



Investment Content Trends

Trends and actionable insights to
maximize content ROI

Q3 2025



Contents

Trends

3

We put the spotlight on crypto assets, private credit, and more

Recommendations

5

Where's the white space? Top tips and best practice guidance for creating compelling content

Top 50 Leaderboard

7

Find out which content generated the most engagement with our members over the quarter

Trends from Q3 2025

1

PRIVATE CREDIT CONSOLIDATES

Over the past quarter, content within the private credit space became increasingly segmented. As asset managers consolidate transactions by company size and geographic focus, private credit coverage has grown more specialized around specific firms.



2

POLICY PUSH FUELS CRYPTO ATTENTION

In recent months, engagement with cryptocurrency content has increased significantly. This rise was driven by renewed focus on stablecoins, particularly following legislative efforts such as the the U.S. GENIUS Act, which sparked broader discussions around digital currency regulation and adoption.



3

ALTERNATIVES REMAIN STEADY

Discussion around private market integration within institutional portfolios remained strong through Q3. Investor interest continues to be driven by efforts to balance liquidity, risk, transparency, and growth through alternative investment sources.



4

INTEREST IN FX HEDGING RENEWS

Engagement with currency and FX content surged this quarter as investors focused on shifting global monetary dynamics. These included the weakening of the U.S. dollar, the renewed debate around “USD exceptionalism,” and growing interest in EM local-currency bonds.



5

ALLOCATORS LOOK TO THEIR PEERS

This quarter saw an uptick in allocator-focused studies as investor interest in how peers are repositioning portfolios renewed. This trend was especially pronounced within the pensions market, where institutions are reassessing long-term strategies amid shifting rate environments and evolving returns expectations.



Charting the quarter: Forecasting new trends

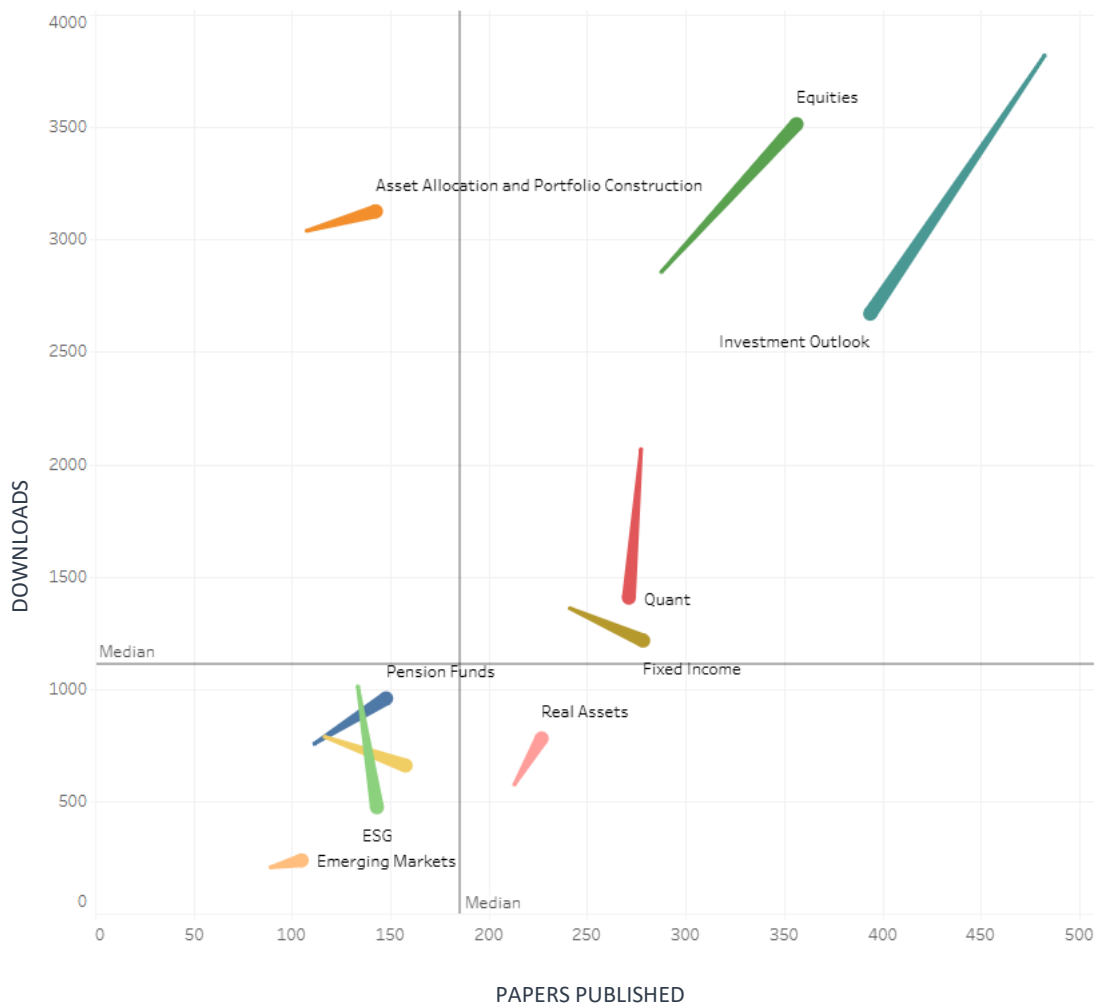
What changed between Q2 2025 and Q3 2025?

