



PARTNERSHIP INFORMATION PACK

Finder Info Pack

A high-level overview of Finder's audience, reach and partnership opportunities.

PREPARED BY **Finder Partnerships**

AS AT **2026**

CONFIDENTIAL

ABOUT FINDER

Finder helps consumers make better financial decisions every day — connecting relevant brands with people at the critical points in their journey.



A comparison destination

Australians come to Finder to research and compare products across dozens of categories.



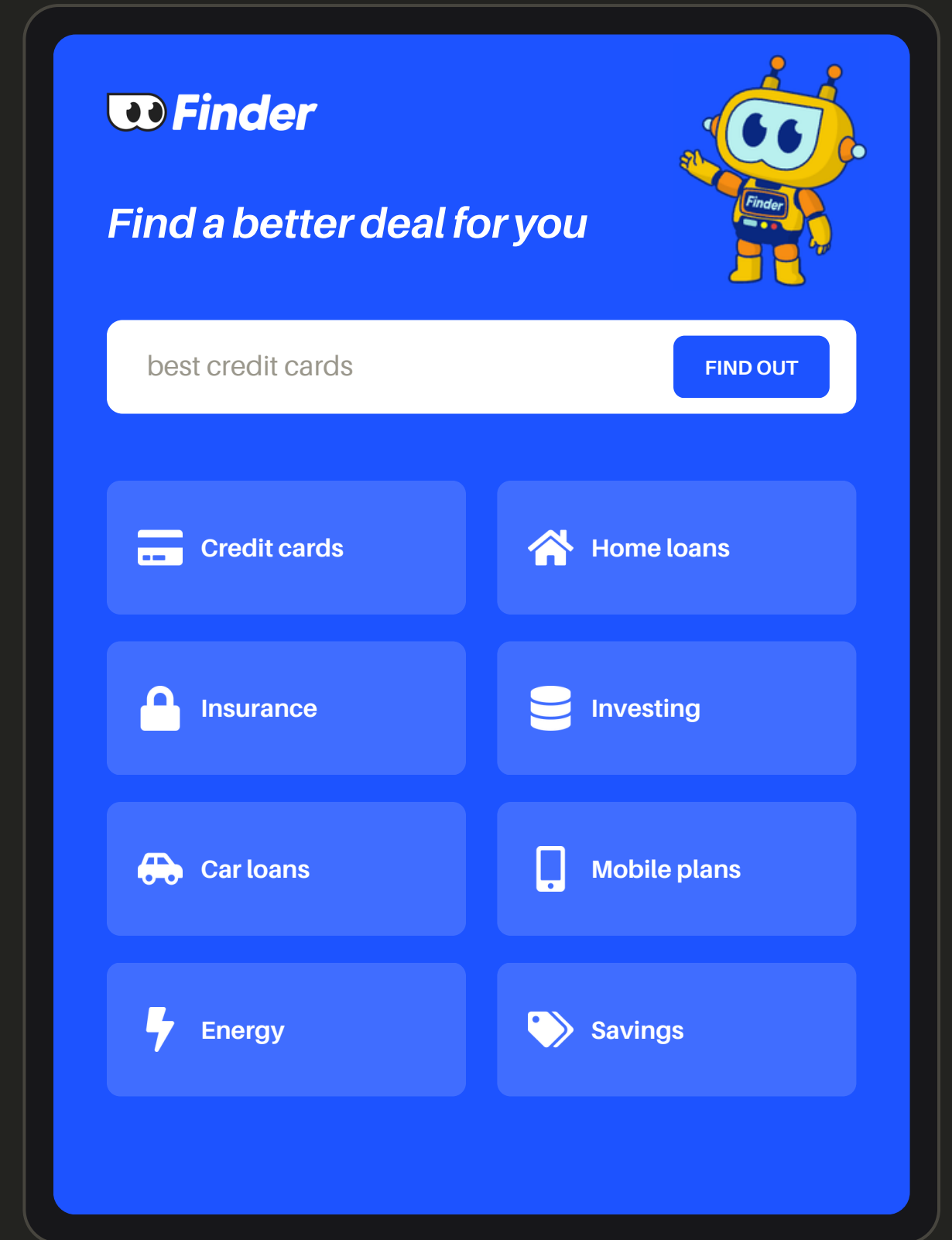
A partner channel

Brands connect with high-intent consumers at the moment they're ready to choose and act.



