their own blog posts.

This is definitely an opportunity for Biterra Capital to identify topics that best fit The Penny Hoarder blog, and pitch how BC is a great fit.



A quick look at the interests of the visitors to the Acorns website.

We get an idea of the websites they visit, keywords they search, and general categories they find of interest.

Reviewing competitor traffic gives us the perfect snapshot of the overall size of a niche. We can see where visitors are coming from, which online marketing campaigns are performing best, and if the content on our competitor's website is of use for its visitors.

Traffic is the first step in getting to know our customers.

FOCUS

An in-depth look at both organic and paid keywords ranking on Acorns’s website.

List of top performing keywords
>>>>>>>

02

ADVERTISING & KEYWORDS

SEO (Search Engine Optimization) remains as one of the staples in online marketing. When a consumer is in need of information or solutions to a problem, often the first thing they'll do is perform a search on Google. This is why we see Search Traffic as one of the leading sources for most websites of industry leaders.

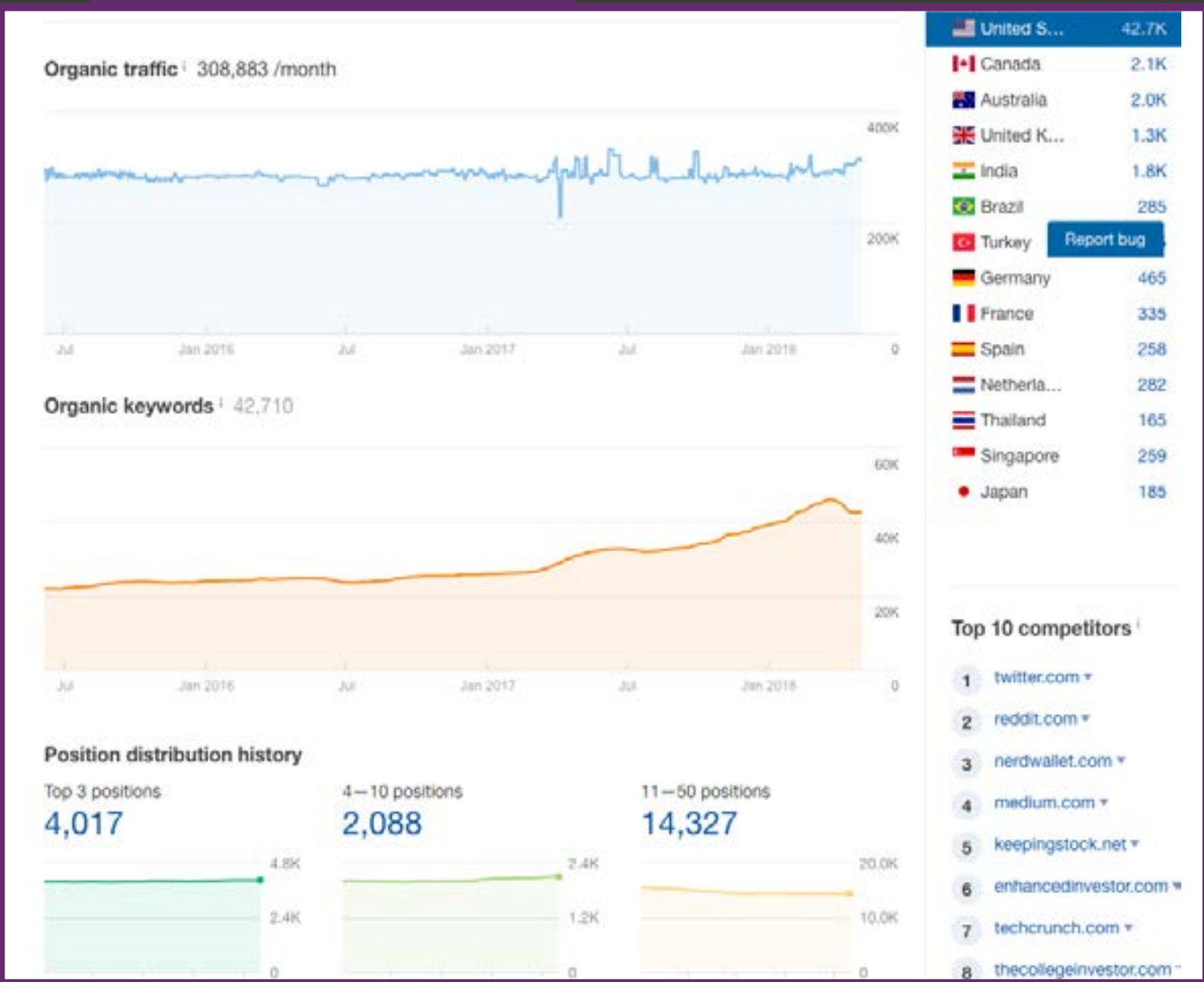
Our goal with reviewing organic and paid keywords of your competitors is to get a sense for which keywords are driving the most traffic to their website.

While we may not be able to compete with the largest, best performing keywords, there are likely still a lot of keywords that produce a hefty amount of traffic, while maintaining a

relatively lower difficulty score. A low difficulty score means they will be easier to rank for, while the solid search volume means that ranking will give a nice bump to your search traffic.

Our content marketing will incorporate keywords with high search traffic but low difficulty scores to start.

The image to the right shows the amount of keywords Acorns ranks for and how many per country. We also see how many keywords they have in varying positions.



We can see that Acorns is currently ranking for 42,710 organic keywords.

AD COPY & LANDING PAGES

Here we'll review Acorns's PPC (pay-per-click) campaigns

This is Acorns's leading landing page, the homepage for their Personal Investor service.

- 100% of their paid traffic is sent to this page
- 2 Ads are running that redirect to this page
- 9 keywords rank for this page in paid search traffic campaigns

Reviewing competitor ad copy and landing pages gives us a peek into their sales funnel. Since we'll already know from the keyword research which keywords are profitable, now we'll know which ads and landing pages are converting the best for them.

Obviously, if a competitor is driving most of their traffic to one landing page, this tells us that that particular landing page is likely converting best over all others.

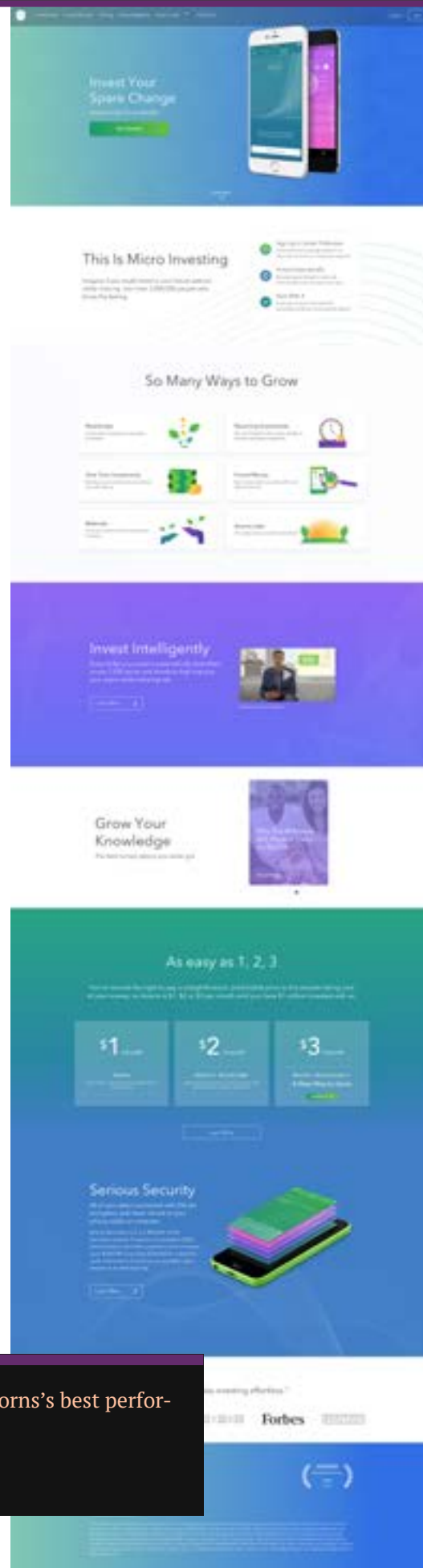
We can use this information in shaping language and calls to actions to convert searchers into customers.

THE
THIRD
SECTION



Learn More





A look at the PPC advertising budget of Acorns

Snapshot of the best performing
ads Acorns currently runs on
Google

Paid search		United States	
Top Ads ⁱ		Volume ⁱ	Traffic ⁱ
 www.acorns.com/ ▼	Invest Spare Change From Everyday Purchases - Just \$5/Day Gets Almost \$2k/Year!	460	97.9%
 www.acorns.com/ ▼	Invest Spare Change From Everyday Purchases - Just \$5/Day Gets Almost \$2k/Year!	20	2.1%
View full report			
Top 5 paid keywords ⁱ		Ad ⁱ	Bl ⁱ
acorns savings  www.acorns.com/ ▼			
acornsn  www.acorns.com/ ▼			
acornmedia.com  www.acorns.com/ ▼			
acorn.com  www.acorns.com/ ▼			
acprn  www.acorns.com/ ▼			

Fullpage view of the layout of Acorns's best performing landing page

SWIPE FILE

04

How does Acorns convert prospects into customers?
We'll peek into their sales funnel...

FOURTH SECTION

After examining all of the PPC data for Acorns, we should now have a clear understanding of how they turn a prospect into a paying customer.

For them, they don't bombard the visitor with too much information. They simply walk them through a logical buyer's journey, keeping copy short and concise, including video examples, and establishing trust and credibility with recognizable brand logos and also testimonials.

I think if they led with a video, that visually shows examples of how current customers are using Acorns, their landing page would be much more powerful.

Right now, they have the video down towards the bottom of the page, which is certainly a logical process, but a bit prolonged.

Showing how Acorns is changing people's lives would be much more impactful.

