

A Vendor's Guide to Finantrix

Getting listed, staying accurate, and buying reach

For vendors, product marketers and the agencies working with them. How listings work, what a Spotlight is and costs, and where our editorial line sits.

Current as of August 2026 · Everything here lives online and stays current at <https://www.finantrix.com/work-with-us>
Where this document and the site disagree, the site is right.

What's inside

Most of what people write to ask us about is available, free, and takes about ten minutes. It's in parts, so you can read the one that applies to you and skip the rest.

PART ONE

Getting listed and getting seen

For vendors, product marketers, and the agencies working with them

PART THREE

How we stay independent

For communications teams, SEO agencies, and anyone curious how this works

APPENDIX

Questions we get asked

33 of them, each with its own address online: <https://www.finatrix.com/work-with-us/faq>

A note on how this is written

We've tried to say what's possible first and what isn't second, with the reasoning attached. Where the answer is "not for sale", that's a position rather than an opening offer — usually because selling that particular thing would quietly ruin the reason people trust the site, which is the same reason a placement on it is worth buying.

What we sell will change as we add formats, and <https://www.finatrix.com/work-with-us> is where new ones appear first. What doesn't change is the line: advertising is labeled and sits beside the analysis, and the analysis itself isn't for sale.

Part One — Getting listed and getting seen

For vendors, product marketers, and the agencies working with them

Two different things live here, and it helps to keep them apart. The first is your **record** — the profile a buyer sees when they look up your category. That's free, and it's yours to correct.

The second is **reach** — showing up on the buyer guides where people are actively building a shortlist. That one we sell, openly, at a published price.

WHAT PEOPLE ASK, AND WHAT WE SAY

List our product in the directory

✓ Available

Free. We review every submission, usually within a few business days. [Submit a listing](https://www.finantrix.com/directory/submit) (https://www.finantrix.com/directory/submit).

We're already listed and we never submitted anything

✓ Available

We built most of the directory from public sources. Claim it and it's yours to correct.

Fix something wrong in our listing

✓ Available

Free. Claim the listing and edit it, or just tell us what's wrong.

Take our listing down

✓ Available

Email us from your company's domain and we'll take it down.

Control how our profile reads and get inquiries sent to us

✓ Available

Enhanced Listing, \$299 a year. Edit every field, add your logo, and inquiries come straight to you.

Show up on the buyer guides our buyers are reading

✓ Available

A Spotlight card beside a guide. \$99 per guide per year, on top of the \$299 Enhanced Listing. 4 slots.

Take the top slot on a guide

✓ Available

Featured Sponsor, \$499 per guide per year, on top of the Enhanced Listing. One per guide, above the Spotlight cards.

When are we charged?

✓ Available

On approval, not at checkout. Declined placements aren't billed.

Sponsor a whole category at once

✓ Available

Cover every open Spotlight slot in a category in one order and save 20%.

Sponsor the newsletter, a webinar, or a report

⊖ Not yet

Not yet. Tell us what you're after and we'll come back to you when it opens. [Get in touch](https://www.finantrix.com/contact) (https://www.finantrix.com/contact).

Buy a banner or display advertising

⊖ Not yet

We don't run display advertising. A Spotlight is the format we do run.

Join the vendor evaluation inside a buyer guide

◆ Not for sale

Editors choose who's relevant. Keep your profile accurate — that's what they read.

Move us up inside a guide, or up the directory

◆ Not for sale

Ranking ignores what you've paid.

Your listing, in short

Being in the [directory](https://www.finantrix.com/directory) (<https://www.finantrix.com/directory>) is free. So is correcting it, and so is having it taken down.

The Enhanced Listing is \$299 a year. You edit every field yourself and inquiries come straight to you. It doesn't move you up the directory or into a [buyer guide](https://www.finantrix.com/buyer-guides) (<https://www.finantrix.com/buyer-guides>).

If you're already listed and didn't put yourself there

We built most of the directory from public sources, so buyers could compare a whole category rather than just the vendors who signed up.