Built on expertise & data

Objective comparison, tools and awards build trust and drive measurable outcomes.



THE AUDIENCE

A leading platform for financial product comparison in Australia



APPROX.

2 in 3

Australians use comparison sites for their financial decisions



APPROX.

2M+

Monthly visits on Finder



APPROX.

2.6x

Personal Finance intent.
i.e. Finder users are 2.6x more likely to visit personal finance sites than the average AU internet user



APPROX.

4.2x

Higher intent towards credit and lending content

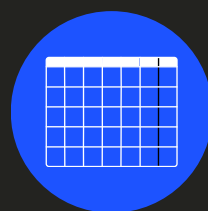
Our audience has very high personal finance intent.

Source: Quantcast

Verticals on Finder

Find a better deal for you — across banking, loans, insurance, investing and utilities.

Banking	Loans	Insurance	Investing	Utilities
Credit cards Up to \$100 rewards	Home loans Up to \$1,000 rewards	Health insurance Up to \$500 rewards	Share trading Up to \$150 rewards	Mobile plans Up to \$150 rewards
Bank accounts	Personal loans Up to \$500 rewards	Car insurance	ETFs Up to \$150 rewards	Internet plans Up to \$300 rewards
Savings accounts	Car loans Up to \$500 rewards	Travel insurance	Super funds	Energy
Term deposits	Business loans	Life insurance		Business NBN
Money transfers		Home insurance Up to \$200 rewards		
		Pet insurance Up to \$125 rewards		
		Business insurance		



COMPARISON TABLES

See your brand in action



Finder's comparison tables are the primary environment where consumers research their options. The ecosystem empowers users to compare products with filters, tools and calculators.

It presents partners with the opportunity to speak to consumers at the bottom of the purchase funnel while also building on their brand authority for their product and/ or service.



Bottom-of-funnel intent



Brand authority & trust

Filters [Clear all](#)

Loan Purpose

☐ Owner-occupier
☐ Investor

Loan type

☐ Fixed
☐ Variable

Min. deposit

☐ less than 5%
☐ 10%
☐ 20%
☐ 30%
☐ 40% or more

Features

☐ Offset account
☐ Redraw facility
☐ Extra repayments
☐ Cashback
☐ Finder award winner

Lender

☒ All providers
☐ AMP Bank
☐ ANZ
☐ Arab Bank Australia
☐ Athena Home Loans
☐ Aussie

Borrowing amount
\$ 500,000

Period
30 years

CALCULATE

20 of 7685 results [Updated regularly](#) [Share](#)

Finder Score [↕](#)

Interest Rate p.a. [↕](#)

Comparison Rate p.a. [↕](#)

Fees [↕](#)

Monthly Payment [↕](#)

FINDER REWARDS EXCLUSIVE PROMOTED

unloan.

Unloan Variable Home Loan

FINDER AWARD

9.7
Excellent

5.19%

5.10%^①

Application: \$0
Ongoing: \$0 p.a.

\$2,746
per month ^①

Principal & Interest 20% min. equity Owner-occupier

View details

Compare

GO TO SITE

\$1000 VISA CARD REWARD

1 Click through 2 Refinance with Unloan 3 Get your reward from Finder

Ends by 28 Feb 2026. T&Cs apply.

PROMOTED

MACQUARIE BANK

Macquarie Bank Offset Home Loan Package

9.4
Excellent

5.34%

5.60%^①

Application: \$0
Ongoing: \$248 p.a.

\$2,793
per month ^①

Principal & Interest 30% min. equity Owner-occupier Offset account

View details

Compare

GO TO SITE

PROMOTED

imb

IMB Budget Home Loan

9.2
Excellent

5.29%

5.32%^①

Application: \$449
Ongoing: \$0 p.a.

\$2,777
per month ^①

Principal & Interest 20% min. equity Owner-occupier

View details

Compare

GO TO SITE

Cashback: Eligible borrowers can get up to \$3,000 cashback when buying or refinancing with IMB. Loan value criteria applies. T&Cs apply.