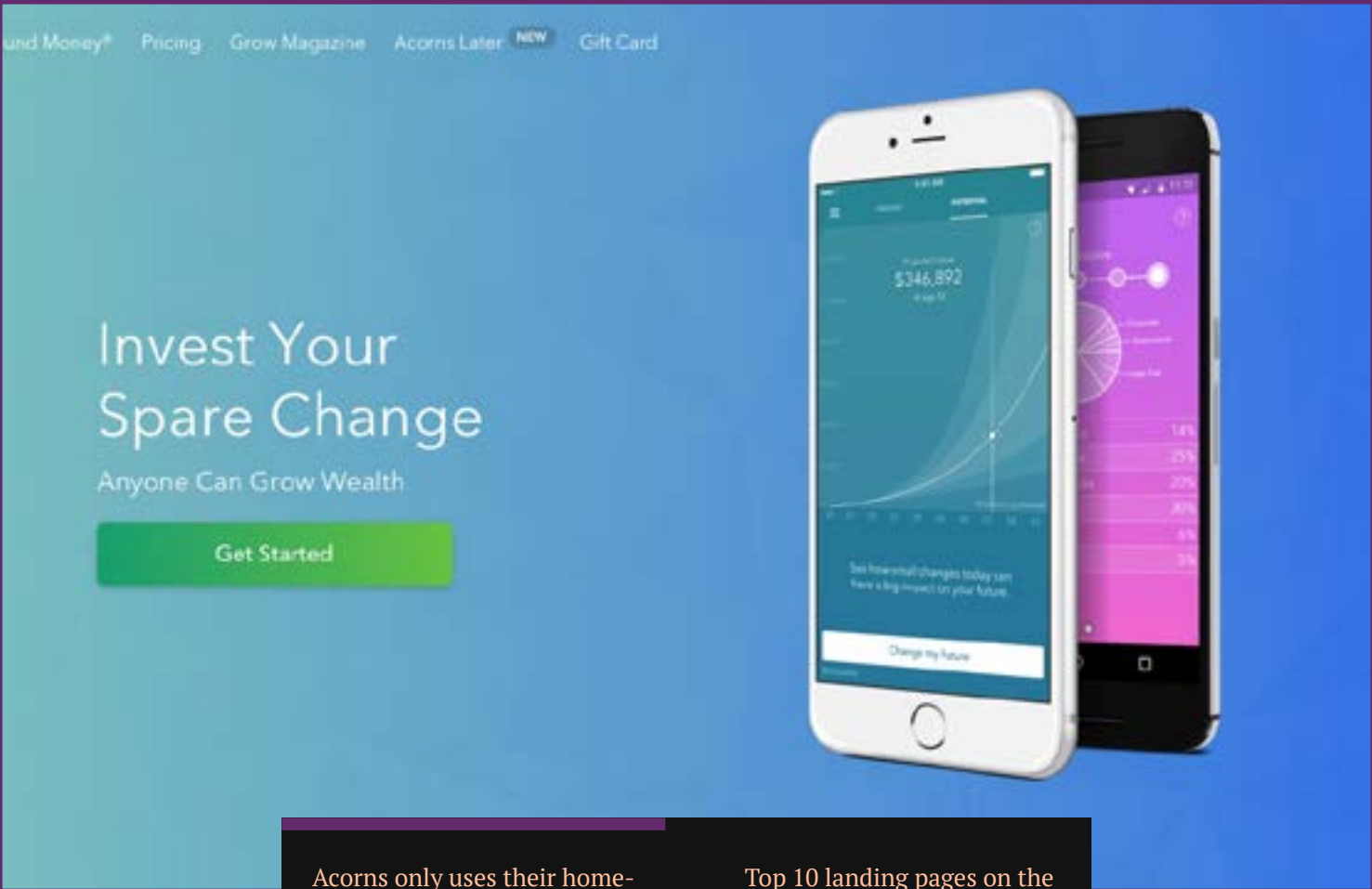
Email Marketing

Acorns likely has two primary email sequences that they use for campaigns:

The first is for blog subscribers, as they do have an option to receive the Acorns newsletter. We have not received an email from the Acorns team at the time of writing this.

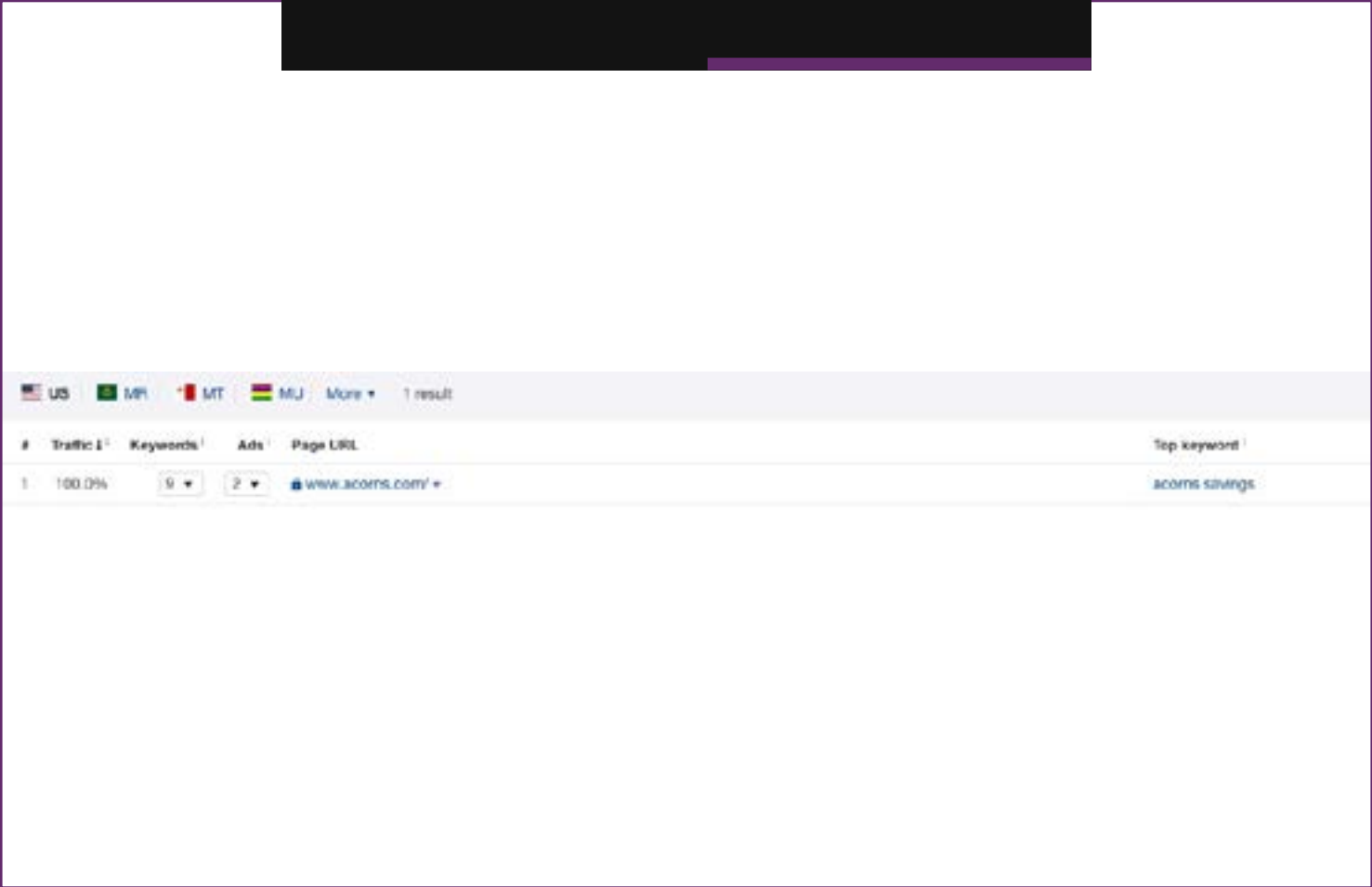
The second is for customers and likely includes, updates on the company, upsells and discounts on premium service options, and information regarding their referral program.

With no other PPC landing pages, lead magnets on the blog, nor additional sales processes, it would appear that if a visitor doesn't sign up and/or subscribe to the Acorns newsletter (only form on the blog), then Acorns isn't capturing their information. -- Missed opportunity.



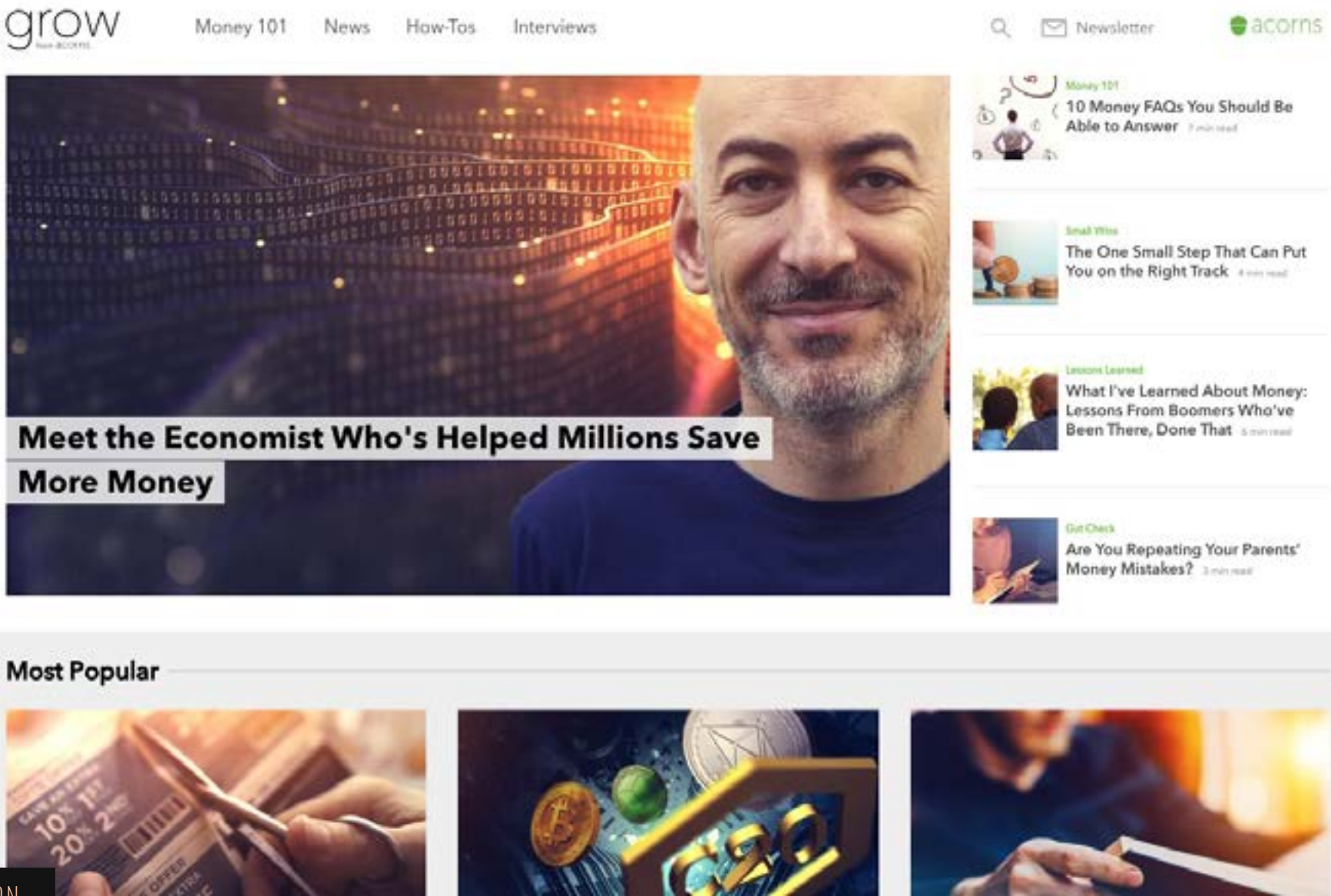
Acorns only uses their home-page as

Top 10 landing pages on the Vanguard website



CONTENT ANALYSIS

05



Let's Identify the blog content that is performing the best for the Acorns blog site.