Claim it, send corrections, or ask us to remove it. All three are free.

What you're buying

A sponsored card beside a [buyer guide](https://www.finantrix.com/buyer-guides) (<https://www.finantrix.com/buyer-guides>) — the page someone reads while building a shortlist. It links to your [directory](https://www.finantrix.com/directory) (<https://www.finantrix.com/directory>) profile.

A **Spotlight** is one of 4 cards, at \$99 per guide per year. A **Featured Sponsor** is the single slot above them, at \$499.

Most vendors do both: Featured on their main category, Spotlight on the ones next to it.

Why there's only one Featured slot

A second one wouldn't be featured. Same reason Spotlight stops at 4.

What it doesn't do

It doesn't put you in the guide's vendor evaluation or change a word of it. The rail sits beside the analysis and is labeled as paid.

People read the guide because it wasn't bought.

How the money works

\$99 per guide per year for a Spotlight, \$499 for Featured. Both renew until you cancel. Cover a category's open Spotlight slots in one order and save 20%.

Every placement needs an Enhanced Listing, charged on top. If yours isn't Enhanced, the \$299 is added to the same checkout — so a first Spotlight on one guide is \$398 in year one, and further guides are \$99 each. A listing already on Enhanced isn't charged twice.

We don't charge at checkout. Your card is collected there and charged when we approve the placement. Declined placements aren't billed.

Stopping one

Cancel any time. The card comes off, the slot frees, the subscription stops. We don't refund time already run.

Unpublish the listing and the card stops showing immediately. The sponsorship stays active until you end it, so end it if you want the slot freed.

What things cost

Directory listing	Free	Your profile — claimable, correctable, and removable on request
Enhanced Listing	\$299 / year	Edit every field yourself, add your logo, and take buyer inquiries directly
Spotlight placement	\$99 / guide / year	On top of the Enhanced Listing. 4 slots per guide, labeled as sponsored
Featured Sponsor	\$499 / guide / year	On top of the Enhanced Listing. The single slot above the Spotlight cards, one per guide
First Spotlight, all in	\$398 / year	\$299 Enhanced Listing + \$99 for one guide. Further guides are \$99 each
A whole category	-20%	Cover every open Spotlight slot in one category in a single order

Get your product listed

WHO IT'S FOR

Any financial-services software vendor we don't already cover

COST

Free

TIME

10 minutes to submit, a few business days to review

WORTH HAVING TO HAND

- ☐ **A work email on your company's domain.** It makes claiming the listing instant later.
- ☐ **The product name**, as you'd like it published. We list products, not companies — three platforms means three listings.
- ☐ **The website URL**, including the `https://`.
- ☐ **Sector, business function and application type.** Pick where a buyer would look for you, not where you'd like to compete.
- ☐ **A one-line description** of what the product does.
- ☐ **A paragraph or two:** the problem it solves, who buys it, what it replaces.

HOW IT GOES

1 Search the directory first

If you're already in there, claim that record instead. Duplicates are the most common reason a submission stalls.

2 Fill in the form

Product details, where it belongs, and your work email. We don't publish your contact details.

3 Finantrix editorial staff review it

We check you're a genuine vendor in this space and filed where a buyer would look. We may tidy the copy for house style.

4 Claim it once it's live

Free, and instant if you sign in with an email on your company's domain. Otherwise verify with a meta tag or a DNS record.

5 Come back when things change

A rename, a funding round, an acquisition, a new product line.

WHAT TENDS TO SEND ONE BACK

- A duplicate of something we already list
- Superlatives: "leading", "best-in-class", "world's #1". We take them out
- A description that never says what the product does
- A category picked for search volume rather than fit
- A consultancy or reseller submitted as a software product
- A submission from a personal email on behalf of an unnamed client

Submit a listing: <https://www.finantrix.com/directory/submit>

Claim a listing that already exists

WHO IT'S FOR

Anyone at a company we already list

COST

Free

TIME

Five minutes, often instant

WORTH HAVING TO HAND

- ☐ **An email on your company's domain.** That's what proves you control it.
- ☐ **The corrections you'd like to make,** gathered in one go.
- ☐ **Your logo,** if you want it on the profile. That part needs an Enhanced Listing.