06

The Finder Awards

Using our objective expertise, the Finder Awards recognise Australia's best brands, products and innovations.



Product Awards 2026

We analyse thousands of products across nearly 100 categories to determine the best options.

WINNERS



Customer Satisfaction Awards 2026

We survey thousands of Aussies to determine the best rated brands in 100s of categories.

WINNERS



Provider of the Year Awards 2026

The results highlight the very best in the industry for 2026 across product performance and customer satisfaction.

WINNERS



Innovation Awards 2025

A submission-based program where a panel of judges rate the most innovative products and services each year.

WINNERS

 **72% of Australians trust award programs more when brands don't have to pay for them.**



Ways of working together

Partnership Opportunities

Performance acquisition and content partnerships across the Finder ecosystem.

Table placement & acquisition opportunities

Bankwest Breeze Platinum Mastercard						GO TO SITE
12.99%	N/A	N/A	Up to 55 days on purchases	0% for 24 months with 3% balance transfer fee, then 12.99%	\$59	☐ Compare More info
Get 0% p.a. interest on balance transfers for 24 months (with a 3% balance transfer fee). Plus 0% foreign fees and complimentary overseas travel insurance.						
American Express Velocity Platinum Card						GO TO SITE
23.99%	60,000	1.25	Up to 55 days on purchases	N/A	\$440	☐ Compare More info
Enjoy 60,000 bonus Velocity Points when you spend \$3,000 in the first 3 months. Plus, up to 100 bonus Status Credits and up to 2.25 Velocity Points per \$1 spent.						
Qantas Premier Everyday						GO TO SITE
Qantas Frequent Flyer						

Table Placements

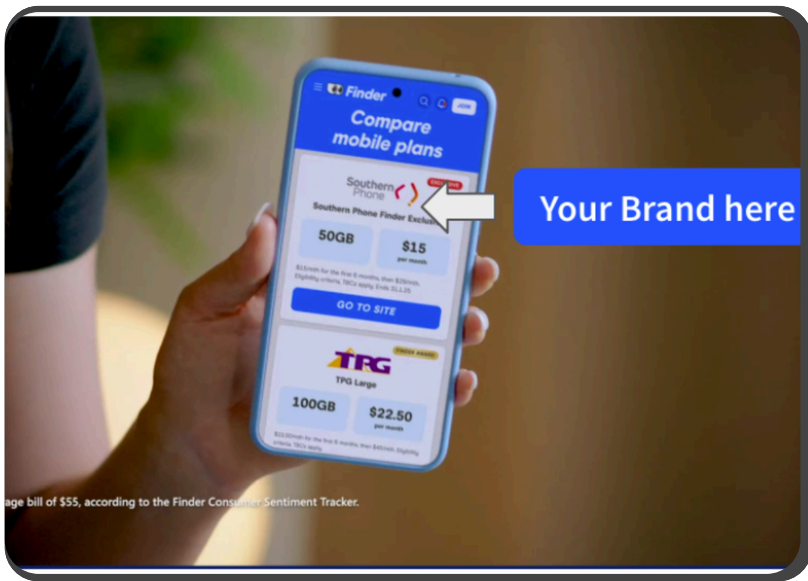
- Table Listing placements across relevant comparison table categories

Best frequent flyer credit cards					
50+ December bonus point offers ranked from Qantas, ANZ & more.					
Rewards program Bonus Points Annual fee Account Finder partners All Filters Sort: Default					
1 - 9 of 53 Updated regularly					
PROMOTED					
Qantas Premier Platinum					
8.8 Great	80,000	1	20.99%	\$349 first year (\$399 after)	GO TO SITE
This card's bonus points offer is one of the highest on the market. Plus you can earn up to 2 Qantas Points per \$1 spent and get 2 airport lounge invitations per year.					
PROMOTED					