Content is one of the most important pillars to marketing campaigns. Great website content is going to be:

- Engaging
- Rich with information
- Build your website's SEO
- Strengthen your brand's messaging and trrustworthiness
- Lead visitors through your sales funnel

Every time a piece of website content is produced, it should have a clear purpose with those five (5) items in mind.

Acorns
Acorns blog page is very clean, user-friendly, and obvious-ly features a ton of content that may be beneficial to the visitor/reader.

Unfortunately, what we know is that most visitors aren't spending much time on the Acorns website, which means the content may not be engaging enough.

How I Became a Millionaire: 4 Paths to \$1 Million

What we've seen from previous competitors is that success stories and advice from real people, tend to perform well within this niche. Therefore, it shouldn't come as a surprise that this blog post receives the most traffic.

There is certainly a call to action in the middle of the post; a simple subscribe to the Acorns newsletter banner. I'd argue that they can do more by creating a better call to action to send readers through the sales funnel.

This post drives about 8% of the blog's total traffic, features almost 349 ranking keywords, and its top keyword gets about 300 monthly search volume.

Biterra Capital could easily create its own similar piece of content to drive traffic and convert visitors.

Ashton Kuser on His Best Investment

This blog post is all about big name notoreity.

Acorns essentially performed a Q&A with Ashton Kuser and likely used the content in a public relations strategy to get more exposure for their brand.

This would explain why there are 38 referring domains to this one blog post.

Certainly, a strategy Biterra Capital could try to use if looking to attractive a specific target audience.



Nancy Moore Jackson

896 words

f t i k p l g

More » How To » Living

Tagged in Entrepreneurship, Millions

Becoming a millionaire isn't quite as unique as it used to be. In 2015, there were 30.1 million American households—that's 8.5 percent of the total population—with a net worth of at least \$1 million, compared to just 5.9 percent in the heart of the Great Recession.

Yet hitting the million-dollar mark remains a landmark goal for Americans. For many, it symbolizes ultimate financial freedom.

While it's easy to assume that people with millions in the bank got there by inheriting family money or raking in massive salaries, plenty earn their fortunes by living frugally, investing wisely and creating their own income-producing opportunities.

Here's how four ordinary Americans became millionaires in their own right: the frugal investor, the diversified real estate mogul, the savvy entrepreneur and the persistent business owner.

The Frugal Investor

Bow Davis, 66, Cocoa Beach, Fla.

Starting out: Though Davis was first exposed to the market when her mother bought her some stock at 16, it wasn't until she made the major career leap from computer programmer to stockbroker for E.F. Hutton at age 22 that she started investing strategically.

While Davis's previous job paid the bills, she says it wasn't fulfilling. Becoming a stockbroker, on the other hand, was a chance to "do something I really loved: investing and helping others save for retirement," she says.

Finding success: At the start of her new career, Davis invested about 25 percent of her income into profit-sharing and a money-purchase pension plan—retirement benefits offered by her employer that allowed her to share in company earnings. She also maxed out her IRA and made additional investments in stocks and mutual funds. In total, she invested about 40 percent of her "middle-level" income, she says, which has averaged about \$75,000 over the past 30 years.

While investing 40 percent is significant, Davis, who currently lives with her boyfriend of 24 years and doesn't have kids, says she didn't have "any real reason to spend much." She prefers shopping in consignment shops, bought a house that was heading into foreclosure and furnished most of it with Craigslist and thrift-store finds and drives used cars until they need regular repairs.



"I am not big on going out to dinner, either, and if I go, it's where I have company. I would much rather cook and have friends over," she says. "Basically, I have a full life, but little need to impress others with how much I can spend. So my lifestyle is really pretty inexpensive, relative to my income."

While she does select her own investments, Davis says she initially made a lot of mistakes picking individual stocks. "It's just too tempting to 'play' for make regular trades!" she says. "Serious wealth accumulation started when I committed to investing on a regular basis in mutual funds, and then left them to other professionals."

By the time she reached age 60, Davis had accumulated her first of more than \$2 million of net worth.

Advice for others: To build wealth, "start now," Davis says. "Regardless of how much or how little you earn, invest at least 10 percent for the long term." And build from there.

FOCUS

Best by Traffic

This blog post has received the most traffic of all others on the Acorns blog.

Best by Links

This blog post has received the most backlinks of all others on the Acorns blog.



Dave Hall

1,325 words

f t i k p l g

More » Inspiration » Quotes

Tagged in Entrepreneurship

Ashton Kutcher has played many roles in his lifetime.

You probably know some of them: Michael Kelso from "The '90s Show," Walden Schmidt from "Two and a Half Men," and the star of dozens of movies, including "The Butterfly Effect" and "No Strings Attached."

Others you might not be as familiar with. Before becoming famous, Kutcher worked jobs ranging from clean-up on construction crews to cleaning and cleaning desks at a retail locker to holding bag.

More recently, he's co-founded a human rights organization (CHORR), and a digital media company (iPhall), and, for the last several years, focused on one gig he seems particularly skilled at: startup investing.

In 2011, he co-founded venture capital firm A-Grade Investments, and in 2013, Sound Ventures, and has since poured millions into companies like Airbnb, Uber, and (oh yes, full disclosure) Acorns. We talked with Kutcher about investing, financial frills, and his best advice for living the life you want.

What inspired you to invest in startups?

I recognized early on that there were a lot of emerging companies building better, cheaper, easier solutions to everyday problems, and I had an ability and interest in being those solutions to the market.

I spent a lot of time thinking about new and simpler ways to do things, but didn't have enough time to execute on all those ideas. So I found people who were executing on them and invested in their success.

What gets you excited about a particular company?

I look for driven people who aren't afraid of working hard, but have the savvy to work smart. I also study pain points in life and look for a large volume of people who are lacking a solution or using an antiquated system to solve those problems.

But the real thing that always excites me is when I get the feeling that something is obvious, and it just seems like, "Of course this is how we should be doing it!" Or when an idea is so wonderful that you spend hours thinking about various iterations and applications.

What do you consider your best investment?

My relationships—taking the time to get to know people, what motivates them, what their challenges are. These things are often overlooked. Investors get so wrapped up in returns and numbers that they forget that the true privilege of their position is to share a journey with exceptional people.

Looking forward, what area of investing captures your imagination?

We have a long way to go in improving the standard of happiness for billions around the world. There are deep needs that exist in people's lives, and investing in solutions will always be inspiring. Life shouldn't be something people endure; it can be one magical discovery after the next.

So, tell us about your first job.

When I was really young, I moved houses and worked clean-up on construction crews. Then I started roofing when I was old enough to climb a ladder. I also did pastoral work at warehouses and factories. I worked at a supermarket deli, washed dishes in a diner, cleaned and cleaned desks at a retail locker, delivered over, held bag, and did menial work.

What's the first thing you saved for?

When I was a 13, I saved \$1,400 for a motorcycle. I worked after school and on weekends for one and a half years, and put every cent into a savings account.

What was your smartest financial decision?

The purchase of my first house. I was scared because I took on debt greater than my cash on hand. I don't sleep well when I owe people money. I believe freedom is a product of flexibility of choice, and debt leaves you beholden to practical choices.

If you could impart some wisdom to your younger self, what would it be?

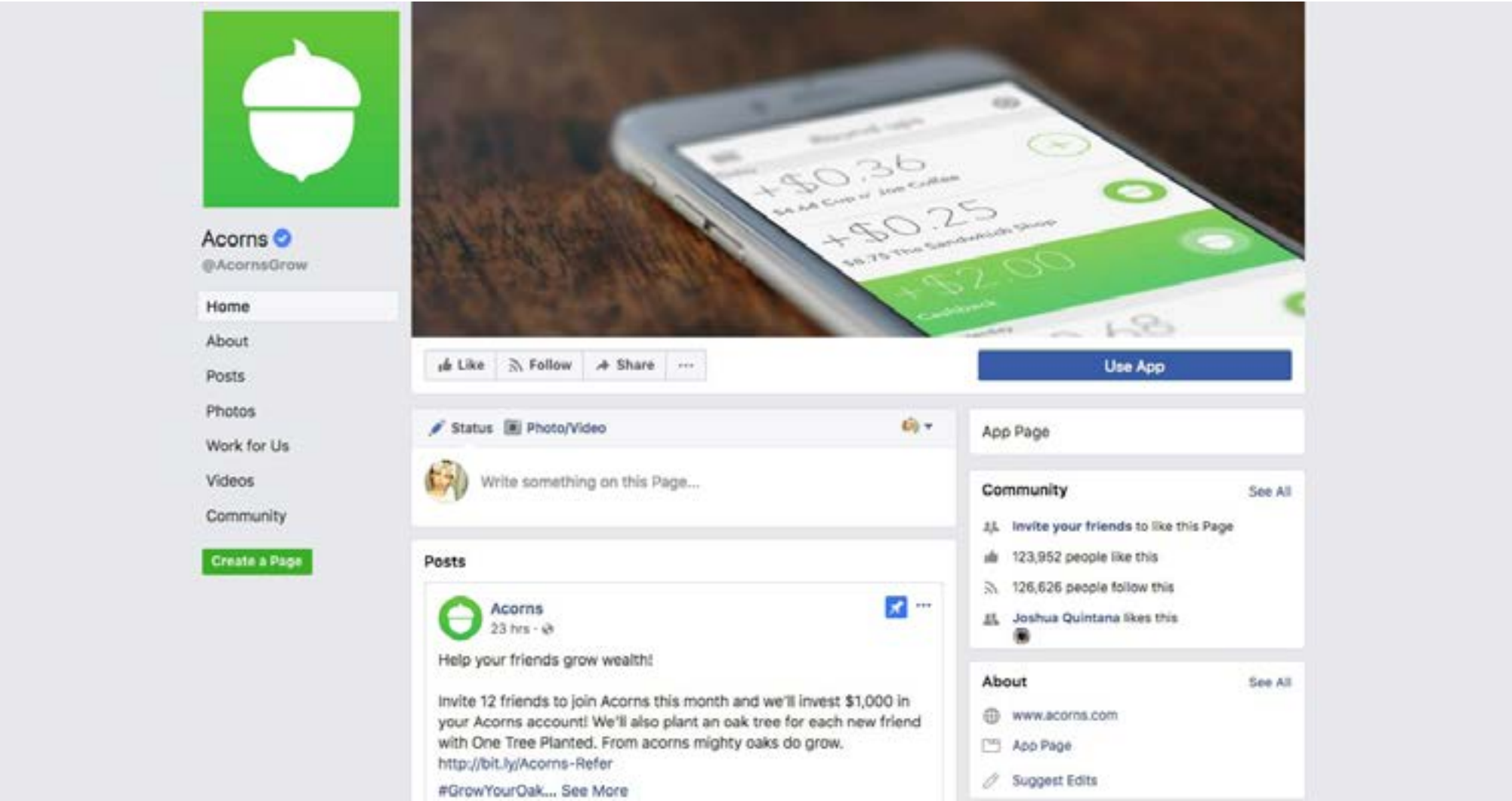
Don't spend until you have a very clear plan with benchmarks for success and failure. I've lived myself as an entrepreneur, investor, and even with my personal finances putting too hard on optimism. I blindly believe things are just going to work because I could see absolute justification for why they will, and then I read up

SOCIAL ANALYSIS

THE LAST SECTION

06 *Let's dive into which social channels are driving the most traffic, and what content on these channels is inspiring the most engagement for Acorns*

SIXTH SECTION



Social media, unlike any other marketing resource, has absolutely revolutionized the ease at which consumers can interact with brands and vice versa. For this reason, it's important to have a plan.