HOW IT GOES

1 Find your company in the directory

Search by name. Every published listing can be claimed.

2 Sign in with your work email

If the domain matches the listing's website, you're approved on the spot.

3 If the domain doesn't match, verify another way

Add a meta tag to your homepage or a DNS TXT record. The claim page walks you through both.

4 Send us your corrections

Edits are read before they publish. Factual corrections are rarely refused; marketing language gets edited out.

5 Decide whether you need anything else

Claiming is free and complete on its own. Enhanced (\$299 a year) adds self-service editing and inquiries; a Spotlight adds reach.

WHAT TENDS TO SEND ONE BACK

- A claim from a personal email address
- A claim on behalf of a client, from an agency domain. Ask your client to claim it first
- A meta tag or DNS record on a different domain than the listing's

Find your listing: <https://www.finantrix.com/directory>

Have your listing taken down

WHO IT'S FOR

Anyone with an email on the listed company's domain

COST

Free

TIME

One email

WORTH HAVING TO HAND

- ☐ An email on the company's domain.
- ☐ The listing URL, or the product name.

HOW IT GOES

1 Write to us from a company address

Tell us which listing. No reason needed.

2 We take it down

The page comes down and the URL is retired properly, so it doesn't become a broken link elsewhere.

WHAT TENDS TO SEND ONE BACK

- A removal request from a personal or agency address
- A request to remove a competitor's listing

Ask us to remove it: <https://www.finantrix.com/contact>

Buy a placement

WHO IT'S FOR

Vendors who want to be seen by buyers mid-comparison

COST

\$99 per guide per year (Spotlight) or \$499 (Featured), plus the \$299 Enhanced Listing if you don't have one

TIME

10 minutes to order, about a business day to review

WORTH HAVING TO HAND

- ☐ **A shortlist of the guides your buyers read.** The picker marks the ones matching your category.
- ☐ **A directory profile worth landing on.** The card links to your profile, not your website.
- ☐ **A card.** You don't need to buy the Enhanced Listing separately — it is added to the same checkout.
- ☐ **A view on Spotlight versus Featured** for each guide.
- ☐ **Some idea of what would make you renew.** Your dashboard reports impressions, clicks and inquiries per guide.

HOW IT GOES

1 Claim your listing first

A placement attaches to a listing you own. Claiming is free.

2 Pick your guides

The picker shows how many of the 4 Spotlight slots are open on each, and whether Featured is still free.

3 Check the price both ways

If you're close to covering a whole category, the 20% bundle often makes the wider buy cheaper.

4 Check out

One checkout covers every placement plus the Enhanced Listing. Your card isn't charged yet.

5 Finantrix editorial staff review the fit

Usually within two business days. If your product doesn't serve that category we'd rather move you than take the money.

6 You go live, and only then are you charged

The card publishes and your dashboard starts reporting on it.

WHAT TENDS TO SEND ONE BACK

- A guide whose category your product doesn't serve
- Profile facts that don't match your own website
- Supplied ad copy for the card. It renders the same reviewed profile fields as every other listing
- A placement bought in the hope of entering the guide's evaluation

Open the picker: <https://www.finantrix.com/vendor/spotlight>

Part Three — How we stay independent

For communications teams, SEO agencies, and anyone curious how this works

We sell placements and we publish independent research, to the same audience. That only works if the line between them is drawn in public and holds on a quiet month as well as a good one.

Here's where we've drawn it, why, and what it means for the requests we get most often.

WHAT PEOPLE ASK, AND WHAT WE SAY

Report a factual error anywhere on the site

✓ Available

Free, from anyone. Send the URL and the sentence. [Tell us](https://www.finantrix.com/contact) (<https://www.finantrix.com/contact>).

Get a link to our site from our listing

✓ Available

Already there, free. Your profile carries your website, marked `nofollow` — so it passes no ranking signal.