Interest in the Asset Allocation and Portfolio Construction topics continued through Q3. The underlying architecture of investing has been called into question in recent months. As we explore in the upcoming edition of *Signal*, both managers and allocators alike want to know how this topic is evolving. We also saw a consolidation of thought leaders within the Quant space. Finally, interest in ex-U.S. equities and fixed income opportunities drove high engagement of content covering these traditional asset classes.

Key takeaway: Embrace change

During 2025 it became clearer that portfolio construction and asset allocation must become more integrated processes. This is evidenced by a surge of interest in topics such as Total Portfolio Approach. Investment content professionals should embrace this and become more dynamic in covering the evolving interests of allocators.

TOPIC POPULARITY CHANGE: Q2 2025 TO Q3 2025



Recommendations for the quarter ahead

From Savvy Investor Content Specialists

Based on conversations with global asset managers and analyzing Savvy Investor content trends data from Q3 2025, we present recommendations for Q4 2025

TIME YOUR OUTLOOKS

Over the next two quarters, asset managers across the world will be publishing their 2026 outlooks, offering their takes on what the new year may bring for investors.

We recommend publishing outlooks during the two most appropriate periods for this content: between November and the first half of December, and between January and the first half of February.

TAP INTO TPA

Asset allocation and portfolio construction will likely remain key topics during the next quarter, as these two processes continue to become more interconnected.

We recommend tapping into this trend by creating content on topics such as Total Portfolio Approach while commenting on the current portfolio needs of specific institutional investors.

INTERROGATE U.S. EXCEPTIONALISM

Much has been written about U.S. exceptionalism. Yet this theme is not going anywhere – in fact, it is likely to become ever more prominent over the next few months.

We recommend producing bold content that offers unique angles on the relative attraction of U.S. markets against international opportunity sets. Emphasize the different management styles and strategies available for investors chasing these opportunities.

Top tip for the quarter ahead

From Savvy Investor Content Specialists

Our content consultants share their top tips for Q4 2025 to help maximize your content engagement.

FOCUS ON THE FOUNDATIONS

Recent engagement trends show that institutional readers are shifting focus. Portfolio construction, diversification frameworks, and the integration of private markets now dominate investor attention. The most effective content no longer reacts to market events; it shapes how institutions respond to them.

Write for the architecture, not the headlines

Our data shows that allocators are engaging most deeply with content that strengthens portfolio design rather than interprets daily news. High-performing pieces focus on resilience, liquidity, and long-term balance, translating macro uncertainty into structural insight. Writers must shift from commentary to construction, offering frameworks that will outlast the current cycle.

Turn complexity into clarity

Institutions seek precision through the noise. They want to understand how to act, and not just what to think. The most engaging content uses clear language, data-backed arguments, and offers practical takeaways to help readers apply ideas directly to portfolio challenges. Avoid abstraction and connect ideas to real allocation decisions.

Balance realism with direction

Allocators already know the risks. What they want are pathways through these. The most-read content pairs realism with solutions, highlighting where opportunities exist within volatility. Confidence and pragmatism outperform pessimism. Write to help investors move, not to confirm that they should stay still.

Reflect the shift beyond traditional frameworks

Allocators are moving beyond the static models that once defined institutional investing. Traditional frameworks such as 60/40 or fixed strategic bands no longer capture the complexity of modern portfolios. Content that resonates now recognizes this evolution, treating asset classes not as silos but as interconnected components of a complete portfolio. The strongest pieces of thought leadership emphasize agility, real-time risk awareness, and outcomes-based design. Writers who can translate these ideas into actionable insights will connect most effectively with an audience redefining what resilience and performance mean in practice.