These are our primary goals when reviewing the social strategies and tactics of your competitors:

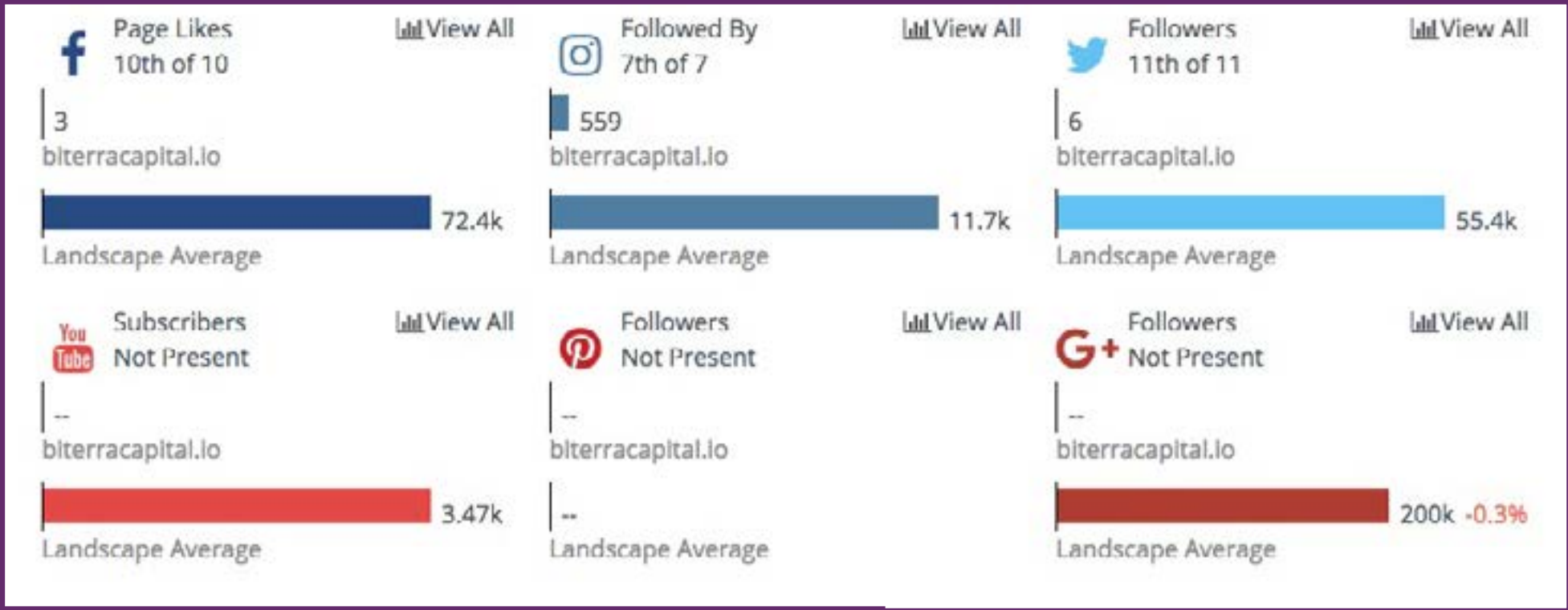
- Identify standout social channels
- Identify standout content on each social channel
- Look for missed opportunities by your competitors that can be capitalized upon
- Pay attention to branding and messaging
- Spot trends and influencers

There's a lot of moving parts when it comes to social media marketing, so it's important to let the data that is uncovered, create the foundation for a solid approach.

Acorns
To date, the social channel that performs the best for Acorns is Facebook. We'll go further into what they're doing to get the most out of Facebook a bit further in the report.

Social Media Presence
for Biterra Capital and also
all 10 competitors

							
 biterracapital.io							
 Acorns							
 Auctus							
 Betterment							
 Cindicator							
 Robinhood							
 Stash Invest							
 Swissborg							
 Vanguard							
 Wealthfront							
 Wealthsimple							



Audience & Activity/Posting Metrics

In looking at the graphic to the left, it's easy to spot that Google +, Facebook and Twitter are the dominant channel

The image to the right shows us where competitors are spending most of their time. Facebook and Twitter are once again leading the pack.

Next Up: Positioning

12

Landscape Avg: 11.1

11.3%

Landscape Avg: 1.22%

Company	Posts	Posts / Day	Eng. Total	Eng. Rate / Post
1. Swissborg	12	0.10	11.8k	137%
2. biterracapital.io	12	0.10	760	11.3%
3. Cindicator	11	0.09	583	7.51%
4. Betterment	12	0.10	1.42k	3.99%
5. Acorns	27	0.23	5.32k	1.90%
6. Wealthsimple	15	0.13	1.91k	0.68%
7. Stash Invest	33	0.28	2.71k	0.20%

FOCUS

A review of the language you and your competitors use to describe your brand, informs us on the best approach to craft and refine that positioning.

The images on this page, are a collection of social bios for each competitor.

We get a glimpse at length, messaging and tone, as well as trends in keywords and phrases.

Company	FB Description	FB Description Length
1. Wealthsimple	Wealthsimple is investing on autopilot. We build you a personal, low-cost portfolio and put your money to work like the world's smartest investors.	147
2. Wealthfront	Wealthfront was launched in 2011, led by Andy Rachleff & Dan Carroll. We're located in Redwood City, CA.	104
3. Vanguard	Business hours are Monday to Friday 8 a.m. to 10 p.m., ET Obtain prospectus http://vgi.vg/w9WyRz "Our mission is to take a stand for all investors, to treat them fairly, and to give them the best chance for investment success." -VG CEO Bill McNabb	248
4. Swissborg	The SwissBorg Project aims to revolutionize asset management solutions with a community-centric approach powered by Ethereum. Members will be able to optimize their	254
5. Stash Invest	Stash™ is investing, simplified. Have a question? Check out: https://ask.stashinvest.com . Disclosures: www.stashinvest.com/legal	130
6. Robinhood	Our mission is to democratize America's financial system. Invest in stocks, ETFs, options, and cryptocurrencies commission-free. For more information about Robinhood, please visit www.robinhood.com	198
7. Cindicator	Cindicator creates a hybrid intelligence system where millions of decentralized financial analysts are enhanced by the Artificial Intelligence to provide valuable and precise forecasts for traditional financial markets and markets of crypto-assets.	248
8. biterracapital.io	[empty]	0
9. Betterment	Betterment is an online financial advisor based in New York. See important disclosures: http://bit.ly/BettermentDisclosures	123
10. Auctus	[not on channel]	--
11. Acorns	Invest spare change from everyday purchases into a diversified portfolio.	73

Company	TW Bio	TW Bio Length
1. Wealthsimple	Wealthsimple is investing on autopilot. Support: wsim.co/support	68
2. Wealthfront	Financial planning & investing with Wealthfront couldn't be easier - we do it for you! Follow us here for insights & news.	123
3. Vanguard	Follow us to hear our thoughts on investing, retirement, savings, personal finance, the economy, & more. Terms & conditions: vanguard.com/twitter	145
4. Swissborg	The New Era of Swiss Wealth Management #fintech #startup #blockchain #crypto #AI #swiss_startup	95
5. Stash Invest	We do not adopt, endorse, or guarantee the accuracy of content posted by others. Support: @StashHelp Disclosures: stashinvest.com/legal	
7. Cindicator	Hybrid Intelligence for financial markets. 100,000+ financial analysts enhanced by AI. #fintech #blockchain #cryptocurrencies	125
8. biterracapital.io	[empty]	0
9. Betterment	We're an online financial advisor with one goal: to help you make the most of your money. Questions? Follow @BettermentHelp. bit.ly/BettermentDisc...	147
10. Auctus	The world's first retirement plan platform with traditional and cryptocurrency assets, powered by smart contracts & robo advisory.	130
11. Acorns	Leading micro-investing app. Grow wealth, automatically. FAQs @acornssupport acorns.com/support (For @acornsau) Disclosures: acorns.com/disclosures	158

1. Wealthsimple	Wealthsimple is investing on autopilot. Learn more about investing your tax refund at the link below.	101
2. Wealthfront	[not on channel]	--
3. Vanguard	[not on channel]	--
4. Swissborg	The New Era of Crypto Wealth Management #SwissBorg #CHSB	56
5. Stash Invest	Invest. Learn. Save. Disclosures: www.stashinvest.com/legal	79
6. Robinhood	[not on channel]	--
8. biterracapital.io	#blockchainrevolution #cryptocurrencytrading	101
9. Betterment	We're an online financial advisor with one goal: to help you make the most of your money. http://bit.ly/BettermentDisclosures	125
10. Auctus	[not on channel]	--
11. Acorns	Invest spare change & find money when you shop, automatically. No initial investment required! Disclosures: https://www.acorns.com/disclosures	143

Word Frequency Analysis

Across all the social channels, we see that in terms of length, most of the brands stay within the same character range as one another. The only discrepancy appears to be on Instagram, but that's also where 4 of the 10, do not have an account so it's a smaller sample size.

Hashtag Usage & Emojis

Not much of a surprise that hastags and emojis do not appear within Facebook bios. That being said, they appear rather frequently within Twitter bios.