Buy a link inside an article, guide or glossary entry

◆ Not for sale

Editorial links are chosen by whoever wrote the piece. There's no price list to ask for.

Exchange links, or set up reciprocal linking

◆ Not for sale

No. We don't reply to exchange requests individually, so don't hold a campaign waiting on one.

We found a broken link and have a replacement

✓ Available

Tell us about the broken link and we'll fix it. We'll pick the replacement.

Run a sponsored article, advertorial or paid review

◆ Not for sale

No. A labeled placement beside the analysis is the version we do sell.

Take down an accurate piece we don't like

◆ Not for sale

We'll correct anything wrong. We won't remove something accurate because it's unwelcome.

How we make money

Four things pay for Finantrix, and all four are visible on the site:

Digital products — the [Store](https://www.finantrix.com/store) (<https://www.finantrix.com/store>) and the [WealthSynth](https://www.finantrix.com/wealthsynth) (<https://www.finantrix.com/wealthsynth>) packages. Buying one gets you nothing editorially.

Enhanced Listings — \$299 a year for a vendor to control its own [directory](https://www.finantrix.com/directory) (<https://www.finantrix.com/directory>) profile and take inquiries directly.

Spotlight placements — \$99 per [buyer guide](https://www.finantrix.com/buyer-guides) (<https://www.finantrix.com/buyer-guides>) per year for a labeled sponsored slot.

We accept no vendor sponsorships, affiliate commissions, or paid placements in our editorial coverage. We do accept Enhanced Listings in the Directory and Spotlight placements on Buyer Guides — both clearly labeled, and neither one changes what our editorial says. We do not run display advertising.

The analysis isn't for sale, and that's what makes the advertising worth buying

Which vendors a guide evaluates, what it says about them, and how they're ordered are editorial calls made on relevance. If those could be bought, a placement beside them would be worth nothing.

A Spotlight buyer gets no softer assessment and no better position. A vendor who has never paid us is covered on the same terms.

What paying us does buy

Presentation and reach. An Enhanced Listing buys control over how you describe yourself and a direct line to buyers. A Spotlight buys a labeled position beside relevant analysis.

That's the whole list, and it's deliberately short.

How we label what's paid

Every card sits in a rail headed as sponsored, carries the sponsor's name, and says on the page that paid placement doesn't affect our rankings. It never appears inside a guide's evaluation or styled to look like one.

If you could mistake it for something we chose to say, the label isn't doing its job.

Where our links come from

We don't sell links, exchange links, accept link insertions, or publish anything whose purpose is to carry one. Every outbound link is there because whoever wrote the piece thought a reader would want it.

Your listing already links to you, free. **Every outbound link from a listing to a vendor's site carries** `rel="nofollow"`, so being listed, upgrading or buying a Spotlight passes no ranking signal.

That covers the polite versions too: the broken-link email, the resource-page suggestion, the free article that happens to contain a link. We check our own links on every build.

Corrections

Send the page URL, the sentence that's wrong, and something we can check it against. Your own site counts.

Free, and open to anyone — vendor, buyer or reader.

Who wrote what

Editorial work is produced by Finantrix. Contributed pieces run under the contributor's byline and are marked as contributed. Sponsored placements carry the sponsor's name and are labeled as paid.

You should never have to guess which you're reading.

Corrections

Free, welcome from anyone, and never tied to a purchase. Send it to our contact form

(<https://www.finantrix.com/contact>) with the URL and the sentence.

WHAT WE'LL CORRECT

- ✓ Factual errors — wrong capability, wrong pricing model, wrong integration, wrong ownership
- ✓ Stale facts after a rename, an acquisition, a funding round or a discontinued product
- ✓ Miscategorization that's putting you in front of the wrong buyers
- ✓ Broken or redirected links to your site
- ✓ Anything we've misquoted or misattributed

WHERE WE HOLD THE LINE

- ✗ Removing an accurate assessment because it's unflattering
- ✗ Rewriting analysis to match a positioning deck
- ✗ Removing a competitor from a guide, or reordering one to your advantage
- ✗ Swapping a factual description for approved marketing language
- ✗ Taking a page down in exchange for a purchase, or leaving one up in exchange for one

Questions we get asked

Every answer has its own address online, so you can send someone one answer rather than a whole page.