Top 50 Leaderboard Q3 2025

#	Title
1	Rethinking Diversification: Learnings from a Total Portfolio Approach (PGIM)
2	Exploring Artificial Intelligence (Invesco)
3	Tactical Asset Allocation - August 2025 (Invesco)
4	Global ETF Megatrends: 2025 Midyear Review (State Street)
5	Stablecoins and the Future of Regulated Digital Money (Invesco)
6	Long-Term Asset Allocation â The Great Disruption? (BNP Paribas AM)
7	Charts that Make You Go Wow! (Deutsche Bank Research Institute)
8	U.S. Guide to the Markets Q3 2025 (JP Morgan AM)
9	Mid Year 2025 Outlook (JP Morgan Private Bank)
10	Bear Market Playbook: Decoding Recession Risk, Valuation Impact, and Style Leadershi (CFA Institute)
11	Transitioning from SAA to TPA (WTW)
12	The Summer AI Turned Ugly: Part 1 (Deutsche Bank Research Institute)
13	Macro Insights Q3 2025 (Fisher Investments)
14	Global Sovereign Asset Management Study 2025 (Invesco)
15	The Illusion of Thinking (Apple)
16	Mid-Year Outlook for 2025: Make Your Own Luck (KKR)
17	Credit in a Changing Market: Public-Private Balance (PGIM)
18	The Summer AI Turned Ugly: Part 2 (Deutsche Bank Research Institute)
19	Building the Backbone of AI (Brookfield)
20	The Big Picture: Global Asset Allocation 2025 Q4 (Invesco)
21	Simple Maths Says the AI Investment Boom Ends Badly (Firstlinks)
22	Secular Outlook: The Fragmentation Era (PIMCO)
23	Mid-Year Investment Outlook 2025 (JP Morgan AM)
24	Five Key Themes for the Second Half of the Year - Fixed Income (MFS)
25	Alternative Credit Insights: Advancing Diversification (Nuveen)

Top 50 Leaderboard Q3 2025

#	Title
26	Global Risks 2025 Midyear Update (Metlife IM)
27	2025 Mid-Year Outlook: Global Stocks and Economy (Charles Schwab)
28	Asset Owner Survey '25: Quantitative Analysis (Morningstar Indexes)
29	Worth Its Weight? Assessing Gold's Portfolio Utility (DE Shaw)
30	The Next Inflationary Surge Is About to Begin (Goehring & Rozencwajg)
31	From Black Box to Glass Box: Understanding and Attributing Machine Learning Models (Robeco)
32	Rethinking Risk Management and the Myth of "Missing the Best Days" (ViewRight Advisors)
33	CIO Views Midyear Macro Outlook: A New Dawn of Uncertainty (Columbia Threadneedle)
34	"Why the U.S. Dollar is Weakening" (Invesco)
35	The Path to 2075 - The Positive Story of Global Aging (Goldman Sachs)
36	Mid-Year 2025 Outlook (Apollo)
37	Europe's Next Financial Crisis Could Be the Big One (Chicago Booth)
38	Buffett's Intangible Moats (Sparkline Capital)
39	U.S. Compensation for Investment Management Positions 2025 (CalPERS)
40	"The Single Biggest Mistake Investors Are Making in Markets Today" (Morningstar Indexes)
41	Key Equity Themes - A New Era of Opportunity (MFS)
42	5 Year Expected Returns: The Stale Renaissance (Robeco)
43	How Likely Will Investors Outlive Their Savings? (Math Investor)
44	Balancing Act: Building Resilient Portfolios in a Changing Landscape (PIMCO)
45	Quantifying the Magnificence of the Magnificent 7 (Venn)
46	Thematic Investing - A Compelling Alternative amid Market Chaos (Robeco)
47	Private Assets Are Coming to 401ks but... (EDHEC Scientific Infra)
48	When Public Meets Private: The Modern Market (Morningstar Indexes)
49	Mid-Year Outlook 2025: Reality Check (Barclays Private Bank)
50	Passive Aggressive: The Risks of Passive Investing Dominance (Research Affiliates)

About Savvy Investor

Savvy Investor is the world's leading content platform for 22,000+ highly-engaged institutional investor members.

Asset managers and service providers use the Savvy Investor platform to generate leads, build their brand, and forge deeper relationships. We work with content and marketing teams to deliver targeted Content Promotion campaigns, Special Reports, Webinars, and Company Showcases.

Contact [Anton Balint](#) or [Prem Panesar](#)



Highly Engaged
Audience



Lead
Generation



Brand
Awareness



Content
Analytics



Dedicated
Account
Managers

About With Intelligence

With Intelligence is a leading provider of investment intelligence for allocating decisions, fund-raising and business development.

The global team includes data scientists, analysts, reporters and journalists, technologists, developers and industry experts – all obsessed with revealing the bigger picture on the asset management industry. The business delivers a unique blend of data that includes profiles, fund information, performance metrics and our valuable analyst perspectives.

With Intelligence's data, insight, and responsive platform combine to help investment professionals to connect with the right people, intelligence, and opportunities.