

# Robinhood emboldens everyday shareholder engagement with latest acquisition

Article

**The news:** The Nasdaq-listed trading app bought investor communication platform **Say Technologies** for **\$140 million**, [per](#) its press release.

**Why buy Say Technologies?** Its digital [platform](#) facilitates communication between shareholders and the companies they've invested in.

Say Technologies' Q&A solution lets investors participate in events like earnings calls so they can ask questions to the directors of the companies they hold shares in. It also simplifies proxy voting, which usually relies on a complex chain of financial intermediaries that pass information between companies and their shareholders and is often [difficult](#) to access for individual investors.

**What's in it for Robinhood?** The acquisition should boost its average account size and revenues.

- **Average account size.** The average account size on Robinhood is about [\\$5,000](#), compared with [\\$25,000](#) for **Charles Schwab**. Amateur, small-time investors are Robinhood's most common users. They invest small amounts but frequently and often with little understanding of a company's fundamentals. But facilitating shareholder communication can pique their interest in the companies they've invested in and get them more involved—and perhaps investing more. The solution could also attract more experienced investors who are likely even more interested in being proactive shareholders and can invest more money on the app than first-time investors.
- **Revenues.** While there are no details yet regarding how it will integrate Say Technologies' tools, Robinhood may add them to its paid subscription service, **Robinhood Gold**. This offers premium features for [\\$5 a month](#), like instant access to deposits and margin investing. The number of Gold subscribers grew from [300,000](#) in Q1 2020 to [1.4 million](#) in Q1 this year, and additional features like improved investor communication could further boost membership.

**Looking ahead:** The acquisition heralds the next trend in democratizing retail trading—facilitating shareholder engagement.

Robinhood is something of a trendsetter. It was among the [first](#) to do away with commission fees and introduce fractional share trading, which pushed incumbents like **TD Ameritrade**, **E\*Trade**, **Fidelity**, and **JPMorgan Chase** to slash their own fees and bolster their digital capabilities.

## Leading US Stock Trading Apps, Ranked by Download Share, 2018-H1 2021

*millions*

	2018	2019	2020	H1 2021
Robinhood	25%	28%	33%	38%
WeBull	3%	3%	6%	15%
Stash	18%	12%	17%	8%
Acorns	19%	23%	10%	8%
Fidelity	6%	6%	6%	7%
TD Ameritrade	5%	3%	6%	6%
Other	23%	26%	22%	19%

*Note: numbers may not add up to 100% due to rounding*

*Source: Sensor Tower, "The State of Asset Management Apps 2021," July 12, 2021*

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