
Selected Research & Strategy

A competitive teardown of the social-investing landscape, a Generative Engine Optimization playbook, and a paid-channel analysis — the research that informed founder-level strategy at Crowwd.

“Mute the chaos. Invest with clarity.”

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|-----------|---|---|
| 01 | Competitive Analysis | Seven social-investing platforms benchmarked against Crowwd's opportunity |
| 02 | Generative Engine Optimization Playbook | Making Crowwd's insights discoverable inside AI answers |
| 03 | Channel Analysis — Unconventional Ad Platforms | Dating, social, and gaming apps with CPM / CTR benchmarks |
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Fintech & investing-insights platform · ~20,000 users

01 Competitive Analysis

The social-investing landscape — India, the US, and Europe

Seven platforms benchmarked across product, monetization, transparency, and community. Each teardown closes on the same question: **where does a credibility-first, rationale-driven model open room for Crowwd to differentiate?**

01 OpiGo INDIA · COMMUNITY TRADING

An investing app built for beginner traders in India, leaning on community opinions and gamified incentives to drive engagement and social competition. It surfaces leaderboards and top-trader picks, but lacks advanced financial tooling and long-term planning.

STRENGTHS

- + Intuitive interface tailored to first-time investors
- + Gamified points-and-rankings system that drives activity
- + Community trade ideas that gain momentum through visibility

WEAKNESSES

- Investment ideas often lack supporting data or rationale
- No educational tools or long-term planning features
- No way to verify the credibility of contributors

MONETIZATION

Freemium with ad support; premium features planned

RECENT MOVES

Expanded influencer partnerships; launched referral incentives

USER FEEDBACK

Easy for beginners, but lacks transparency and accountability

TAKEAWAY FOR CROWWD

Borrow OpiGo's user-friendly design and gamification, but build trust through contributor-accuracy tags, rational trade explanations, and educational overlays.

| DIMENSION | COMPETITOR | CROWWD OPPORTUNITY |
|-----------------|-----------------------------|---|
| UX focus | Gamified, beginner-friendly | Add credibility tiers and trade rationale |
| Trade ideas | Community-led, no reasoning | Require rationale and optional overlays |
| Monetization | Freemium | Premium insight layers |
| Transparency | None | Contributor performance logs |
| Content quality | Inconsistent | Filter content with credibility scores |

02 Liquide INDIA · EXPERT SIGNALS

An Indian app offering expert-led, real-time stock recommendations, curated portfolios, and live market alerts, with an emphasis on influencer-driven trade signals.

STRENGTHS

- + Timely alerts from credible creators
- + Clean UI with curated portfolios
- + Aggregates relevant stock-specific insights

WEAKNESSES

- No visibility into the track record of picks
- Trades lack explanatory logic
- No clear filter for high-value content

MONETIZATION

Tiered subscription plans by access level

RECENT MOVES

Broker integration for 1-tap execution; creator dashboards launched

USER FEEDBACK

Expert content is appreciated, but frequency and lack of filtering are concerns

TAKEAWAY FOR CROWWD

Differentiate with historical performance logs, trade rationale, and contributor-level rankings.

| DIMENSION | COMPETITOR | CROWWD OPPORTUNITY |
|-----------------|-------------------|--|
| Signals | Fast, high-volume | Context-rich picks with performance history |
| Creator role | Primary | Combine AI with verified contributors |
| Filtering | Absent | Tag-based search and filtering |
| Risk disclosure | Lacking | Add risk ratings per pick |
| Feedback loops | Missing | Contributor review and post-trade validation |

03 Stocktwits US · TICKER COMMUNITY

A U.S.-centric platform offering chatrooms segmented by ticker symbol, enabling short-form community interaction and sentiment tagging.