Promoted Rows

*for competitive offers

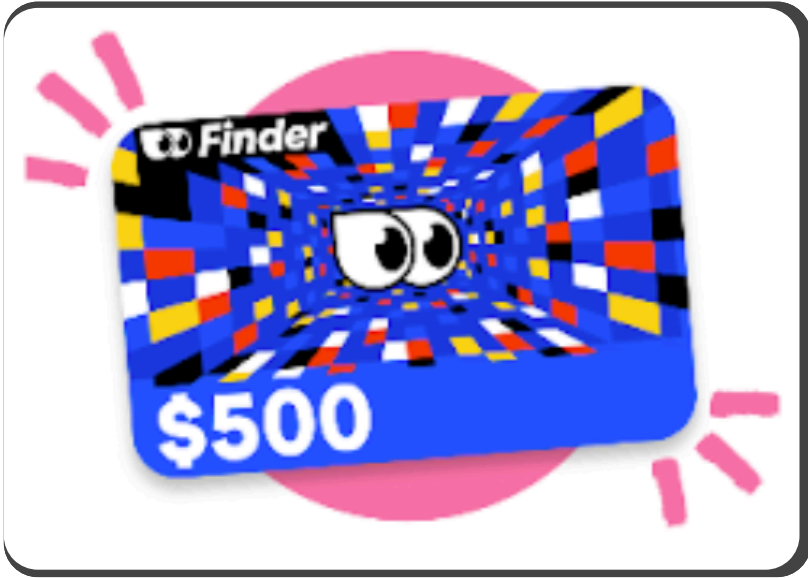
- Top 3 placements for competitive offers in a given comparison table category



Complimentary ATL exposure

*for competitive offers

- Adhoc opportunities to feature your offer & brand in Finder's product orientated DRTV Ads
- Reach & Potential Costs advised by category manager(s)



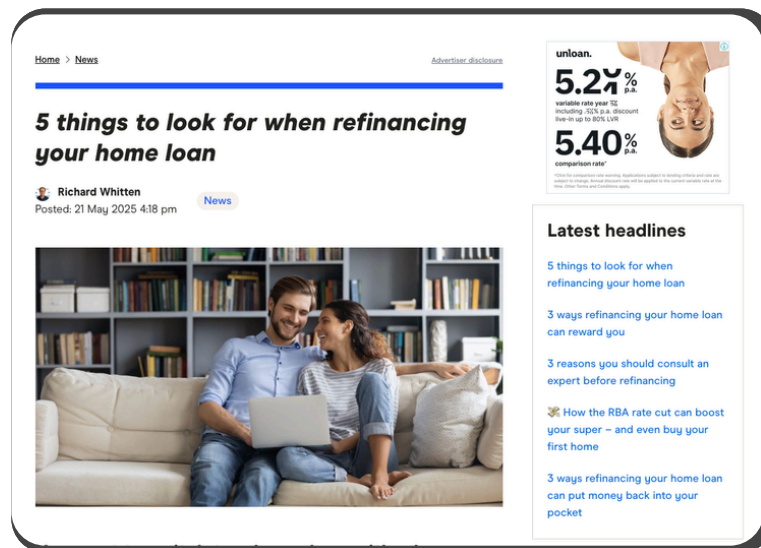
Finder Reward Exclusives

*for competitive offers

- Amplified Finder Exclusive (facilitated by Finder) rewarding customers for taking valuable actions → transacting end to end

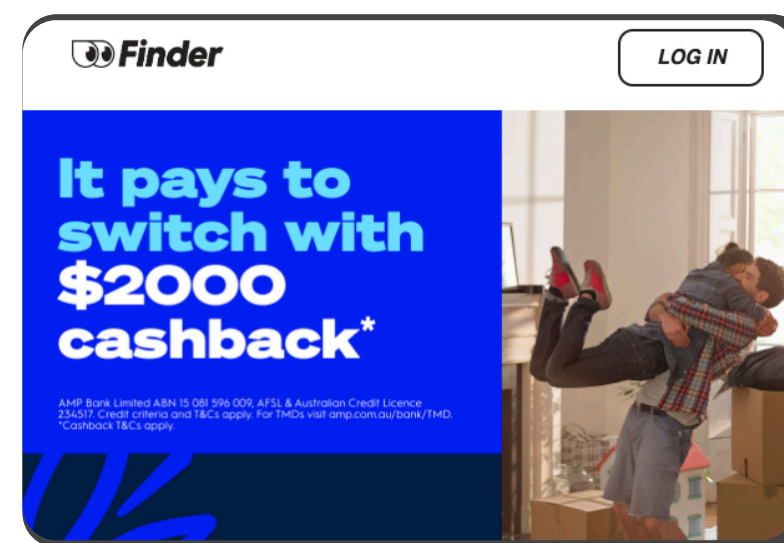
Content Partnership Suite

Reach high-intent, active audiences in relevant niches — and beyond.



