

REACH HIGH-INTENT HISPANIC AUDIENCES SHAPING THEIR FINANCIAL FUTURE

Today's Hispanic audiences are highly engaged in financial planning, actively managing credit, investments, and long-term wealth strategies. From everyday spending decisions to retirement planning and home ownership, they represent one of the most financially dynamic and fast-growing consumer groups in the U.S. Powered by Canela Audience Solutions (CAS), advertisers can leverage precision targeting at scale across financial behaviors and wealth-building audiences on CTV, social, display, and more.



FINANCIAL AUDIENCE SNAPSHOT

89% of Canela Audiences are active credit users.*

90% of Canela Audiences are actively engaged in personal financial planning.*

71% of Canela's Audience has a savings account.**

85% of Canela Audiences have used mobile payment services in the past 3 months.**

*Canela Audience Solutions, (April 2026) | ** Scarborough USA+ (Current 6 months) 2025 Release 1
Total (Jul 2024 – May 2025), Canela Media Audience, Past 30 days

FINANCIAL VERTICALS, TAILORED FOR ACTIVATION



- BANKS:** Drive acquisition and engagement across credit, savings, loans, and mortgage products. Reach audiences actively building financial stability and progressing toward home ownership.
- FINTECH:** Scale acquisition for digital banking, payments, investing, and credit-building tools. Activate highly engaged, mobile-first financial audiences.
- INSURANCE:** Reach financially stable households and homeowners with strong intent for life, auto, health, and home coverage.
- WEALTH MANAGEMENT:** Engage affluent audiences investing in stocks, bonds, and retirement planning, focused on long-term wealth growth and financial security.

CANELA
AUDIENCE SOLUTIONS

Through **Canela Audience Solutions (CAS)**, brands can connect with **financially engaged consumers** through curated audience segments, **available across preferred buying platforms**.

SAMPLE SEGMENTS

- > Debit Card Holder
- > Credit Card Holder
- > Retail Card Holder
- > Owns Stocks and Bonds
- > Investments / Retirement Plans
- > Household Income 50k+
- > Premium Visa or Mastercard Holder
- > Fixed Mortgage Interest Rate
- > Home Owner
- > Wealth 2nd Decile