STRENGTHS

- + Real-time chat organised by stock ticker
- + Trending sentiment signals
- + Large, active global community

WEAKNESSES

- No system to track advice accuracy
- High volume of unverified content
- Lacks contributor accountability

MONETIZATION

Advertising, premium chatrooms, paid content features

RECENT MOVES

Crypto integration, mobile redesign, pro chatrooms launched

USER FEEDBACK

Social and lively, but overwhelming for novices

TAKEAWAY FOR CROWWD

Lift signal quality by enforcing trade rationale, historical performance logs, and contributor filtering.

| DIMENSION | COMPETITOR | CROWWD OPPORTUNITY |
|-----------------|------------------------|---|
| Community model | Ticker-based chatrooms | Curated rooms by strategy or risk |
| Trade logic | Absent | Mandatory rationale with outcome tracking |
| UX | Text-heavy and basic | Sleek UI with visuals and summaries |
| Monetization | Ads + premium tiers | Freemium with value-adding features |
| Spam management | Weak | Contributor filtering and credibility ranking |

04 Finary FRANCE · WEALTH TRACKER

A French portfolio tracker that aggregates assets — stocks, crypto, real estate — to deliver net-worth insights. It is passive by nature and not built for active trading.

STRENGTHS

- + Visual dashboards with automated asset syncing
- + Wide coverage, including global accounts
- + Privacy-first design philosophy

WEAKNESSES

- Limited relevance in India
- No actionable trading suggestions
- Not built for active retail traders

MONETIZATION

Freemium

RECENT MOVES

Launched an investment-analytics beta; expanding globally

USER FEEDBACK

Highly rated in Europe; largely irrelevant for Indian investors

TAKEAWAY FOR CROWWD

Layer real-time action and trade personalisation on top of passive tracking features.

| DIMENSION | COMPETITOR | CROWWD OPPORTUNITY |
|--------------------|------------|--|
| Goal setting | Available | Tie to trade ideas and contributor suggestions |
| Net-worth tracking | Full sync | Add insights from top contributors |
| Asset coverage | Broad | Add risk filters and India focus |
| UX | Clean | Embed interactive dashboards |
| Monetization | Freemium | Add value-based premium features |

05 eToro GLOBAL · COPY TRADING

A global investing platform spanning stocks, crypto, and ETFs, with automated copy trading — users mirror top traders' actions without seeing their reasoning.

STRENGTHS

- + Global market access
- + Easy copy trading for beginners
- + Regulated platform

WEAKNESSES

- No visibility into trader strategy
- High spreads and fees
- No India-specific services

MONETIZATION

Spread-based

RECENT MOVES

Added bonds and AI-curated portfolios

USER FEEDBACK

Good for copying, but not for learning

TAKEAWAY FOR CROWWD

Pair copy features with transparency — trade rationales, performance history, and contributor tiers.

| DIMENSION | COMPETITOR | CROWWD OPPORTUNITY |
|--------------|---------------------------|---|
| Copy trading | Available but opaque | Transparent rationale + user control |
| UX | Friendly | Keep simple, add learning cues |
| Analytics | Minimal | Add win-rate charts and strategy breakdowns |
| Access | Global, not India-centric | Localised experience with tailored advice |
| Credibility | Based on followers | Based on verified performance and history |

06 FrontPage INDIA · REGIONAL CREATORS

An Indian social-investing app delivering real-time trade tips in regional languages through influencer-led channels.

STRENGTHS

- + Regionally localised content
- + Creator-driven channels
- + Real-time signals

WEAKNESSES

- Excessive spam and duplicate ideas
- No post-trade feedback or analysis
- No metrics to validate creators

MONETIZATION

Ads and premium influencer content

RECENT MOVES

Added livestreaming; launched creator badges

USER FEEDBACK

Popular in Tier 2/3 cities, but lacks credibility controls

TAKEAWAY FOR CROWWD

Adopt multilingual creator strategies with validation layers — trade breakdowns, contributor stats, and regional onboarding.

| DIMENSION | COMPETITOR | CROWWD OPPORTUNITY |
|------------------|------------|---|
| Language support | Strong | Enable multilingual onboarding |
| Creator role | Central | Introduce verification and rating systems |
| Analytics | Missing | Post-trade recaps and feedback loops |
| Spam filter | Weak | Apply moderation and rating filters |
| UX | Basic | Upgrade to a contextual visual layout |

07 Waya INDIA · SEBI ADVISORY

An Indian, SEBI-registered stock-advisory platform focused on curated short- and long-term picks, targeting users who want ready-made recommendations.