Articles

- Dedicated client sponsor message
- Added value display & social, homepage and newsletters placements



Solus EDMs

- Solus EDM with 100% SOV
- Unlocking high intent & active audience in relevant niche space



Audience Extension

- Co-branded audience extension, retargeting Finder high intent audiences and lookalikes
- Amplification across META



New ATL Opp *Branded Videos

- Exclusive TVC opportunity available only to Finder Award winners
- Exclusive & competitive network rates unlocked
- Branded video leveraging In house production team & talent

+ more!

Partnership opportunity suite

PERFORMANCE ACQUISITION

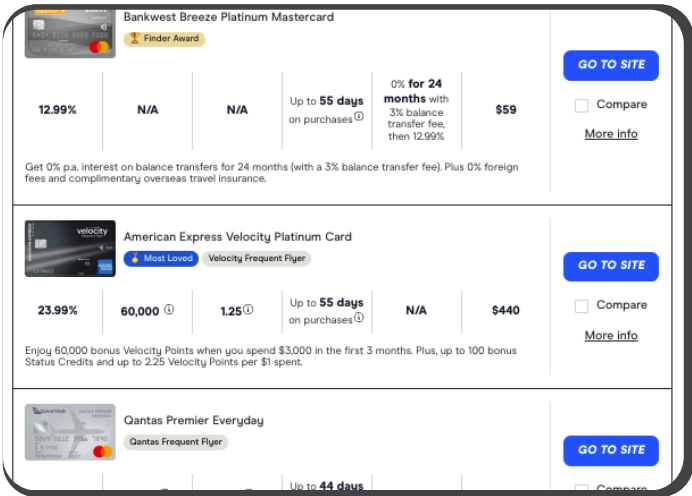
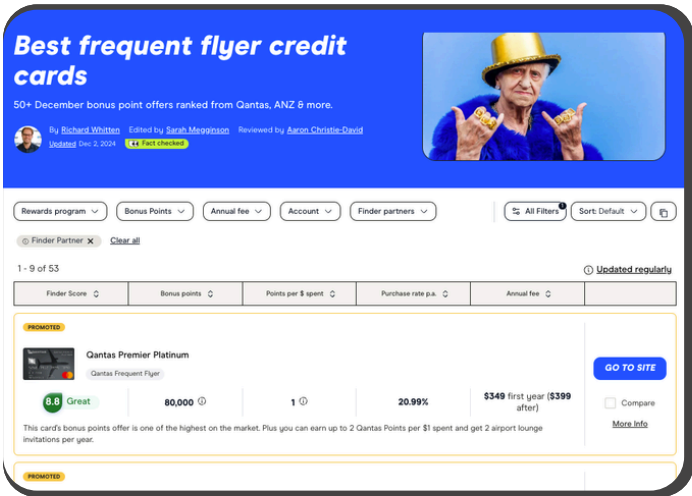
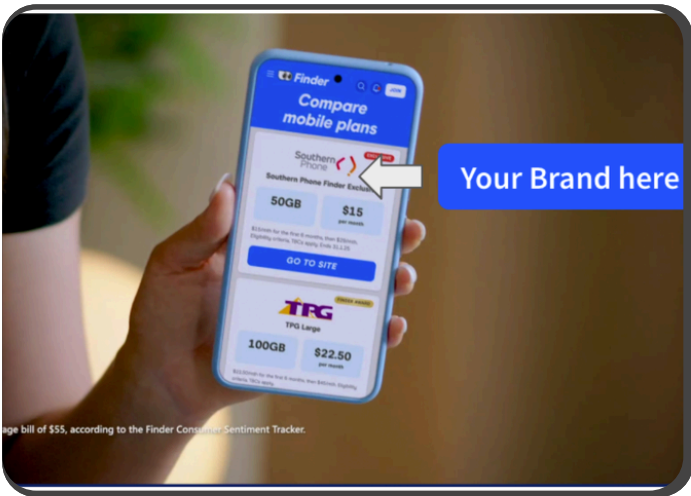


