



Content Insights

Date: Aug 8, 2025

Newsletter Dashboard

Theme / Angle Combinations by Open Rate	Angle						
Theme	Advanced Tactics	Anti-Tax	Fear Bait	Living Rich	Secret Knowledge	Grand Total	
Crisis Alert	35.01%				33.63%	34.55%	
Financial Planning Hacks	28.52%		24.50%		35.41%	28.74%	
Investing Opportunity	35.99%		31.28%		34.89%	34.51%	
Lifestyle		15.93%		23.59%		22.31%	
Tax Tricks		27.57%			17.38%	26.29%	
Grand Total	33.79%	26.11%	27.89%	23.59%	33.16%	30.11%	

<https://docs.google.com/spreadsheets/d/13JsPmANRBk6wvZC4UpiCThii1pbFQUz8M5E93Rqf0ig/edit?gid=884364171#gid=884364171>

Key Insights

Top Themes

1. **Crisis Alerts** – High engagement during financial uncertainty.
2. **Investing Opportunities** – Strong interest in growth potential.
3. **Financial Planning Hacks** – Effective with actionable tips.

Top Angles

1. **Advanced Topics** – Deep, niche content performs well.
2. **Secret Knowledge** – Exclusive insights drive engagement.

Secondary Angles

- **Anti-Tax** – Effective but less dominant.
- **Fear-Bait** – Less strong but can trigger action when used strategically.

Top Combinations

1. **Crisis Alert + Advanced Tactics**

2. **Investing Opportunity + Advanced Tactics**
3. **Crisis Alert + Secret Knowledge**
4. **Financial Planning Hacks + Secret Knowledge**
5. **Investing Opportunity + Secret Knowledge**

Recommendations

- **Crisis Alert** or **Investing Opportunity** → **Advanced Tactics** or **Secret Knowledge**
- Only combine **Financial Planning Hacks** → **Secret Knowledge**
- **Refine Anti-Tax** and **Fear-Bait** for targeted content.