STRENGTHS

- + Regulated, with structured portfolios
- + Indian UX with market-relevant signals
- + Focus on short-term returns and multi-baggers

WEAKNESSES

- No personalisation
- Picks lack reasoning
- Feedback system absent

MONETIZATION

Subscription only

RECENT MOVES

Added backtesting; began influencer marketing

USER FEEDBACK

Trusted, but limited customisation and follow-up

TAKEAWAY FOR CROWWD

Combine context, contributor identity, and post-trade transparency; add regional onboarding and segment picks by goal.

| DIMENSION | COMPETITOR | CROWWD OPPORTUNITY |
|----------------------|------------------|--|
| Regulation | SEBI-compliant | Explain and elevate regulatory positioning |
| Personalisation | Missing | Suggest trades by user intent |
| Transparency | Limited | Track pick history and outcomes |
| UX | Clean and simple | Overlay insights and trade breakdowns |
| Contributor identity | Hidden | Promote contributor stats and credibility |

Comparison matrix – Crowwd vs. competitors

| COMPANY | TARGET MARKET | KEY OFFERING | WEAKNESSES | MONETIZATION | CROWWD OPPORTUNITY |
|-------------------|---------------------------|-----------------------------|-------------------------------------|----------------------|--|
| OpiGo | New Indian investors | Gamified community picks | No reasoning, lacks education | Freemium + ads | Add rationale, validation, and overlays |
| Liquide | Indian retail traders | Expert trade signals | Overload, no performance tracking | Subscriptions | Add filters, logs, and feedback scores |
| Stocktwits | Global traders | Ticker-based community chat | Spam, no validation | Ads + premium rooms | Verified contributors + mandatory trade logic |
| Finary | EU HNIs | Wealth dashboard | No Indian support, no trading tools | Freemium | Integrate tracking + actionable signals |
| eToro | Global beginners | Copy trading | Hidden logic, high fees | Spread-based | Transparent copy trading + tagged strategies |
| FrontPage | Indian regional users | Regional creator channels | Spam, no credibility | Ads + premium groups | Multilingual onboarding + contributor scorecards |
| Waya | Indian time-starved users | SEBI stock advisory | No personalisation, weak feedback | Subscription | Add context, goal-segmentation, rationale logging |

02 Generative Engine Optimization

A playbook for surfacing Crowwd inside AI-generated answers

Generative Engine Optimization (GEO) optimises content to be recognised and reused by AI tools — ChatGPT, Google’s SGE, Copilot, Perplexity. Rather than ranking on a results page, the goal is to be **cited or summarised directly inside the AI’s answer**. As users increasingly read summarised answers instead of clicking links, GEO is becoming essential for digital visibility.

SEO vs. GEO

| FEATURE | SEO | GEO |
|-------------------|---|---|
| Target platform | Traditional search engines (Google, Bing) | ChatGPT, Google SGE, Copilot, AI interfaces |
| Goal | Rank high in search results | Be cited or used in AI-generated responses |
| Content structure | Keyword-rich text, backlinks, metadata | Structured, readable content with clear answers |
| Output format | Web pages with click-through links | AI summaries, citations, and in-answer mentions |
| User behaviour | User clicks a link and visits the site | User sees a summarised answer from AI |

SEO drives traffic by getting users to click a link; GEO aims to be the source an AI model references when answering. The content still lives on your site, but the primary exposure happens inside the AI’s answer — which often doesn’t drive clicks, yet builds brand visibility and credibility that compound over time.

How GEO works

AI tools generate answers by analysing large volumes of public web content. Clearly structured, easy-to-parse, authoritative content has a higher chance of being cited. To optimise for GEO, content should be:

- Written clearly and concisely
- Formatted with structured layouts — headings, bullets, and Q&A blocks
- Focused on directly answering user queries in one or two well-structured paragraphs
- Supported by metadata or schema markup (FAQ, How-To, Product)
- Credible and factual — ideally with statistics, case studies, or original data

How other companies use GEO

- **HubSpot** — structured FAQs and guides that surface in ChatGPT answers about marketing and CRM.
- **Investopedia** — tightly structured, consistent content that gets cited in finance-related AI responses.
- **Zapier & Notion** — blog and help-centre articles formatted to answer questions directly, making them easy for generative engines to surface.

