



## **Yahoo7 Finance makes money personal, delivering better opportunities for advertisers**

**13 April 2017** - Yahoo7 has relaunched Yahoo7 Finance in Australia, with new features and improved functionality, a streamlined design and more ways for advertisers to reach high income, tech and finance savvy consumers.

The new-look platform provides additional native advertising integration, improved display advertising opportunities, including billboards and site takeover options, as well as increased video advertising opportunities through upgraded content experiences. A continuous news stream also creates more opportunities for users to consume Yahoo7's native advertising, available through the Yahoo Gemini product.

The upgrade provides better a customer experience and greater personalisation, with the launch of a new feature, *My Portfolio and Markets* (Figure 1). The configurable dashboard allows stocks to be added, removed or reordered directly on the homepage, creating a user-friendly snapshot. And an extensive new suite of data visualisations puts a greater breadth of coverage across major stocks, including real-time price updates and instant access to more granular analysis, at users' fingertips (Figure 2).

Paired with significant development to the back-end, delivering better real-time data accuracy and reliability, and a consistent and responsive experience across devices, the more personalised offering will continue to grow the platform's success.

The Yahoo7 Finance platform, offered across desktop, mobile and tablet, is showing a strong performance after just two weeks in market. Key audience metrics highlight that time spent per user is up 52% and users have increased double digits (+15%) compared to the four weeks prior to launch\*.

Mark Robinson, Director of Product at Yahoo7, said: "We're excited to provide the most premium and personalised finance experience yet for our users, which will deliver our advertisers even greater access to a high value audience via Yahoo7 Finance. This redesign is the next step in our mission to drive the daily digital habits of our Australian audience, and offer our advertisers the most advanced and innovative marketing solutions."

Visit <https://au.finance.yahoo.com/>

\* Source: Yahoo7 Internal Analytics - Australian Users Only. Re-launch period: 15 - 28 Mar, 2017 vs. Prior 4 weeks : 15 Feb - 14 Mar, 2017.

Figure 1.

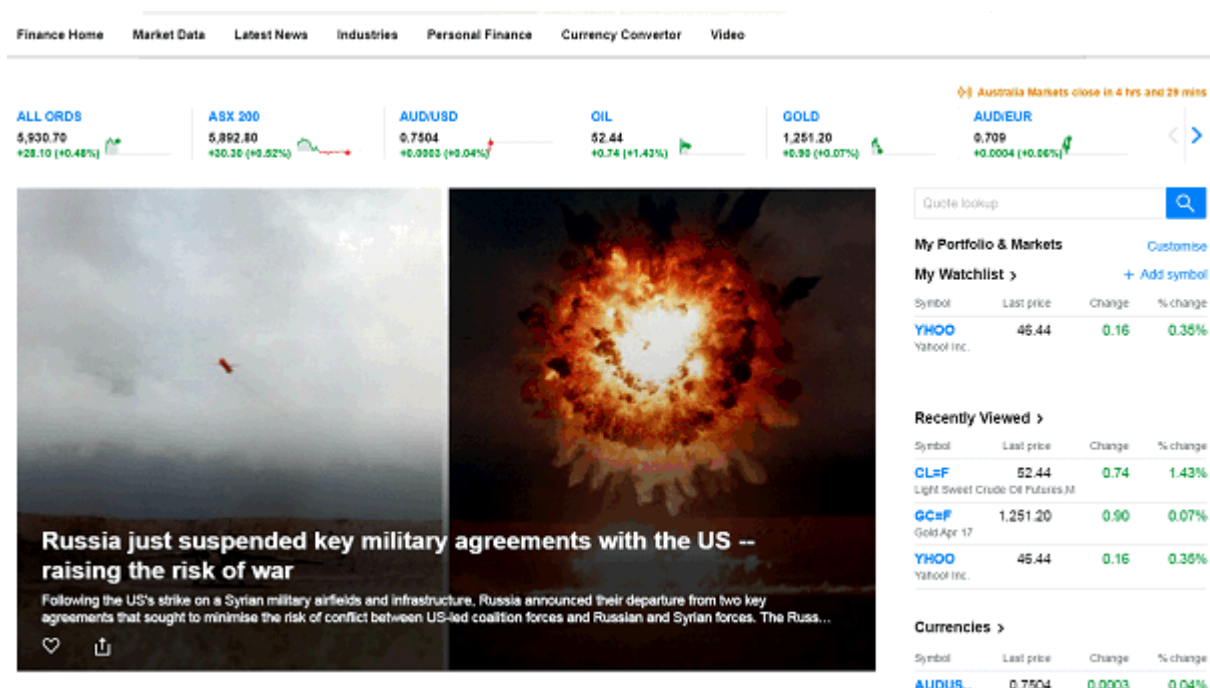
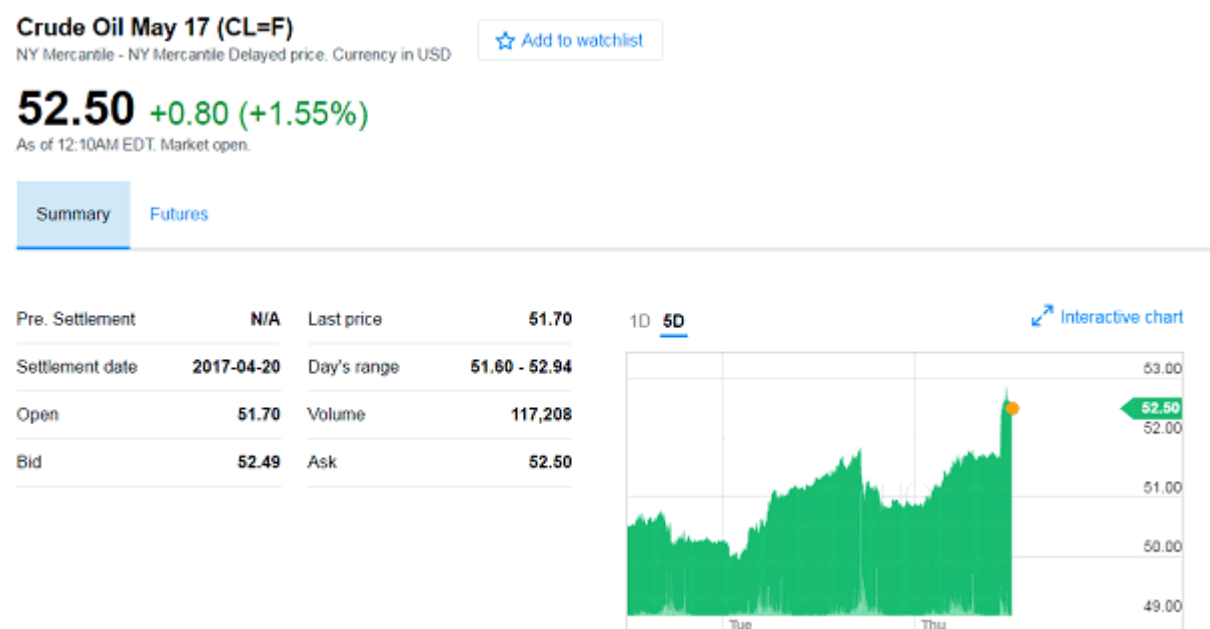


Figure 2.



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