

Left on the Table

What are financial services advertisers leaving on the table?

Outdated brand suitability settings could be restricting your access to valuable finance audiences.

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Finance news is where Australians turn for credible information on interest rates, tax and the household budget. Yet brand suitability settings can still block advertising in professional finance journalism, simply because an article contains a word on an exclusion list. Our latest category analysis examines how ordinary financial coverage can trigger incorrect advertising exclusions, potentially restricting reach, attention and overall campaign effectiveness.

5.5m
Australians read finance news each month

31%
of all finance articles containing block list words

BLOCKED
ordinary words like tax, ban, bank and crash are blocked

3 IN 4
marketers describe keyword filters as blunt or overly simplistic

Finance stories. Ordinary words. Advertisers blocked.
These are top-performing Australian news stories, suitable for advertising but flagged as "unsafe" by keyword filters.



Credit cards
Reward points
Credit card rewards points slashed up to 50% ahead of surcharge ban



Superannuation
Class action
Aussies to share $249 million settlement after superannuation class action



Tax
Capital Gains Tax
CGT changes could lead to effective tax rates of up to 80 per cent

Why it matters for financial service advertisers, and what you can do.

1 **KNOW**
Ask what is being blocked, and review block lists.

2 **MODERNISE**
The aim is not removing genuine safeguards. It's to make them more precise and proportionate to actual risk.

3 **GOVERN**
Consider not just where to avoid, but where media investment drives commercial and societal value. **News isn't the risk. Misapplied blocking is.**

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Get a brand suitability audit and reach more of the right audience while making your advertising budget work harder.

FIND OUT MORE

Source: ThinkNewsBrands Category data analysis, Oct '26'Source: Roy Morgan Single Source Australia, Jul 25 – Jun 26