(<https://www.finantrix.com/work-with-us/faq>)

YOUR DIRECTORY LISTING

What does a directory listing cost?

Nothing. Listing, claiming and correcting are free. We charge for control and reach, not for accuracy.

<https://www.finantrix.com/work-with-us/faq#directory-cost>

How long does a submission take?

Usually a few business days. We email you when it's live.

<https://www.finantrix.com/work-with-us/faq#directory-how-long>

We're already listed but we never submitted anything. Why?

We built most of it from public sources, so buyers could compare a whole category. Claim it to correct it, or ask us to take it down. Both are free.

<https://www.finantrix.com/work-with-us/faq#directory-already-listed>

Can we have our listing removed?

Yes. Email us from your company's domain and we'll take it down. No reason needed.

<https://www.finantrix.com/work-with-us/faq#directory-remove>

Our submission came back. What now?

Usually a duplicate, a category that doesn't fit, or copy that sells rather than describes. All five-minute fixes, and you can resubmit as often as you like.

<https://www.finantrix.com/work-with-us/faq#directory-rejected>

We sell several products. One listing or several?

Several. We list products, not companies. The form will ask you to confirm a second product from the same domain is genuinely different.

<https://www.finantrix.com/work-with-us/faq#directory-multiple>

Our description is out of date. Can you change it?

Yes, free. Claim the listing and edit it, or send us the correction through the [contact form](https://www.finantrix.com/contact) (<https://www.finantrix.com/contact>).

<https://www.finantrix.com/work-with-us/faq#directory-edit>

We can't claim with a company email. What now?

Add a meta tag to your homepage or a DNS TXT record. If neither is possible, our editorial staff review the claim.

<https://www.finantrix.com/work-with-us/faq#directory-claim-proof>

Can our agency claim the listing for us?

The claim needs a company-domain address. After that, whoever manages the profile can take over.

<https://www.finantrix.com/work-with-us/faq#directory-agency>

Does a listing give us a backlink?

Your profile carries your website, free. It's marked `nofollow` on free and paid listings alike, so it passes no ranking signal. A listing is worth having because buyers read the directory.

<https://www.finantrix.com/work-with-us/faq#directory-nofollow>

BUYER GUIDES AND SPOTLIGHT

What exactly is a Spotlight?

A labeled sponsored card beside a buyer guide, linking to your directory profile. Beside our analysis, not inside it.

<https://www.finantrix.com/work-with-us/faq#spotlight-what>

What does it cost?

\$99 per guide per year for a Spotlight, \$499 for Featured, plus the \$299 Enhanced Listing every placement sits on. A first Spotlight on one guide is \$398 in year one. Cover a category's open slots in one order and save 20%.

<https://www.finantrix.com/work-with-us/faq#spotlight-cost>

What is a Featured Sponsor?

The single slot above the Spotlight cards, \$499 per guide per year. Larger and first. Labeled as paid, like every placement.

<https://www.finantrix.com/work-with-us/faq#featured-what>

Why only one Featured Sponsor per guide?

A second one wouldn't be featured.

<https://www.finantrix.com/work-with-us/faq#featured-why-one>

When are we actually charged?

Not at checkout. Your card is collected there and charged when we approve the placement, usually within two business days.

Declined placements aren't billed.

<https://www.finantrix.com/work-with-us/faq#when-charged>

Do we need an Enhanced Listing before we can buy a placement?

You need one, but not before — the \$299 is added to the same checkout. If you already have one you won't be charged twice.

<https://www.finantrix.com/work-with-us/faq#spotlight-enhanced-first>

How do vendors get into a buyer guide's evaluation?

Editorially. No application, no price. Keep your directory profile accurate — that's what we read.

<https://www.finantrix.com/work-with-us/faq#guides-inclusion>

Can we pay to be added to a guide, or to move up in one?