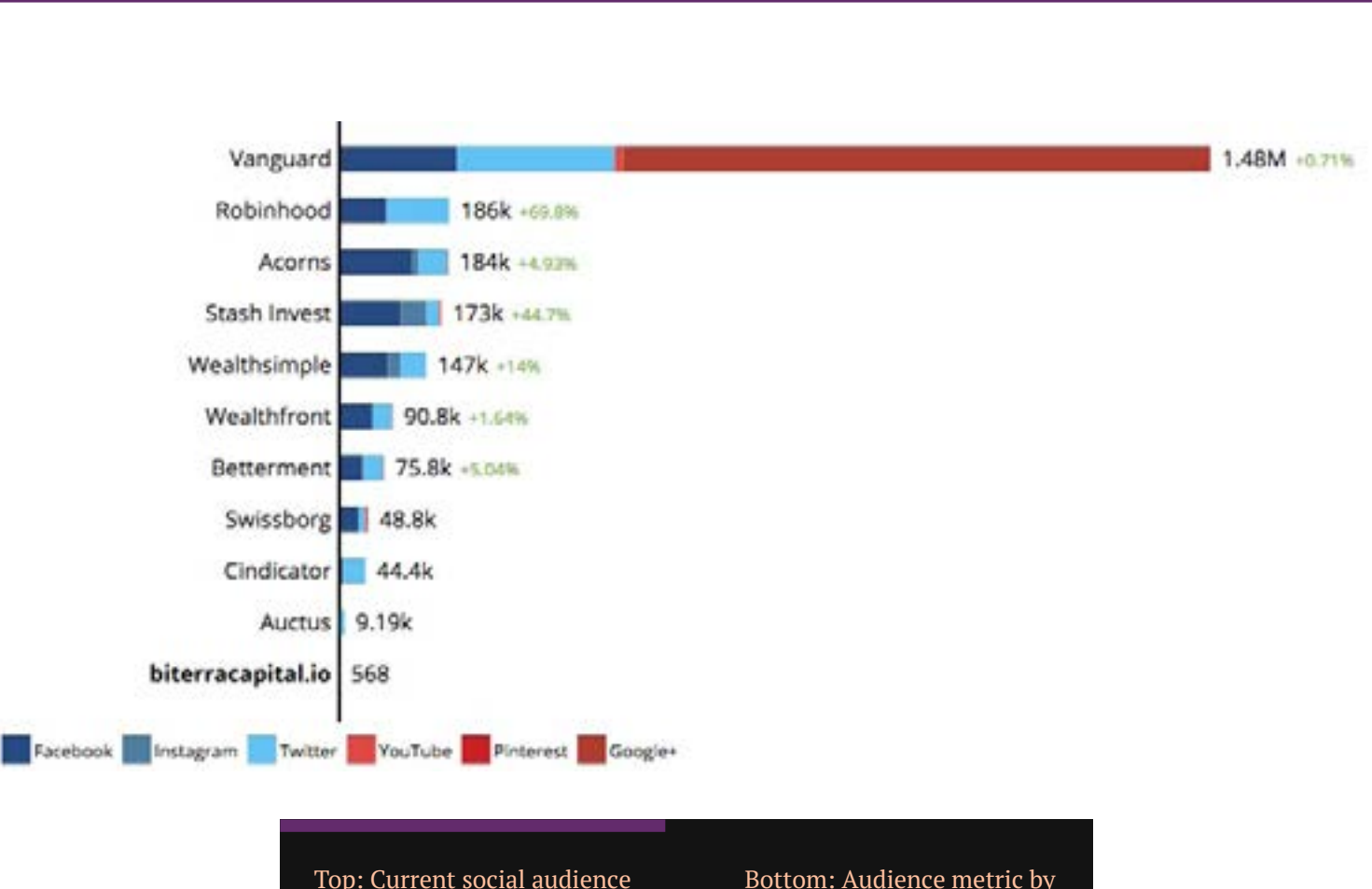
Using all of the bios from Facebook, Twitter, Instagram, YouTube, and Pinterest for the companies, we performed a word frequency analysis.

Not surprisingly, “invest,” “financial,” “cryptocurrency,” and “money,” are heavily used.

When positioning Biterra Capital's social media profiles, these are four (4) words we should aim to incorporate throughout the messaging.



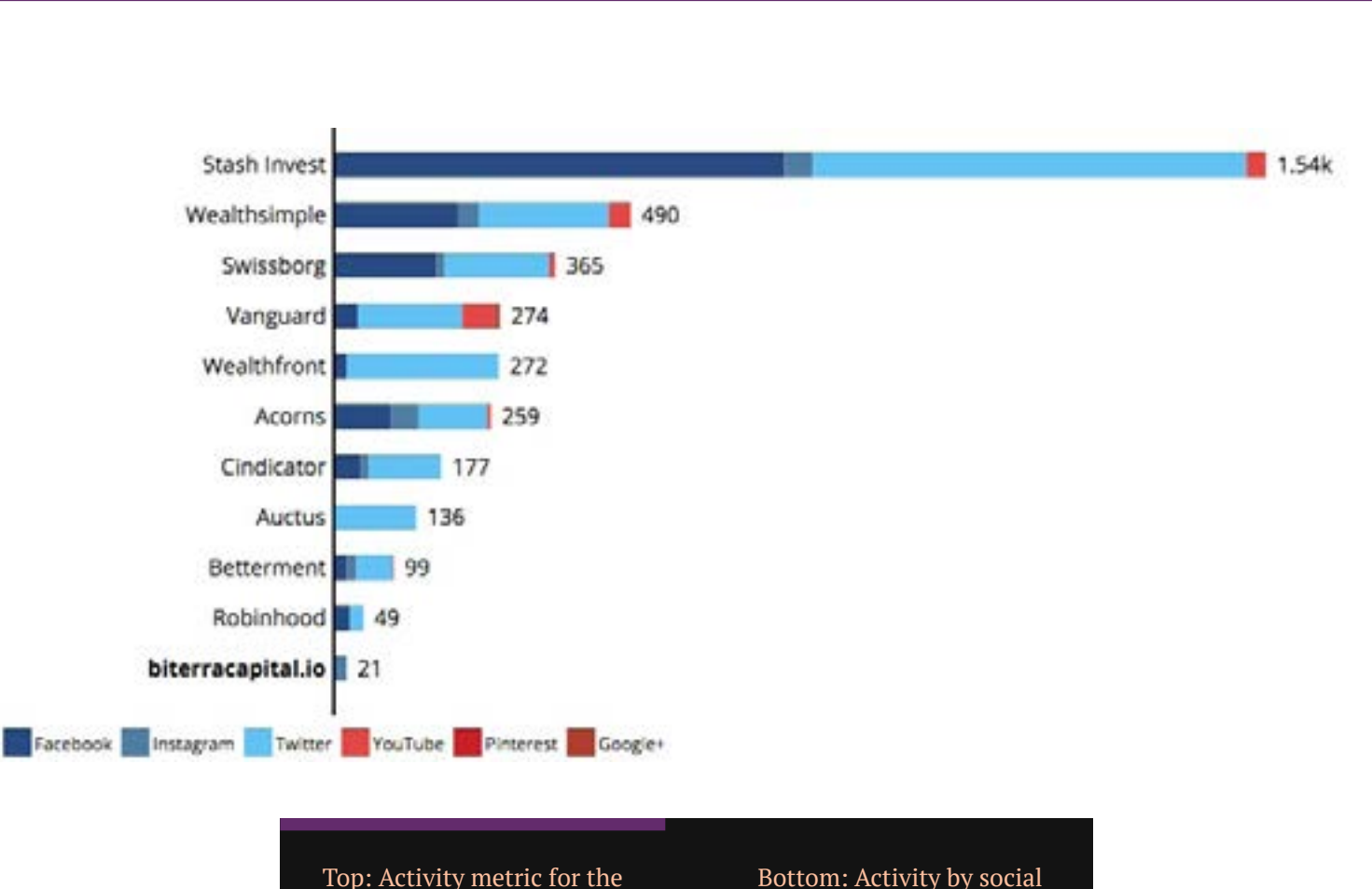
1. Invest
2. Financial
3. Cryptocurrency
4. Money



Top: Current social audience metrics, as well as follower growth in past 4 months

Bottom: Audience metric by social channel

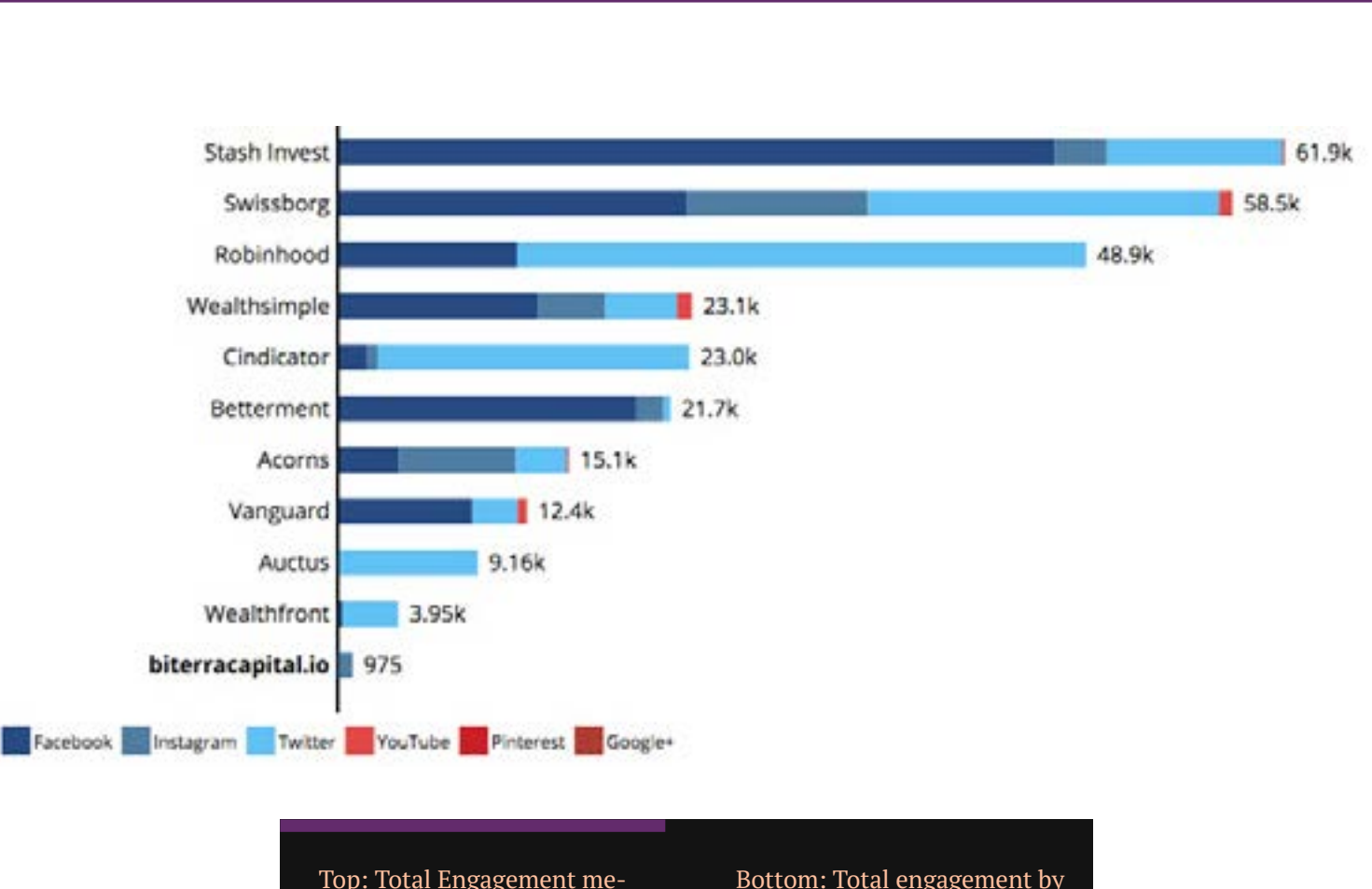
Company	Inst. Followers	Inst. Followers, % Change	FB Page Fans	FB Page Fans, % Change	TW Followers	TW Followers, % Change	Cross-Ch. Audience
1. Vanguard	—	—	199k	+1.3%	258k	+3.4%	1.48M
2. Robinhood	—	—	80.1k	+50.5%	106k	+87.9%	186k
3. Acorns	11.4k	+28.5%	123k	+2.6%	48.2k	+6.6%	184k
4. Stash Invest	43.6k	+7.2%	104k	+74.9%	21.8k	+31.1%	173k
5. Wealthsimple	22.1k	+34.0%	82.7k	+17.0%	42.5k	+1.2%	147k
6. Wealthfront	—	—	56.6k	-0.2%	32.7k	+4.7%	90.8k
7. Betterment	3.16k	+10.4%	39.4k	+5.2%	31.5k	+4.0%	75.8k
8. Swissborg	720	—	32.6k	—	11.2k	—	48.8k
9. Cindicator	706	—	5.27k	—	38.5k	—	44.4k
10. Auctus	—	—	—	—	9.19k	—	9.19k
11. biterracapital.io	559	—	3	—	6	—	568