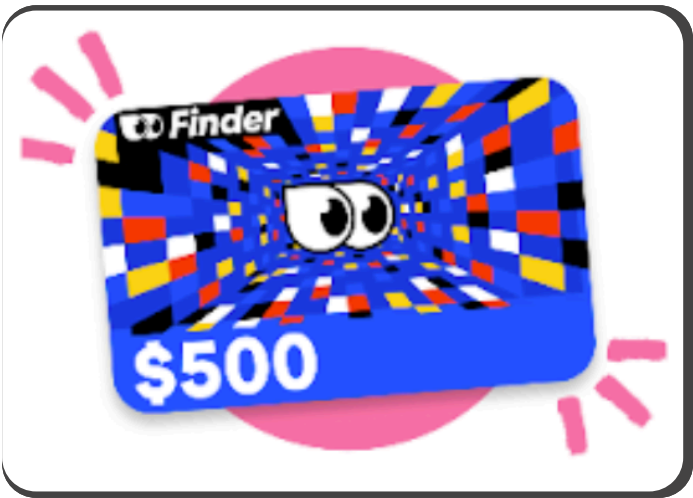
Table Placements



Promoted Rows
**for competitive offers*

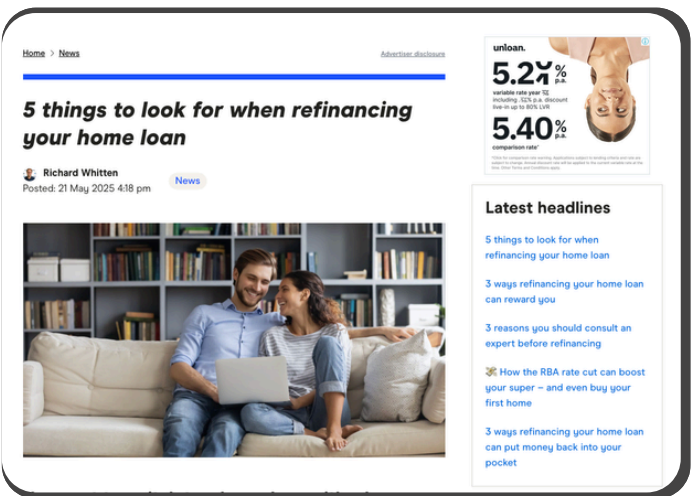


Complimentary ATL exposure
**for competitive offers*

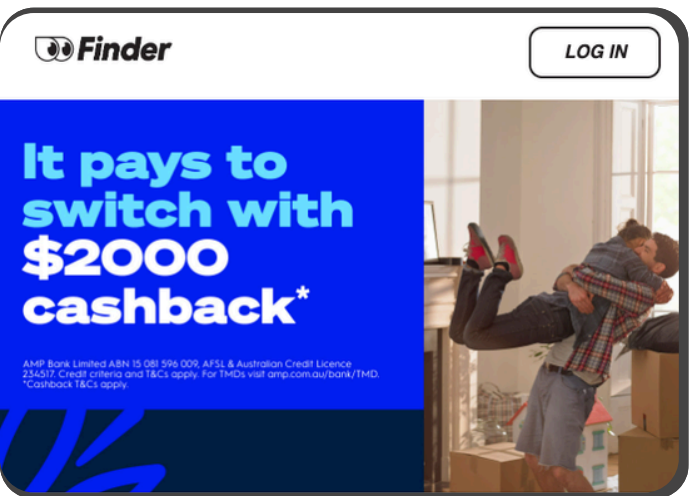


Finder Reward Exclusives
**for competitive offers*

CONTENT PARTNERSHIPS



Articles



Solus EDMs



Audience Extension



New ATL Opp
**Branded Videos*



A full-funnel suite — from bottom-of-funnel acquisition to brand-building content.

WHY PARTNER WITH FINDER

67%

of Australians have used a comparison site when selecting a financial product.

Comparison is now a critical step in the financial decision journey — and Finder is where it happens.

Source: Finder data

Let's find a better deal, together.

Finder Partnerships

Speak to your category manager to build a tailored partnership plan.