No, and buying a Spotlight doesn't do it either.

<https://www.finantrix.com/work-with-us/faq#guides-buy-in>

Can we appear on more than one guide?

Yes, and most vendors in several categories do. Pricing is per guide; covering a whole category saves 20%.

<https://www.finantrix.com/work-with-us/faq#spotlight-multiple>

The guide we want is sold out. Is there a waiting list?

Tell us which one and we'll let you know when a slot opens. We won't oversell a guide.

<https://www.finantrix.com/work-with-us/faq#guides-slots-full>

A guide says something inaccurate about our product.

Send the guide URL and the sentence through the [contact form](https://www.finantrix.com/contact) (<https://www.finantrix.com/contact>). We fix factual errors free, customer or not. We won't remove an accurate assessment you disagree with.

<https://www.finantrix.com/work-with-us/faq#guides-error>

Do you sell newsletter sponsorships, webinars or display advertising?

Not today. Tell us what you're after through the [contact form](https://www.finantrix.com/contact) (<https://www.finantrix.com/contact>) and we'll come back to you when something opens.

<https://www.finantrix.com/work-with-us/faq#other-formats>

Can we pay by invoice instead of card?

Ask. There's an inquiry form on the [Spotlight page](https://www.finantrix.com/vendor/spotlight) (<https://www.finantrix.com/vendor/spotlight>) and we'll work with your procurement process.

<https://www.finantrix.com/work-with-us/faq#comm-invoice>

How do we cancel?

From your vendor dashboard, any time. Canceling stops the renewal and ends the placement. We don't refund time already run.

<https://www.finantrix.com/work-with-us/faq#comm-cancel>

Do you refund a placement we're unhappy with?

Talk to us. A placement that never ran, or that we got wrong, we make right. One that ran as described and underperformed is a conversation, not a guarantee.

<https://www.finantrix.com/work-with-us/faq#comm-refund>

LINKS, PR AND COVERAGE

Will you add a link to our site in one of your articles?

No — not paid, not exchanged, not as a favor. That covers resource-page requests, broken-link outreach and link insertions. Your directory profile already links to you, free.

<https://www.finantrix.com/work-with-us/faq#links-buy>

We noticed a broken link on your site and have a replacement.

Do tell us about the broken link and we'll fix it. We'll pick the replacement. Every link in our content is checked against live pages on every build.

<https://www.finantrix.com/work-with-us/faq#links-broken>

Would you consider a link exchange or a partnership swap?

No — not reciprocal linking, three-way exchanges, or partnerships whose substance is an exchange of links. We don't reply to these individually, so don't hold a campaign waiting on one.

<https://www.finantrix.com/work-with-us/faq#links-exchange>

Will you publish our press release?

No, we don't run a newswire. If it changes a fact about you, send it as a correction.

<https://www.finantrix.com/work-with-us/faq#links-pr>

Can you add our product to a roundup or resource page?

Relevance decides, and it's our call. Keep your directory profile accurate — that's what we read.

<https://www.finantrix.com/work-with-us/faq#links-listicle>

INDEPENDENCE AND CORRECTIONS

You sell advertising and publish independent research. How does that work?

Money buys presentation and reach, not editorial position. A Spotlight buys a labeled card beside a guide — it doesn't get you into the evaluation or soften what we say. A vendor who has never paid us is covered on the same terms.

<https://www.finantrix.com/work-with-us/faq#principles-independence>

How do we get something corrected?

Send the page URL, the sentence, and something we can check it against — your own site counts. Free, and open to anyone. We won't take down something accurate because it's unwelcome.

<https://www.finantrix.com/work-with-us/faq#principles-correction>

If we buy a placement, will you take down the piece we don't like?

No. If it's factually wrong we'll fix it, free, whether or not you're a customer.

<https://www.finantrix.com/work-with-us/faq#principles-removal-pressure>

Still not answered? Write to us at <https://www.finatrix.com/contact> and Finatrix editorial staff will read it. If it's about a listing or a sponsorship, mention the company name and we can look it up before replying.