Top: Activity metric for the past 4 months

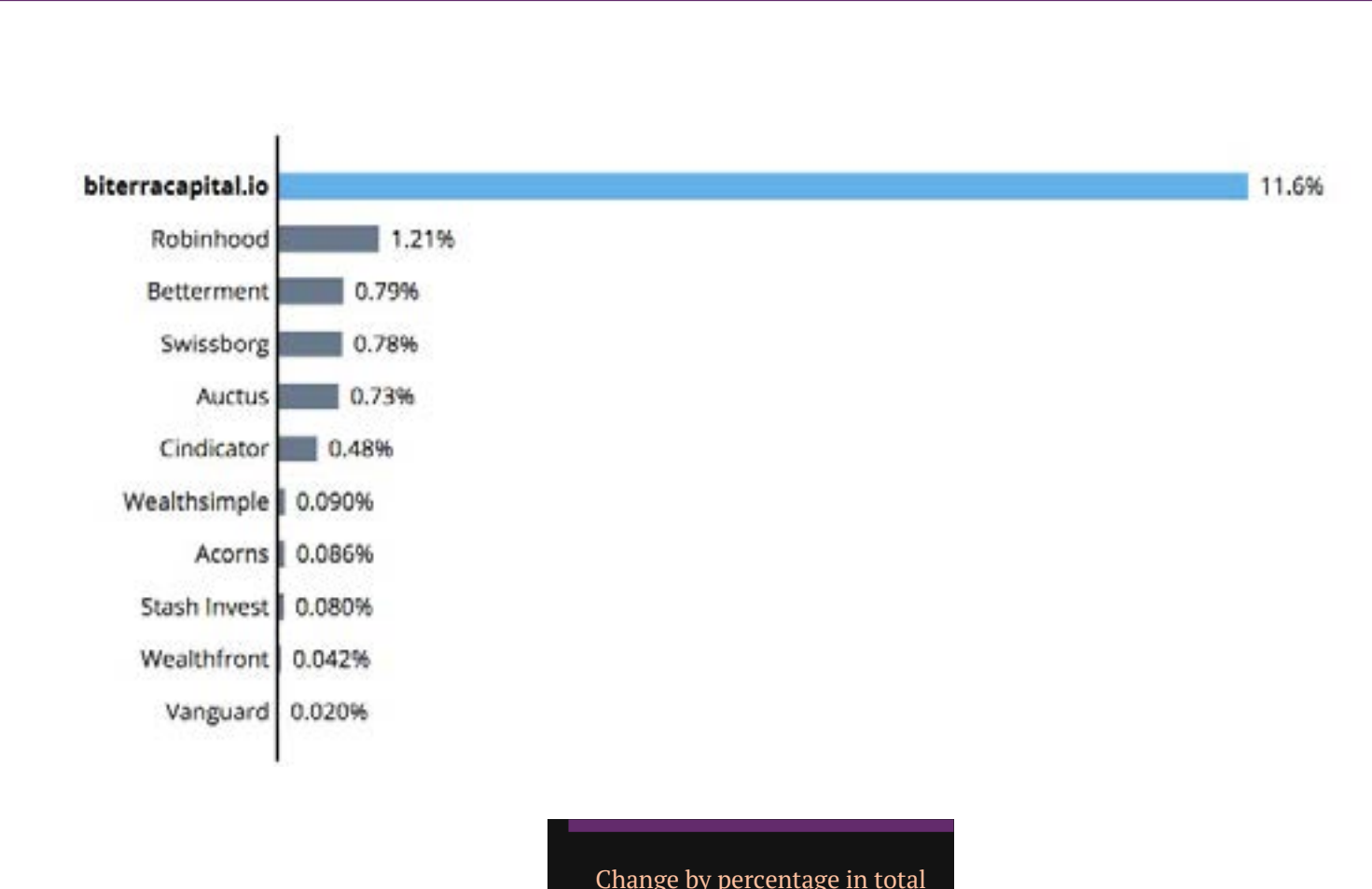
Bottom: Activity by social channel

Company	Inst. Posts / Day	Inst. Posts / Day, % Change	FB Posts / Day	FB Posts / Day, % Change	TW Tweets / Day	TW Tweets / Day, % Change	Cross-Ch. Posts / Day
1. Stash Invest	0.39	-50.5%	6.21	+62.0%	5.97	+65.7%	12.8
2. Wealthsimple	0.28	-35.8%	1.71	+73.7%	1.79	+58.1%	4.08
3. Swissborg	0.10	-61.3%	1.42	-11.0%	1.45	-15.5%	3.04
4. Wealthfront	—	—	0.18	-90.6%	2.10	-11.6%	2.28
5. Vanguard	—	—	0.33	-7.1%	1.44	+11.6%	2.28
6. Acorns	0.38	+87.5%	0.79	+90.0%	0.94	+105.5%	2.16
7. Cindicator	0.11	+62.5%	0.38	-8.2%	1	-9.8%	1.48
8. Auctus	—	—	—	—	1.13	+41.7%	1.13
9. Betterment	0.13	-16.7%	0.18	-31.3%	0.50	-35.2%	0.82
10. Robinhood	—	—	0.23	+107.7%	0.18	-8.3%	0.41
11. biterracapital.io	0.13	—	0.05	—	0	+0.0%	0.17



Top: Total Engagement metrics within the past 4 months

Bottom: Total engagement by social channel



Change by percentage in total engagement over last 4 months vs previous months

Company	Inst. Eng. Rate / Post	Inst. Eng. Rate / Post, % Change	FB Eng. Rate / Post	FB Eng. Rate / Post, % Change	TW Eng. Rate / Tweet	TW Eng. Rate / Tweet, % Change	Cross-Ch. Eng. Rate / Post
1. biterracapital.io	11.7%	—	0%	+0.0%	0%	+0.0%	11.6%
2. Robinhood	—	—	0.63%	-43.3%	1.72%	+127.0%	1.21%
3. Betterment	3.94%	-7.2%	2.31%	+223.6%	0.024%	-22.1%	0.79%
4. Swissborg	137%	+2,940.7%	0.41%	-35.0%	1.18%	+59.7%	0.78%
5. Auctus	—	—	—	—	0.73%	-88.0%	0.73%
6. Cindicator	7.34%	+162.5%	0.82%	-87.8%	0.44%	-66.4%	0.47%
7. Wealthsimple	0.70%	+6.0%	0.082%	-68.9%	0.052%	-25.8%	0.090%
8. Acorns	1.66%	+14.8%	0.034%	-14.5%	0.062%	+1.9%	0.086%
9. Stash Invest	0.17%	-34.1%	0.077%	-9.2%	0.079%	+39.7%	0.080%
10. Wealthfront	—	—	0.024%	+342.4%	0.045%	+100.3%	0.042%
11. Vanguard	—	—	0.11%	+47.4%	0.007%	+3.9%	0.020%

Audience Metrics

A healthy channel with a consistent strategy, is going to show continual growth.

Acorns is near the top in terms of total followers, what's even better is that their audience is steadily growing across all social channels.

Activity Metrics

For social media to be beneficial, it's important to consistently publish content.

Acorns is in the middle of pack, which appears to be very good for them as their activity rate has consistently grown over the past four (4) months.

Engagement Metrics

The other key to any social media strategy is monitoring engagement. This is your opportunity to converse with your target audience, so don't just post content for the sake of posting. The goal is to engage!

The engagement rate per post for Acorns could be much better. Yes, they are performing well on Instagram, but they drive very little traffic from their engagement on Instagram.

Meanwhile, Facebook drives the most traffic for them but as you can see, their engagement rate on Facebook has significantly dropped, which likely speaks to their content.

	View on Facebook Invest spare change from everyday purchases into a diversified portfolio.	Metric	Value	Change
		Page Likes	123k	2.70%
		Posts	95	90%
		Post Engagement Total	4.04k	76.2%
		Avg Engagement Rate per Post	<0.01	-13.9%

Social traffic for Acorns accounts for nearly 4% of their total traffic to their website. Facebook makes up almost 50% of that, with Youtube coming in as a close second.

Unfortunately, engagement on their Facebook content is way down. We see that photo performs the best, while links struggle.

Therefore, it may be best for them to focus mostly on sharing photos which they can of course sneak links into the description.

This tells us that Facebook needs to be a huge focus of their social media marketing strategy, which from the increase in daily posts, it is.

Most Engaging posts on Facebook within the past 4 months

Lowest Engaging posts on Facebook within the past 4 months blog site.

Published At	Post	Eng. Total	Reactions	Comments	Shares	Eng. Rate	Post Type
Jan 5 2018 5:32 PM UTC	 Acorns New year. Unlimited potential. Earn \$1,000 when 10 friends join Acorns and start investing in January! http://bit.ly/2zTPm8a (Mobile users: You will... View on Facebook	314	115	126	73	0.26%	Photo
Jan 3 2018 6:02 PM UTC	 Acorns Share what's worked for you - it might help someone else! View on Facebook	156	61	88	7	0.13%	Photo
Feb 9 2018 11:07 PM UTC	 Acorns Stick with it. #stickwithit #staycalm #neverstopgrowing #growyouroak View on Facebook	161	119	23	19	0.12%	Photo
Feb 8 2018 12:17 AM UTC	 Acorns The referral bonus is back! Earn \$1,000 when 12 new friends start investing with Acorns in February! (Mobile users: You will need to have the app... View on Facebook	156	66	58	32	0.12%	Photo
Mar 6 2018 12:01 AM UTC	 Acorns Unite and share the wealth! Invite 5 friends to Acorns this month, and split \$100,000 with everyone else who does. #GrowYourOak Friends must start... View on Facebook	124	51	25	48	0.11%	Photo

Published At	Post	Eng. Total	Reactions	Comments	Shares	Eng. Rate	Post Type
Feb 2 2018 5:02 PM UTC	 Acorns ICYMI: Can the Super Bowl Predict Which Way the Market Will Go? #SuperbowlLII Can the Super Bowl Predict Which Way the Market Will Go? View on Facebook	5	5	0	0	0.004%	Link
Apr 26 2018 4:51 PM UTC	 Acorns Share your thoughts on retirement in the comments below! https://www.facebook.com/AcornsGrow/photos/a... View on Facebook	7	5	1	1	0.006%	Photo
Jan 24 2018 5:44 PM UTC	 Acorns FYI: Beyonce, Bezos and Others Share How Humble Beginnings Inspired Their Success. http://bit.ly/HumbleBeginningsInspiredSuccess Beyonce, Bezos and Others Share How Humble Beginnings... View on Facebook	9	6	2	1	0.007%	Link
Apr 24 2018 2:02 PM UTC	 Acorns FYI: The One Small Step That Can Put You on the Right Track #GrowYourOak The One Small Step That Can Put You on the Right Track View on Facebook	10	9	0	1	0.008%	Link

