



FINANCE

## Fat Tail Investment Research Finds 10,000 Email Subscribers in Just Six Months with Taboola



*"Taboola account managers have been essential to the success of our campaigns. Their support and wealth of knowledge is overwhelming, and they're always finding new ways to provide value to our business."*

*"We've worked with Taboola for many years, and we see no signs of that partnership ceasing anytime soon. We look forward to expanding our partnership with Taboola in the years ahead as they continue to work closely with our business to achieve exceptional results."*

- **Christine Lu**, Paid Media Marketing Specialist, Fat Tail Investment Research

10k

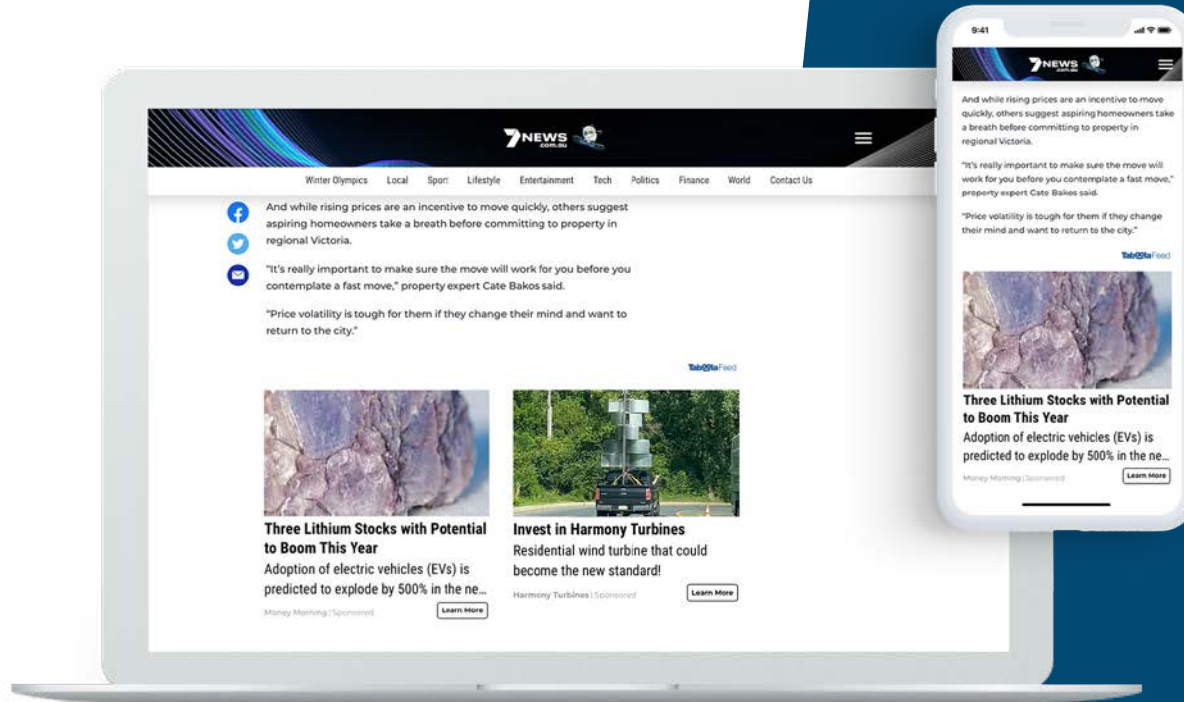
Email Subscriptions Attained in Just Six Months

2x

Increase in Subscriptions over Six Months

15%

Lower Cost-Per-Acquisition (CPA) than Target



## COMPANY

**Fat Tail Investment Research's** mission is to help everyday Australians become better, happier, and more successful investors by publishing a wide range of independent research materials.

## CHALLENGE

Find new and innovative ways to reach people interested in becoming better investors and convert them to subscribers to free daily publications like *The Daily Reckoning Australia* and *Money Morning*.

## SOLUTION

Work with **Taboola** to launch sponsored content campaigns that offer lead magnets in the form of research reports and editorial pieces to attract subscribers to free publications.

## RESULTS

With **Taboola**, **Fat Tail Investment Research** attained **10,000 email subscribers in just six months at a 15% lower CPA than their target**, while the number of conversions doubled.

**Fat Tail Investment Research Finds 10,000 New Subscribers in Just Six Months with Taboola**

## Introduction

**Fat Tail Investment Research's** mission is to help everyday Australians become better, happier, and more successful investors. They publish a wide range of independent research materials, including e-letters, financial publications, and investment advisories; all designed to provide information about investing and wealth protection.

Statisticians refer to the bulges on the extremities of bell-shaped curves as 'fat tails'. Instead of tailing off as they are supposed to, these rare events seem to swell up where unexpected. That's why their name is '**Fat Tail**' Investment Research — their business investigates them. They are Australia's largest publisher of independent financial research and a reputable source for investing-related analysis and commentary since 2005.



## Fat Tail Investment Research Increases Conversions While Keeping Cost of Acquisition Goals Under Target with Taboola

**Fat Tail Investment Research** is always looking for new and innovative ways to reach people interested in becoming better investors. They've worked with **Taboola** for many years to access a network of premium publisher sites on the open web, and to leverage **Taboola's** unique tools to reach those audiences.

With **Taboola**, **Fat Tail Investment Research** has been able to convert audiences on premium publisher sites to valuable leads and customers at scale, using both sponsored content and video ads.

Generating leads in the form of email subscriptions to free daily publications like *The Daily Reckoning Australia* and *Money Morning* is **Fat Tail Investment Research's** most important key performance indicator (KPI). They do so by offering free lead magnets in the form of research reports or editorial pieces to complement their subscriptions.

With **Taboola**, **Fat Tail Investment Research** attained **10,000 email subscribers in just six months at a 15% lower CPA than their target**, while the number of conversions increased month-over-month. Over the course of those six months, their **conversion rate doubled** while maintaining a **CPA 15% below target**.

## Fat Tail Investment Research Uses Taboola's Unique Targeting Capabilities to Achieve Success

**Fat Tail Investment Research** takes advantage of a variety of **Taboola's** targeting capabilities to ensure the success of their campaigns.

In order to reach relevant audiences, **Fat Tail Investment Research** uses **Taboola's** Data Marketplace to reach audiences interested in finance, stocks, and trading. They also use geotargeting capabilities to focus on audiences in New South Wales, Victoria, and other areas throughout Australia.

Bids are automatically optimised with **Taboola** Smart Bid, **Taboola's** automated bidding platform. For each impression, Smart Bid uses campaign and **Taboola's** network conversion data to predict how likely a user is to convert and adjusts the bid accordingly.

Results are tracked and measured with the implementation of the **Taboola** Pixel, which allows advertisers to understand the actions people take on their site, and to optimise their marketing campaigns towards desired and valuable actions.

According to **Fat Tail Investment Research**, **Taboola's** dedicated account management team has continued to provide valuable support and recommendations that ultimately improve results across each campaign.