- GOAL: Drive additional attention for new fintech service among banking and lender audiences
- STRATEGY: Repurpose earned media placement in American Banker as native display ad – driving additional traffic to positive, message-rich story on new product launch
 - Place on national business outlets
 - Add overlay of data targeting focused on banking and lender titles
- Results: Initial pilot campaign drove nearly 175k impressions and more than 280 clicks from highly relevant audiences

All top stories



U.S. economy surprises with 273,000 jobs added in February

Courtenay Brown

The U.S. economy added 273,000 jobs in February — way more than the 175,000 economists expected — while the unemployment rate dipped to 35%, the government said Friday.

Why it matters: The labor market is adding jobs at a breakneck pace, but the numbers don't take into account the worsening coronavirus outbreak that threatens the record-long stretch of job gains.

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Bethany Allen-Ebrahimian

Exclusive: How the FBI combats China's political meddling

In May 2019, the FBI quietly formed a new task force aimed at countering China's political influence in the United States. In an exclusive interview, an FBI official reveals for the first time the bureau's approach to countering China's interference in local and state politics.

Why it matters: "This is ultimately a potential systemic challenge to the world order that we've had for the past several decades," the FBI official tells Axios of China's efforts.

World



The average NBA team is now worth \$2.1 billion

The average NBA franchise is now valued at \$2.12 billion, per Forbes — a figure that has grown 476% in the past decade.

Why it matters: Thanks to the NBA's international growth and the \$24 billion
TV deal it signed with ESPN and Turner in 2014, team values have grown at a



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Nova Credit Tech Turns Bank Account Data into Credit Assessments [3]

By Nova Credit - Since lending first began, banks have always used informatio from customers' accounts to determine whether they were credit-worthy.

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Fintech Introduces New Underwriting Tool ©

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