Top 5 engaging videos on Youtube in 2018

Published At	Post	Eng. Total	Likes	Comments	Shares	Views	Eng. Rate
Feb 22 2018 8:01 PM UTC	Acorns Step 5: Make Your Money Work For You #GrowYourOak Jennifer Barrett, our Chief Education Officer here at Acorns, takes you through the final step of... Step 5: Make Your Money Work For You ⚡️ View on YouTube	15	11	3	1	744	0%
Feb 16 2018 8:02 PM UTC	Acorns Step 4: Earn more #growyouroak Jennifer Barrett, our Chief Education Officer here at Acorns, takes you through step 4 of the journey to start building... Step 4: Earn more ⚡️ View on YouTube	15	13	2	0	588	0%
Feb 6 2018 11:34 PM UTC	Acorns Step 3: Save more #growyouroak Jennifer Barrett, our Chief Education Officer here at Acorns, takes you through step 3 of the journey to start building... Step 3: Save More ⚡️ View on YouTube	22	15	5	2	649	0%
Feb 5 2018 1:25 PM UTC	Acorns Step 2: Credit. It's the number that follows you everywhere. Jennifer Barrett, our Chief Education Officer here at Acorns, takes you through step 2 of... Step 2: Pay Down Your Debt Faster ⚡️ View on YouTube	20	15	3	2	2,214	0%

Published At	Post	Eng. Total	Likes	Comments	Shares	Views	Eng. Rate
Jan 24 2018 11:00 PM UTC	Acorns Acorns' 5 Steps To Building Wealth. Get your finances in shape. 📈 Jennifer Barrett, our Chief Education Officer at Acorns, takes you on a 5-step... Introduction to Building Wealth ⚡️ View on YouTube	43	35	7	1	1,304	0%
Jan 29 2018 10:24 PM UTC	Acorns Acorns' 5 Steps To Building Wealth. It all starts with knowing how to budget. Jennifer Barrett, our Chief Education Officer here at Acorns, takes you... Step 1: Budget Better ⚡️ View on YouTube	23	15	7	0	901	0%
Feb 5 2018 9:26 PM UTC	Acorns Step 2: Credit. It's the number that follows you everywhere. Jennifer Barrett, our Chief Education Officer here at Acorns, takes you through step 2 of... Step 2: Pay Down Your Debt Faster ⚡️ View on YouTube	20	15	3	2	2,214	0%
Feb 6 2018 11:34 PM UTC	Acorns Step 3: Save more #growyouroak Jennifer Barrett, our Chief Education Officer here at Acorns, takes you through step 3 of the journey to start building... Step 3: Save More ⚡️ View on YouTube	22	15	5	2	649	0%

Least engaging videos on Youtube in 2018

On Youtube, we see that Acorns is receiving very little traffic to their videos, and yet they get 35% of total traffic from Youtube.

tactic as Youtube is consistently showing up as a means to drive traffic for most competitors.

This tells us that they are actively running affiliate/referral programs, which we also know because referrals are also showing up as a traffic source.

Twitter shows us that photo performs the absolute best for Acorns and they're definitely utilizing many hash-tags in their posts as well.

Biterra will want to also implement this

Published At	Post	Eng. Total	Likes	Retweets	Eng. Rate	Post Type
Apr 3 2018 9:42 PM UTC	Acorns @acorns Great news! @acorns is a finalist for @TheWebbyAwards in the "Mobile Sites & Apps - Financial Services / Banking" category! Take one second to... http://bit.ly/AcornsWebbyAward-FS ⚡️ View on Twitter	127	105	22	0.27%	Photo
Feb 9 2018 11:08 PM UTC	Acorns @acorns Stick with it, #stickwithit #staycalm #investtopgrowing #growyouroak pic.twitter.com/ObdUHT6h5 ⚡️ View on Twitter	120	86	34	0.25%	Photo
Feb 8 2018 12:16 AM UTC	Acorns @acorns The referral bonus is back! Earn \$1,000 when 12 new friends start investing with Acorns in February! bit.ly/Acorns-Refer #investtopgrowing... http://bit.ly/Acorns-Refer ⚡️ View on Twitter	110	68	42	0.23%	Photo
Jan 5 2018 5:22 PM UTC	Acorns @acorns Achieve your money resolution right now! Earn \$1,000 in your Acorns account when 10 friends start investing this month! bit.ly/2xTfPm8a pic.twitter.com/... http://bit.ly/2xTfPm8a ⚡️ View on Twitter	80	52	28	0.18%	Photo

Content Review by Channel: Youtube & Twitter

When performing a competitive hashtag review, what we’re focused on is how content using different hashtags performs and to learn if there are hashtag opportunities we’re missing.

Also, studying hashtags can give us insights about campaigns our competitors are running, as well as allow us to join a conversation with their target audience.

Instagram Hashtags

Only 6 out of the 10 companies in our landscape use Instagram, and daily posting within the past 4 months has been fairly inconsistent across the board.

The first graphic shows us the most commonly used hashtags amongst the 6 competitors and also Biterra Capital. Also, we can see their engagement rate per follower of the content tagged with the hashtag.

Using this information, we can see which hashtags drive the most engagement and include it with content that we know will also perform well from our previous research.

Acorns

Acorns is using hashtags on a few of their posts, but it appears they aren’t using them to their full advantage.

Twitter Hashtags

As we know, instagram isn’t the only channel hashtags should be included in social media strategies. Hashtags on Twitter are critically important to get in front of a large audience.

The second graphic shows the most commonly used hashtags amongst our landscape. We see engagement tweets that include these hashtags have received, and we also see the potential reach.

Acorns

Uses many of the same hashtags that they do on Instagram. Do not appear to use common hashtags that would appeal to the wider niche audience. Missed opportunity.

Hashtag Review

Hashtag	Companies Using	Eng. Rate / Post	Posts	Eng. Total / Post
#crypto	4	6.33%	15	51.6
biterracapital.co		9.55%	5	53.4
Swissborg		6.58%	5	47.4
Cindicator		6.44%	4	45.5
Betterment		2.93%	1	88
#cryptocurrency	3	10.6%	16	63.2
biterracapital.co		11.4%	12	63.7
Swissborg		8.84%	3	63.7
Cindicator		7.93%	1	56
#bitcoin	3	6.48%	6	65.8
Cindicator		6.52%	2	46
Betterment		2.93%	1	88
#womenintech	3	3.42%	6	118
Swissborg		5.83%	2	42
Betterment		4.60%	3	139
Acorns		2.05%	1	210
#Blockchain	2	12.2%	14	854
Swissborg		16.1%	10	1,16k
biterracapital.co		16.4%	4	91.5
#fintech	2	11.58%	6	58.7
biterracapital.co		11.6%	4	64.8
Swissborg		6.46%		
#investinyourself	2	3.38%		
biterracapital.co		21.8%		
Acorns		2.38%		
#InternationalWomensDay	2	3.13%		
#ValentinesDay	2	0.30%		
#PR	1	1.546%		
Swissborg		1.546%		

Hashtag	Companies Using	Eng. Rate / Tweet	Tweets	Eng. Total / Tweet	Potential Reach
#tokensale	2	0.78%	11	94.2	132k
Swissborg		2.54%	1	286	11.2k
Cindicator		0.66%	1	295	38.5k
Auctus		0.66%	9	55	82.3k
#PR	2	0.61%	8	119	58.8k
Swissborg		1.71%	1	181	11.2k
Auctus		0.64%	1	39	5.13k
Cindicator		0.28%	1	188	38.5k
#Bitcoin	2	0.66%	18	99.9	260k
Swissborg		0.88%	13	98.2	140k
Woolthorpe		0.021%	1	9	42.4k
#Blockchain	2	0.57%	110	68.6	1,32M
Auctus		0.73%	24	67.4	271k
Swissborg		0.58%	81	64.6	850k
Cindicator		0.36%	6	140	192k
#crypto	2	0.37%	70	75.3	843k
Cindicator		0.66%	3	232	115k
Swissborg		0.57%	60	65.2	798k
Auctus		0.55%	1	51	6.19k
#community	3	0.48%	12	63.8	160k
Cindicator		0.66%	1	295	38.5k
Auctus		0.55%	1	51	6.19k
Swissborg		0.41%	10	45.7	112k
#cryptocurrency	2	0.39%	10	52.4	130k
Swissborg		0.43%	7	47.6	78.3k
Auctus		0.38%	2	34.5	14.4k
Cindicator		0.32%	1	122	28.3k
#cryptocurrency	2	0.32%	17	43.1	225k
Auctus		0.55%	1	51	6.19k
Swissborg		0.43%	14	47.6	157k
Betterment		0.034%	3	7.50	67.4k
#InternationalWomensDay	2	0.067%	3	27.3	122k
#ICO	2	1.42%	26	142	290k
Swissborg		3.27%	12	294	134k
Auctus		0.68%	17	62.4	116k

