

## Why the brief?

**We hope to establish a long-term, mutually beneficial partnership by creating the best content that users love to watch and interact with!**

## Placement Format

**Storytelling-style** Instagram, YouTube or TikTok ad integration using a problem-agitation-solution framework.

Basically, it starts with

1. sharing a problem relevant to you
2. discussing its consequences
3. proposing the solution.
4. summing up creatively your key ideas

### **\*\*Finelo Segments\*\***

Here are several segments of users who enjoy our app the most, described via this framework. Each segment has three distinctive problems.

**Please choose a segment that aligns with your audience and addresses a problem that's personally relevant to you.**

## Product description

Finelo is an educational platform designed to help users master personal finance. Our app features interactive courses, a real-market investing simulator, and personalized learning pathways.

We position ourselves as "Duolingo for finance" - making investment learning accessible through gamified, bite-sized lessons.

Finelo is available on the [Google Play](#) and the [App Store](#), where we've got 4.7 rating from 16.8k reviews.

### **Core Product Stats:**

- 1.15M paid subscribers across iOS/Android/Web
- 4.7 App Store rating, 4.6 TrustPilot rating
- Top 10 EdTech ranking in US
- Available in 8 languages

# Key Features

## Learning Content:

- 150 hours of bite-sized content across 40 courses
- 3.5-minute average lesson duration
- Topics: Investing, Crypto, Trading Basics, Personal Finances
- Audio support for enhanced learning
- Designed for absolute beginners with no prior knowledge

## Interactive Features:

- Lessons and Quizzes
- Learning Paths (structured progression)
- Challenges & AI Mentor
- Gamified elements: streaks, daily goals, achievements, leaderboard

## Investing Simulator (Highlight Feature):

- Risk-free trading practice environment
- Real-time market data
- Interactive charts
- TradingView widget integration
- 120 available assets
- Designed specifically for beginners to learn trading strategies safely

**Brand Positioning:** "Build Your Wealth, One Step at a Time" - focusing on making financial education as accessible as entertainment, targeting tech-curious individuals aged 25-45 who want to improve their financial situation but don't know where to start.

# Login credentials for Finelo

To try the app and to make screen-recordings of the features that you'd like to show

test\_account@finelo.com

finelo123

[AppStore link](#) | [GooglePlay link](#)

# Link and promo code guidelines

The link will be provided to you and it allows us to track visits from your campaign and leads to the funnel where the promo code can be applied.

Not all our funnels support promo codes at the moment. Only the one provided to you and official website [www.finely.com](http://www.finely.com)

### **The link should be placed together with promo code**

The promo code unlocks a fourth option for a subscription discount, though customers can choose any plan starting from 4 weeks.

Subscription discount provides the best value (price per time) and the promo code can be marketed as **'offering the best value deal.'**

Additionally, the promo code allows us to track sales for commission payouts to you.

[\\*\\*finely.com](http://www.finely.com) + promo code should be placed at the last 5-10 second of the video

The text should appear long enough to be read and screenshotted

## **Additional publication guidelines**

1. Stories and reels should be published simultaneously
2. Reels and YouTube videos should have a catchy thumbnail
3. Text on stories and reels should appear long enough to be read

## **Campaign Steps**

*\*\*Following these steps will maximize high engagement and conversions, and your revenue share amount!*

*As well as giving the foundation for long term partnership and recurring payments for you. \*\**

1. Apply to the campaign via pin.top
2. Choose a segment that aligns with your audience and addresses a problem that's personally relevant to you.
3. Send a draft of your script, receive feedback and update
4. Create the content and send it for the final approval (We will not ask for minor design preferences, only factual and logical feedback that impacts actual engagement)
5. Follow [placements guidelines checklist](#) – make sure the videos have key components
6. Publish content after the final approval and withdraw your money from pin.top right away
7. Receive 3 payouts for purchases from your promo code after 3 days, 7 days and 21 days