

Advertising on RateCity

Who is RateCity?

RateCity (www.ratecity.com.au) is Australia's best financial comparison website, where Australians can easily search, compare and apply for over 13,000 financial products from over 250 institutions – for free! Our job is to take the hassle out of finding the right financial products online – saving our users both money and time.

RateCity has the highest quality set of data on consumer financial products in Australia, via our exclusive partnership with CANSTAR CANNEX. Our partnership with ninemsn, Australia's leading consumer internet site, delivers huge volumes of highly qualified traffic.

We hold an Australian Financial Services Licence, and we take our obligation to provide quality product and general advice to consumers very seriously.

Why advertise at RateCity?

You know the benefits of online marketing – precision targeting, unrivalled accountability. Google has made one of the most profitable businesses in the world on the back of these attributes.

Online comparison sites take these benefits to the next level. RateCity combines the precision of search with 100% 'quality' audience – all of our visitors are there to compare and apply for financial products, so there's no wastage. We have outstanding measurability, and can help you improve your understanding of online acquisition and conversion.

With the majority of our traffic coming either directly to the site or from relevant search terms on search engines, we're able to offer very warm leads to our clients; by the time our users click apply, they're a long way down the 'buying' line.

RateCity continues to see very high conversion rates for financial institutions – averaging over 7% conversion from RateCity lead to submitted or approved application in 2010. Our traffic delivers because it comes from the right places – over 75% of our traffic in September 2010 came from organic search, direct to our site, or from search engine marketing. These high quality sources deliver much higher conversions. We're investing in improved usability and data collection to drive conversions even higher in 2011.

Advertising opportunities

Performance opportunities

- *Listings in search results*
- *Today's Best Buys*
- *Sponsored Links*

