



The Motley Fool Australia Decreases Cost Per Acquisition on Taboola by 50%



"We have seen significant improvements in our activity since deploying a 'back to basics' approach and are slowly growing towards more advanced campaign formats, bidding types and targeting options. We're essentially moving from strength to strength."

- **Sam Fuller**, Direct Response Marketing Manager,
The Motley Fool Australia

440%

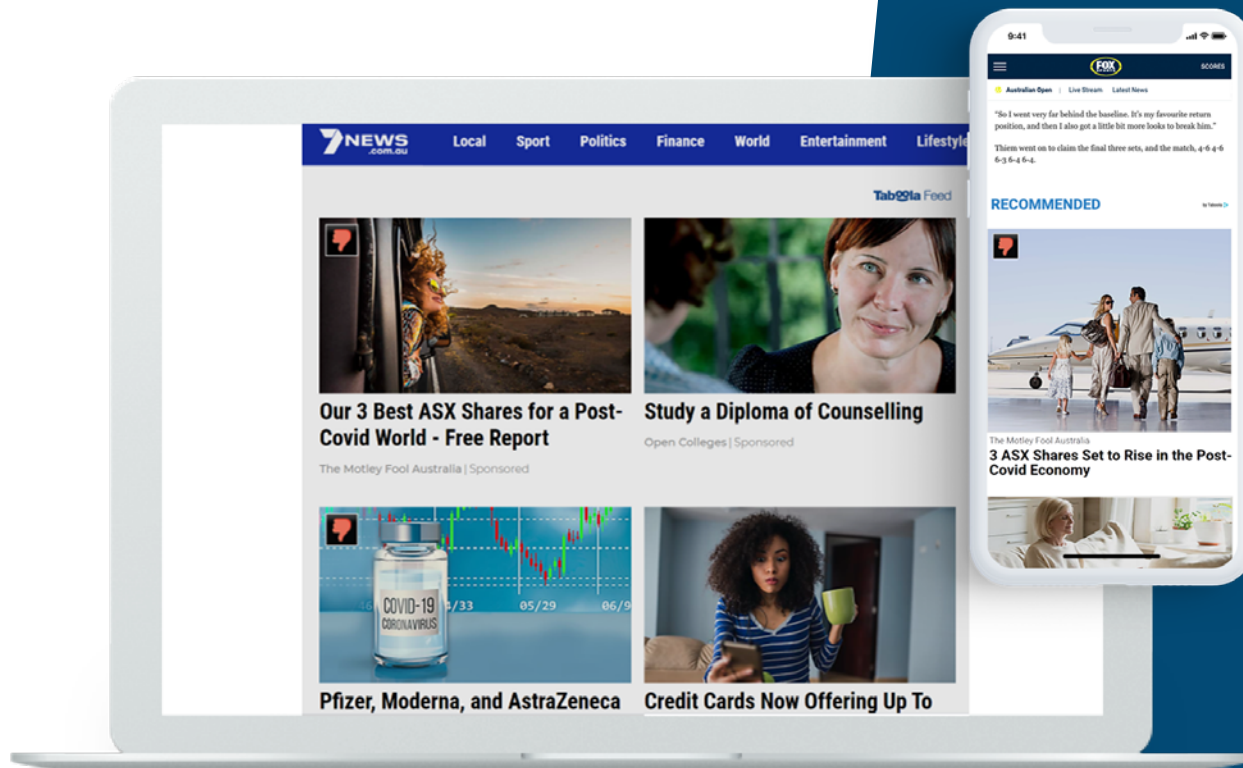
Increase in Customers
on Taboola

50%

CPA Decrease on
Taboola

7,700%

Increase in Customer
Engagement (Clicks)



COMPANY

The Motley Fool Australia is a private financial and investing advice company aiming to make the world smarter, happier, and richer and serve millions of hardworking investors in Australia and around the globe.

CHALLENGE

The Motley Fool Australia wanted to achieve performance advertising goals, including increasing their number of new customers at a lower CPA (cost per acquisition)

SOLUTION

Utilize **Taboola** sponsored content to reach the right audience across a large network of premium publisher sites.

RESULTS

The Motley Fool Australia saw a 440% increase in customers On **Taboola**, a 7,700% increase in customer engagement, and a 50% lower CPA for **Taboola** activity.

Taboola Helps **The Motley Fool Australia** Achieve 440% Increase In Customer Acquisitions on **Taboola**

Introduction

With performance marketing goals in mind, **The Motley Fool Australia** partnered with **Taboola** to develop a relationship built on transparency and trust.

By creating sponsored content campaigns with **Taboola**, **The Motley Fool Australia** was not only able to achieve their performance goals, but they were also able to discover other parts in the funnel where **Taboola** could help as well.



THE TABOOLA PIXEL HELPS GIVE THE MOTLEY FOOL AUSTRALIA AN ACCURATE VIEW OF THEIR SUCCESS

The Motley Fool Australia has a multi-stage funnel, so understanding how users move through this on **Taboola** was important to optimize towards its end goal.

Rolling out the **Taboola** Pixel gave **The Motley Fool Australia** a broader scope of insight into accurate tracking of the customers' journeys beginning with **Taboola** and helped point out opportunities where multiple campaigns could yield success. This approach allowed **The Motley Fool Australia** to ensure that gaps in the funnel were minimized on the **Taboola** network.

The Motley Fool Australia runs both retargeting and prospecting campaigns with **Taboola** and utilizes a range of segmentation techniques to best reach its audience with the right message.

THE FUTURE OF TABOOLA AND THE MOTLEY FOOL AUSTRALIA

Taboola and **the Motley Fool Australia** have developed a true partnership. Both parties understand the constantly changing landscape of performance marketing and react quickly and nimbly with the focus ultimately being on CPA goals.

As part of this partnership, **The Motley Fool Australia** has been at the forefront of launching the new **Taboola** Ads platform, are involved in testing new tools in beta, and also work with **Taboola's** creative shop team to find creative variants that lead to the strongest performance.

Both parties are keen to drive value, and share learnings and insights, beyond pure financial investment in the platform. **The Motley Fool Australia** plans on continuing to work closely with **Taboola** to iterate on their existing campaigns, create new ones and continue to see success.