Investopedia Reveals Winners of 2024 Best Robo-Advisor Awards

Wealthfront, Betterment, and SoFi Among Top Picks for Consumers

NEW YORK, Feb. 29, 2024 /**PRNewswire**/ -- Today, **Investopedia** announced the winners of its **2024 Best Robo-Advisor Awards**, featuring eight winners across 14 categories, based on an analysis of 59 factors. This year's winners provide tools and services to meet the confluence of rising female investors, historically dwindling personal savings, changing tax rules, and a crypto resurgence following the first-ever spot Bitcoin ETF—all shifting the way millions of customers interact with their investment platforms.

Investopedia's team of experts reviewed more than 20 robo-advisors against a comprehensive rating methodology to find the best options for consumers across various needs. The winners were selected from an expanded list of companies measured against newly calibrated categories chosen to emphasize consumers' top concerns, including goal planning, fees, and portfolio contents.

"While the foundations of long-term investing and saving are the same, the past year has presented new challenges and opportunities for these digital platforms to educate their clients and provide them with more options and opportunities to reach their goals," said Caleb Silver, Editor-in-Chief of Investopedia. "The 2024 Best Robo-Advisors have all adapted and evolved their platforms to meet the expanding needs of today's passive investors."

The winners of the *2024 Investopedia Best Robo-Advisor Awards* are:

- Best Overall: **Wealthfront**
- Best for Goal Planning: **Wealthfront**
- Best for Portfolio Construction: **Wealthfront**
- Best for Portfolio Management: **Wealthfront**
- Best for Beginners: **Betterment**
- Best for Cash Management: **Betterment**
- Best for Tax-Loss Harvesting: **Betterment**
- Best for Crypto Portfolio Selection: **Betterment**
- Best for Education: **Merrill Guided Investing**
- Best for Low Costs: **SoFi Automated Investing**
- Best for Women Investors: **Ellevest**
- Best for Mobile: **E*TRADE Core Portfolios**
- Best for Sophisticated Investors: **M1 Finance**
- Best for Those Who Struggle to Save: **Acorns**

To see the complete list of winners in Investopedia's 2024 Best Robo-Advisor Awards, visit**here**.

About Investopedia
Investopedia helps more than 13 million monthly U.S. users (Comscore,February 2024) learn how to understand complex financial concepts, improve their investing skills, and learn how to manage their money. Whether in a classroom, a boardroom, or a living room, Investopedia's editors and network of financial advisors and experts have answered questions and earned readers' trust since 1999. Investopedia is part of the Dotdash Meredith family of brands.

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