These players often target under-covered, niche questions — where it is hard to displace an established source on common queries, the better move is to **become** the established source on the long tail.

How Crowwd can use GEO

Crowwd can position itself as a trusted source for real-time discussion and insight discovery around news and emerging topics — exactly where generative models lack up-to-date perspective.

1 Build structured pages around trending discussions

Summarise key points from major threads with clear headings, “as of” timestamps, and balanced perspectives.

Example: a page titled “What people think of [market event] (2025)” that summarises top discussions, quotes users, and outlines the key arguments.

2 Target under-reported, niche news topics

Region-specific developments, underlying social trends, and alternative viewpoints that mainstream sources miss — being early raises the odds of being cited.

3 Format insight threads for AI readability

Use H2/H3 headings, bullets and numbered lists, and quote blocks to highlight user input.

4 Add schema markup and metadata

Article, FAQPage, and DiscussionForumPosting markup helps engines parse structure and signals that the page is informative and fact-based, even when user-driven.

5 Run prompt-based visibility checks

Test prompts such as “What are people saying about [event]?” across ChatGPT, Gemini, and Perplexity; where Crowwd doesn't appear, refine coverage to match how engines interpret the query.

As AI tools reshape how people consume information, visibility inside them is becoming as important as traditional search rank. By structuring discussions, summarising active threads, and targeting under-reported topics, Crowwd can become a go-to source for generative engines seeking grounded, community-driven perspectives.

03 Channel Analysis

Unconventional ad platforms — reaching an aspirational, finance-curious audience

A scan of non-obvious paid channels where Crowwd’s audience already spends attention, with positioning logic and 2024–25 cost benchmarks.

1 • Dating & socialising apps

\$14.4B

Projected online-dating market by 2030

\$6.18B

2024 dating-app revenue, 350M+ users

25M

Paid subscribers (2024)

| PLATFORM | DEMOGRAPHICS & MINDSET |
|--------------------|--|
| Tinder / Bumble | 18–35; digitally savvy urban professionals and students. Aspirational, open to self-improvement. |
| Hinge | 25–40; career-oriented, more deliberate in content consumption. |
| Happn / TrulyMadly | Young professionals in metro cities; culturally curious. |

RELEVANCE TO CROWWD

- Aspirational users receptive to personal-growth and finance content
- High daily engagement — repeated touchpoints
- Lifestyle-focused messaging integrates naturally

BEST PRACTICES

- Interactive branded profiles and native video stories
- Geo-targeted campaigns in major metros
- Relatable success stories and simplified finance tips

2 • Casino & gaming apps

1.28M

Campaigns hosted on casino/gaming apps, Q3 2024

Top tier

Social-casino apps among highest revenue generators

Strong

Engagement holds despite rising acquisition costs

| PLATFORM | DEMOGRAPHICS & MINDSET |
|----------------------|--|
| Zupee / MPL | 20–35; budget-conscious, highly motivated by rewards and gamification. |
| RummyCircle / Adda52 | 25–45; often male-skewed, middle-income, familiar with risk-reward dynamics. |

RELEVANCE TO CROWWD

- Users comfortable with gamified experiences and skill-framed learning
- Reward-oriented mindsets align with investment narratives

BEST PRACTICES

- Gamified interactive ads and quizzes
- Rewarded videos offering in-game currency for engagement
- CPA-optimised programmatic campaigns

3 • Emerging trends (2025)

- Short-form shoppable video ads driving immediate conversions
- In-game native placements — branded billboards and sponsored tournaments

- AI-driven personalisation adapting creative to user interests in real time
- Soundless, captioned video ads preferred by mobile audiences
- Influencer collaborations to simplify finance concepts and build trust

4 • Key benchmarks (2024–2025)

| PLATFORM | AVG. CPM (USD) | CTR | NOTES |
|-----------------|----------------|-------|---|
| Tinder / Bumble | \$12–\$25 | 1–2% | Best for branded profiles and story ads |
| Zupee / MPL | \$3–\$8 | 2–3% | High engagement with rewarded formats |
| Casino apps | \$5–\$10 | ~1.5% | Effective for gamified CTAs |

Market figures and benchmarks reflect 2024–2025 estimates compiled at the time of the original analysis and are indicative rather than guaranteed performance.