

CASE STUDY · DIGITAL PR / MEDIA BLITZ

495+ Earned Media Placements for a Financial Services Client

A national financial services client partnered with Page One Power to turn original financial data into earned media. Across two Media Blitz campaigns, we landed 495+ pickups on real news publications, reached an estimated 62,400+ readers, and secured coverage on outlets as authoritative as MSN, Yahoo Finance, and AOL. Every placement is an editorial link, a branded mention, or a citation. The exact signals search engines and AI answer engines trust most.

495+

TOTAL PICKUPS

62,400+

ESTIMATED VIEWS

94

TOP DOMAIN AUTHORITY

Financial Services

Our client is a national consumer-credit brand competing in one of the most crowded, most regulated, and most authority-sensitive verticals on the web. In finance, trust is the product, and search engines treat it that way. Coverage on credible publications is not a nice-to-have. It is a ranking and visibility requirement.

INDUSTRY · CONSUMER
CREDIT

Financial Services Client

Credit card issuer and financial services provider.

2	41	8
CAMPAIGNS	BLENDED AVG DA	EXPERT PLACEMENTS

Earned media builds brand authority, which increases AI visibility.

- 01 Editorial links from trusted media sites.
- 02 Brand mentions on authoritative publications.
- 03 Citations that validate expertise and credibility.

In a study of 75,000 brands, Ahrefs found branded web mentions to be one of the most impactful factors helping brands appear in AI search results.

SOURCE: AHREFS · 75,000-BRAND STUDY

CAMPAIGN GOALS

Convert proprietary data into coverage journalists actually run.

Our client set out to earn authoritative editorial links and brand mentions at scale, coverage on trusted news publications rather than bought placements. The mandate: package real financial insights into newsworthy stories, get them picked up across national and regional media, and compound the brand's authority footprint across the open web and AI search.

THE STRATEGY

How the Media Blitz worked.

01 Newsworthy Data Story Each campaign was built around a proprietary finding designed to be genuinely newsworthy, like the consumer "credit knowledge gap" behind the minimum-payments myth that anchored the first push.	02 Expert Positioning We packaged the data with expert commentary so reporters could cite the client as a credible, quotable source rather than a vendor.
--	---

03

Targeted Media Outreach

We pitched personal-finance and business desks at national and regional outlets, matching each angle to the publications most likely to run it.

04

Syndication Capture

A single anchor placement rippled across major syndication networks, MSN, Yahoo, AOL, and the McClatchy papers, multiplying reach from one story into hundreds of pickups.

05

Expert Link Placements

Alongside the data campaigns, we secured contextual editorial links pointing back to the client's domain inside relevant finance coverage.

06

Authority Compounding

Every pickup reinforces the brand's experience, expertise, authority, and trust, the same signals that drive both organic rankings and AI answer visibility.

THE SERVICES

◆ DIGITAL PR

Media Blitz

Two full Media Blitz campaigns earning **495+ total pickups** at a blended average Domain Authority of 41, landing on outlets from MSN and Yahoo Finance to the national newspaper syndication networks.

◆ AUTHORITY LINKS

Expert Placements

8 contextual editorial links placed inside finance coverage on GoBankingRates, Yahoo Finance, and AOL, pointing to the client's domain, with Domain Authority ranging from 82 to 92.

Two campaigns. Hundreds of placements.

Campaign 01 · "Credit Knowledge Gap"

DIGITAL PR CASE STUDY

300+

TOTAL PICKUPS

47

AVERAGE DA

40,000+

ESTIMATED VIEWS

LINK HIGHLIGHTS · RANKED BY DOMAIN AUTHORITY

MSN		94
Yahoo Finance		93
AOL		93
Miami Herald		90
Charlotte Observer		86
Sacramento Bee		86
Kansas City Star		85
Tucson.com		83
AOL UK		83
Lexington Herald-Leader		83

Bar length scaled to DA 80-95 for contrast. Values are actual Domain Authority.

Campaign 02 · "Money Mindset 2026"

DIGITAL PR CASE STUDY

195+

TOTAL PICKUPS

35

AVERAGE DA

22,400+

ESTIMATED VIEWS

LINK HIGHLIGHTS

Marquee placement list pending. Add top outlets here to match Campaign 01.

EXPERT LINK PLACEMENTS

Contextual links to the client's domain

PUBLICATION	STORY	TARGET	DA
Yahoo Finance	5 tax breaks most middle-class families miss	Client domain	92
Yahoo Finance	Top spots where your money is leaking	Client domain	92
AOL	Top spots where money is leaking	Client domain	91
AOL	Middle-class families could save	Client domain	91
AOL	Why stocking up at Dollar Tree backfires	Client domain	91
GoBankingRates	Tax breaks middle-class families miss	Client domain	82
GoBankingRates	Top spots your money is leaking	Client domain	82
GoBankingRates	Why stocking up at Dollar Tree backfires	Client domain	82

EARNED, NOT BOUGHT

Media Blitz earns what can't be bought: editorial trust.

Our client now holds placements and citations across the most authoritative finance publications in the country, the kind of footprint that compounds in both traditional search and AI-generated answers.

BETTER LINKS. BETTER AUTHORITY. BETTER RESULTS.