



FINANCE

# How eToro Partnered with Taboola to Build One Of Their Top Media Channels For Acquisition



*“From the start, Taboola has understood eToro’s needs as a brand. We built a strong, accurate plan together, defining our acquisition and branding targets, and we were able to meet all of them, harnessing Taboola’s technology, our close relationship, and smart creatives to reach results and establish Taboola as one of our main media channels.”*

- **Omer Sadeh**, Social Media & Native Acquisition Team Leader, eToro & **Rotem Mishan**, Marketing Campaign Manager, eToro

---

30%

Of Registrations  
Converted to  
Paying Users

40%

Decrease in Cost Per  
Mille Views (CPM)



## COMPANY

**eToro** is a social trading and multi-asset brokerage company that focuses on providing financial and copy trading services.

## CHALLENGE

**eToro** was looking for a new media channel to expand their global acquisition and branding activities, that would provide high-quality results at a large scale.

## SOLUTION

Create a yearly plan to promote custom content, video and dedicated landing pages, targeting **eToro's** main audience.

## RESULTS

Over 30% of registrations were converted to paying users, and decreased CPM costs by 40% to reach bigger audiences across their target markets

**eToro** Sees 30% of Registrations Converted to Paying Users with **Taboola**



## Introduction

It's **eToro's** mission to provide financial markets to the masses. Part of this mission includes creating high-quality blog and web content that makes it simple for people everywhere to access financial insights.

In order to get this content in front of more people, **eToro** turned to **Taboola**.



## FROM A BROAD APPROACH TO CUSTOM AUDIENCES, THIS IS HOW ETORO REACHED THE RIGHT USERS WITH THE RIGHT CREATIVE

Casting a wide net helped **eToro** initially hone in on audiences with **Taboola** that would later become their go-tos.

Since then, **eToro** has made use of a wide variety of **Taboola's** audience capabilities, from retargeting, to recommended audiences (best performing segments pulled by **Taboola**), to attentive audiences (users **Taboola** identifies as showing high interest in the product, based on their behavior), and more in between.

This approach led **eToro** to reach the right audiences and meet their targets exceedingly quarter over quarter.

**eToro** also worked closely with the **Taboola** Creative Shop. The **Taboola** Creative Shop leverages data from hundreds of thousands of successful advertising campaigns that have run on **Taboola's** massive network of premium publishers, as well as thousands of ongoing A/B tests. It couples this massive dataset with a team of data analysts, content strategists, copywriters, graphic designers and video editors to give brands the strategies and assets needed to drive better results for brand or performance advertising goals.

With the **Taboola** Creative Shop, **eToro** was able to create timely and relevant assets that were rooted in data and carefully optimized for success.

## IN JUST ONE YEAR, TABOOLA HAS BECOME ONE OF ETORO'S TOP MEDIA CHANNELS

As **Taboola** and **eToro's** partnership grew throughout the year, **eToro** increased the amount of resources and budgets they put towards their **Taboola** campaigns, adding new products and countries to their campaigns, leading to successful growth and results.

One of **eToro's** main goals is to help people acquire financial knowledge. **eToro** operates in over 140 countries worldwide to promote this goal, and have used **Taboola's** vast reach across Europe, APAC and the US to convey this message. They plan to continue growing globally to new countries and using **Taboola's** premium publisher network to acquire new users in each country.

Looking ahead, **eToro** plans to keep expanding its work with **Taboola**, recruiting new members to their **Taboola**-dedicated marketing team, continuing the collaboration around data and creative, and opening new and exciting opportunities in their target countries in the years to come.