FOCUS

Instagram Hashtags

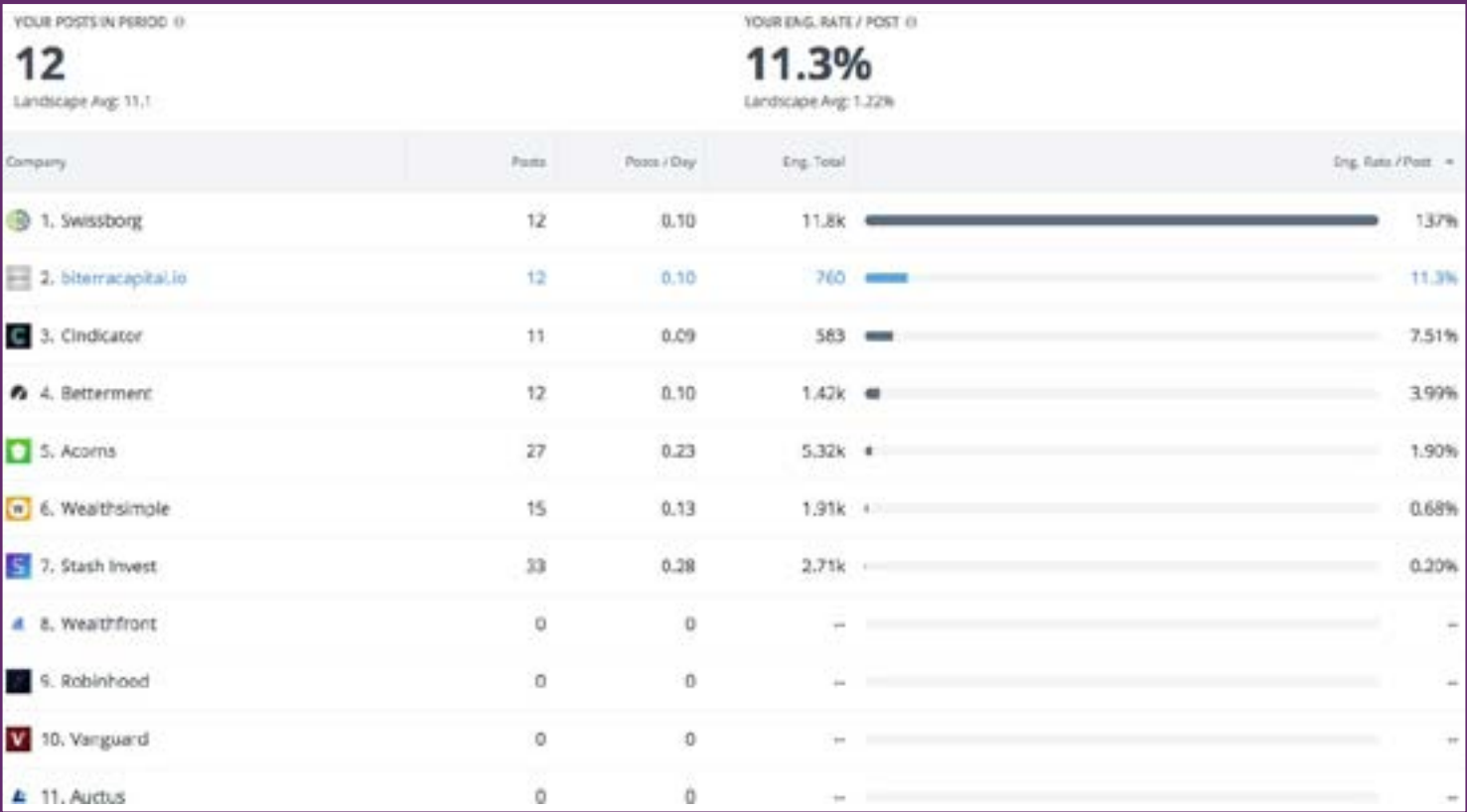
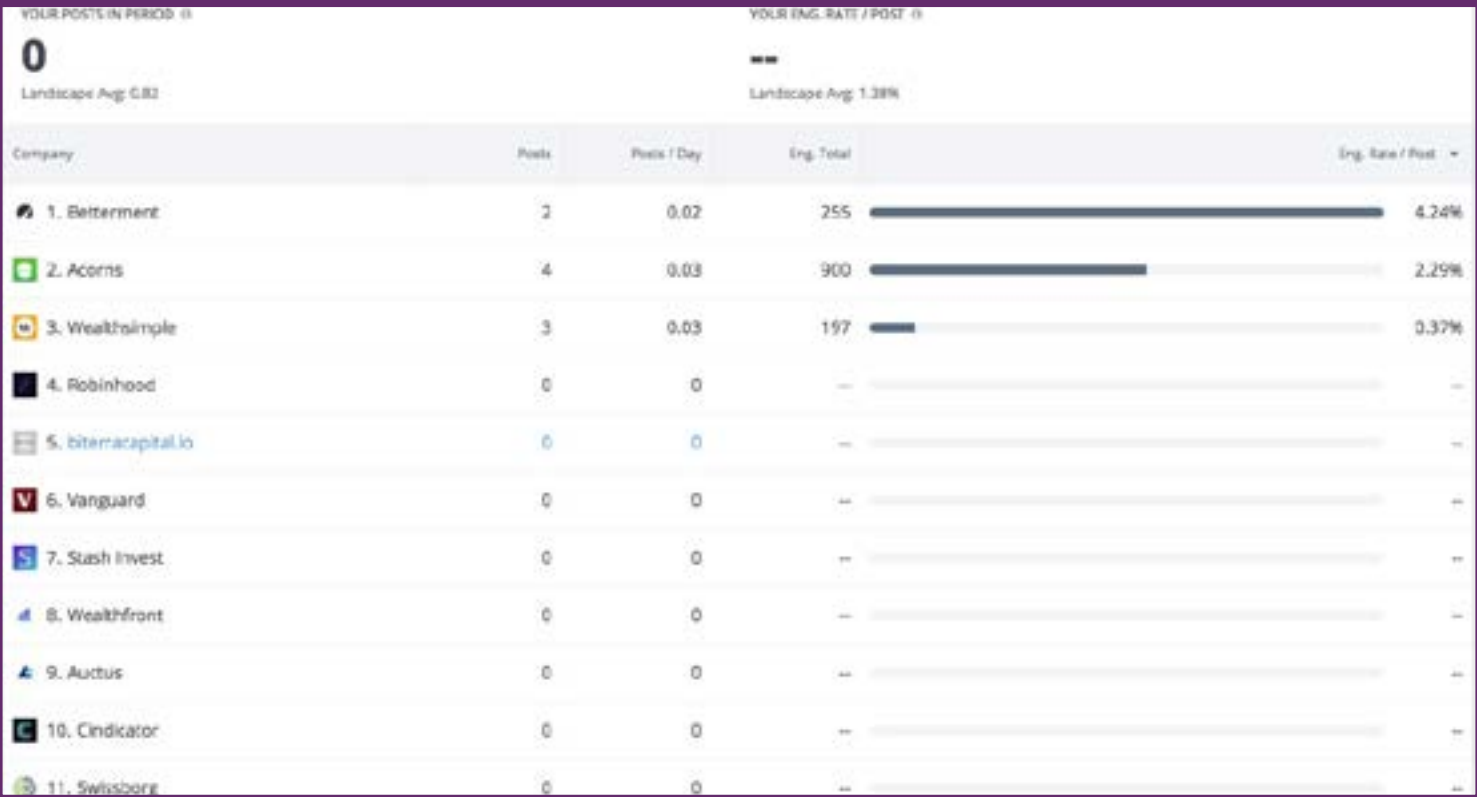
These are the most broadly used hashtags on Instagram by our landscape.

Twitter Hashtags

These are the most broadly used hashtags on Twitter by our landscape.

Most Engaging
Twitter Hashtags

Hashtag	Companies Using	Eng. Rate / Tweet ▾	Tweets	Eng. Total / Tweet	Potential Reach
#DontSleep	1	9.50%	2	8.11k	171k
#ETHLend	1	6.62%	1	740	11.2k
#Bounty0x	1	4.01%	2	449	22.4k
#swissborgico	1	3.89%	7	436	78.3k
#Bitmain	1	3.36%	1	376	11.2k
#swissborgadvisors	1	2.77%	2	310	22.4k
#d10e	1	1.93%	2	216	22.4k
#CHSB	1	1.67%	20	186	224k
#ICO	2	1.42%	29	142	290k
#meetup	1	1.36%	2	152	22.4k



Post Type Review

The types of content that you post matter. Depending on the platform, topic, and audience, you'll want to ensure you're posting the right mix of content.

content on Instagram, it will become more and more apparent what performs the best.

Acorns
Supporting landscape findings, Carousel and Photo perform the best for them.

Post types affect your engagement.

Focusing on Instagram, we see that Carousel outperforms Photo and Video types. Keep in mind, this is a small sample size. As we continue to post

CAROUSEL
Top performer within this landscape on Instagram

PHOTO
Consistently performs well for this landscape

VIDEO
Lowest post type in terms of engagement performance

Here are the number of likely Facebook boosted posts by each of our competitors in the past 4 months.

Top Mentions by Company ⓘ					
Company	Followers	Top Mentions	Top Mentions	Potential Reach	Average Sentiment
1. Robinhood	106k	942	2.23k	54.9M	○○○●○
2. Vanguard	268k	1,75k	2.35k	38.3M	○○●○○
3. Acorns	48.2k	2,08k	3.94k	14.7M	○○●○○
4. Wealthsimple	42.5k	564	863	12.7M	○○○●○
5. Wealthfront	32.7k	487	711	10.6M	○○●○○
6. Stash Invest	21.8k	1,62k	2.25k	9.78M	○○●○○
7. Betterment	31.5k	413	596	6.59M	○○●○○
8. Swissborg	11.2k	11	16	113k	○○●○○
9. Acutus	9.19k	10	10	80.3k	○○○●○
10. Cindicator	38.5k	14	31	27.5k	○○●○○

Above: Top 10
Twitter Mentioners

Published At	Post	Mentioned	Potential Reach	Eng. Total	Sentiment
Feb 8 2018 1:00 PM UTC	 Forbes @forbes VanguardVoice: 3 things every investor should do this year [video] @Vanguard_Group on forbes.com/v6016DQaHK pic.twitter.com/Gu5tlypmYT http://on.forbes.com/v6016DQaHK? View on Twitter	 @Vanguard_Group	14.5M	26	○○●○○○
Apr 3 2018 5:29 AM UTC	 TechCrunch @techcrunch @RobinhoodApp is rolling out its @coinbase killer tom.ch/2qP6A https://tom.ch/2qP6A? View on Twitter	@RobinhoodApp	10.2M	287	○○●○○○
Jan 26 2018 11:31 AM UTC	 TechCrunch @techcrunch @Robinhoodapp is going to let you buy and sell crypto soon, CHN shuts down @Goxeyneistat's Beme and Sotheby's acquires Thread Genius. All this on... View on Twitter	 @RobinhoodApp	10.1M	52	○○●○○○
Jan 26 2018 12:41 AM UTC	 TechCrunch @techcrunch @Robinhoodapp is going to let you buy and sell crypto soon, CHN shuts down @Goxeyneistat's Beme and Sotheby's acquires Thread Genius. All this on... View on Twitter	 @RobinhoodApp	10.1M	66	○○●○○○
Mar 8 2018 11:40 AM UTC	 Business Insider @businessinsider @Vanguard_Group chairman says every CEO of a public company should be able to answer 7 questions read 16/2x1gpt pic.twitter.com/vq9d32RnWAt http://read.bv2bepm? View on Twitter	 @Vanguard_Group	2.36M	32	○○●○○○

is which companies within our landscape are mentioned the most, who are the most meaningful/influential mentioners, and which tweets are getting the most engagement. With this information, we can join the conversations or even create content that these influencers may be willing to share.



Cancer Survivor
Recovering Sportswriter
Marketing Dabbler

As I travel the world, I use my skillset to help others in each place I visit.

I help entrepreneurs, nonprofits, mom and pop businesses, even large companies often seek my services to grow their business.

I'm a passionate, self-motivated and confident leader with a love for adventure, challenge, and philanthropy.

Plus, I like to think I'm a pretty cool person to be around.

I founded WeRiseCo with the sole intent to build an amazing team of like-minded individuals, travel the world together, and make an impactful both personally and professionally.

Cheers & welcome to the fun!

ABOUT

Heather Rose

Get to know our founder and don't be afraid to connect with her on social media!
<<<

WeRiseCo

Here's a quick message from our team!
>>>



“Water Your
Dreams and You
Can Grow Ama-
zing Things.”

Hello there,

WeRiseCo is a virtual firm, working with clients all over the world. We travel, experience new cultures, and volunteer our services within communities everywhere we go.

We absolutely live and breathe our tagline:
Innovate. Inspire. Grow.

We're a collection of like-minded individuals, using our professional skills and personal passions to work together in the pursuit of making a positive impact on the world.

What makes our group special is that, while we are all talented in our own right, we've also developed

an awesome relationship with one another outside of our work.

Also, we like to think that experiencing other cultures firsthand, gives us an upperhand in creating freshly, new designs and innovative strategies.

As Heather always says, “Cheers and welcome to the fun!”

Sincerely,
WeRiseCo team

