



*'Taboola account managers have been essential to the success of our campaigns. Their support and wealth of knowledge is overwhelming, and they are always finding new ways to provide value to our business. We're confident our partnership with Taboola will continue to be a key driver of excellent results in this business and building the Fat Tail Commodities brand.'*

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

171%

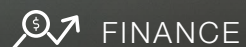
Increase in  
Conversion Volume

60%

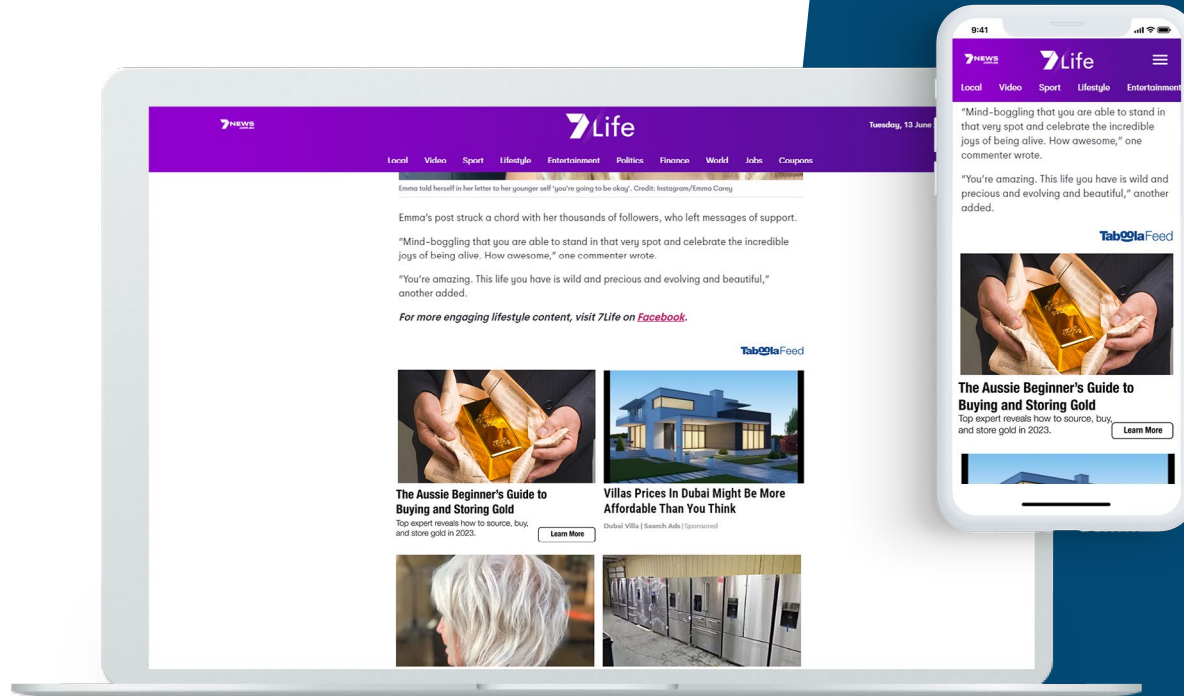
Increase in  
Conversion Rate

33%

Decrease in Cost  
Per Lead



## Fat Tail Investment Research Drives Email Subscriptions with Taboola Native Ads



## COMPANY

**Fat Tail Investment Research** is Australia's largest publisher of independent financial research and a reputable source for investing-related analysis and commentary since 2005.

## CHALLENGE

Generate email subscription leads and paid conversions at a low cost per lead.

## SOLUTION

Use **Taboola** sponsored content and targeting tools to reach and retarget audiences across premium publisher sites.

## RESULTS

With **Taboola**, **Fat Tail Investment Research** drove a **171% increase in conversion volume**, **60% increase in conversion rate**, and **33% decrease in cost per lead**.

**Fat Tail Investment Research** Targets Potential Subscribers Across Top Publisher Sites



## Introduction

**Fat Tail Investment Research** is Australia's largest publisher of independent financial research and a reputable source for investing-related analysis and commentary since 2005. Its mission is to help everyday Australians become better, happier, and more successful investors.

**Fat Tail Investment Research** publishes a wide range of independent research materials, comprising e-letters, financial publications, and investment advisories; all designed to provide information about investing and wealth protection that the mainstream is not covering.

Why the name? 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 you don't expect them. The experts at **Fat Tail Investment Research** investigate them for you.

**Fat Tail Investment Research** launched a new e-newsletter **Fat Tail Commodities** in 2023. **Fat Tail Commodities** provides exclusive insights and expert guidance on the anticipated Aussie mining and commodity boom and **Taboola** were instrumental in the success of the launch.



## Fat Tail Investment Research Turns Leads into Paying Customers with Taboola

Fat Tail Investment Research has been working with Taboola for years. Together, they've built campaigns to drive high-quality leads and convert those leads into paying customers for subscriptions.

*'Generating leads via email subscriptions is a primary component of our customer acquisition strategy', said Christine Lu, Paid Media Marketing Specialist at Fat Tail Investment Research.*

*'We usually advertise lead magnets such as free reports or editorial pieces, in the hope that our creative campaigns (and products) will be compelling enough to acquire new subscribers into our readership.'*

**Fat Tail Investment Research** already had success using **Taboola** to generate leads for its Lithium Stocks category. Now, they wanted to drive the same results for the Gold Stocks category. Its main goal was to drive valuable leads at a low cost-per-lead (CPL).

As a leading content recommendation platform, **Taboola** helps advertisers reach engaged audiences across more than 9,000 publisher properties with the power of native ads.

*'Taboola provides access to many publishers, tools, and audiences that are uniquely available with their network', said Lu.*

*'Working closely with our **Taboola** account manager, we've been able to maximize the value of the platform resulting in valuable leads and sales. Their insights and understanding of our brand have been critical to our business's success and the launch of new e-newsletter, **Fat Tail Commodities**.'*

## Fat Tail Investment Research More Than Doubles Conversion Rate with Taboola

For this new round of campaigns, **Fat Tail Investment Research** used contextual targeting and retargeting tools to reach just the right audiences across **Taboola's** network of vetted publisher properties. Each ad click led to a landing page where people could submit their emails and download a free report.

*'Taboola's targeting features allow for extensive audience testing and insights', said Lu.*

*'Optimising our campaigns with data-driven insights has resulted in reduced wastage and improved efficiency across our lead gen campaigns.'*

**Fat Tail Investment Research's** dedicated **Taboola** account manager provided support throughout the entire process, offering customised recommendations and strategies to help increase results.

With **Taboola**, **Fat Tail Investment Research** was able to achieve outstanding results across both its lead generation and purchase campaigns. In just two months, they drove a **171% increase in conversion volume, 60% increase in conversion rate, and 33% decrease in CPL** — improving performance while reducing spend.

**Fat Tail Investment Research** now looks forward to expanding their partnership with **Taboola** and working closely together to grow the **Fat Tail Commodities** brand achieve exceptional business results.