

# Port Phillip Publishing Generates 1,000's of Subscriptions with Taboola's Content Discovery Platform



*"Uploading new content on a weekly basis, tracking click to leads performance, and working closely with our dedicated account manager, are what we believe enabled this growth and success for **Port Phillip Publishing** with **Taboola**."*

- Ashley Huang, PPC Coordinator, **Port Phillip Publishing**



## COMPANY

**Port Phillip Publishing** is an independent financial publisher providing commentaries, economic analysis, and market forecasts.



## CHALLENGE

Acquire high-quality customers via email subscription leads.



## SOLUTION

Leverage **Taboola's** content discovery platform to relevant audiences.



## RESULTS

Double-digit increase in average conversion rate and thousands of email sign-ups a month.

10%

Increase In Average Campaign Conversion Rate

+1K

Email Sign-Ups a Month



## Introduction

Port Phillip Publishing is a financial publisher based in Melbourne, Australia. The company provides independent financial commentary, economic analysis and market forecasts through print and email publications, books and conferences.

They reach more than 20,000 investors through its subscription services.



## Targeting Audience Through Taboola's Content Discovery Platform

**AROUND THE WEB**

Sponsored Links by Taboola

**5 Reasons Dolphins Could Secretly Be Aliens**  
Daily Mail

**3 Paradise Boltholes Where Aussies Can live like a King**  
Port Phillip Publishing

**7 Exercises to Get Your Core Strong**  
Port Phillip Publishing

**3 Paradise Boltholes Where Aussies Can live like a King**  
Port Phillip Publishing

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### 3 Paradise Boltholes where Aussies can live like a King on the Cheap

Download our brand new free report and you'll learn all about three amazing overseas destinations that are cheaper... healthier...

Places where you can live legally and safely... where real estate is dirt cheap, health care is either free or

Best of all, you can live like you're on a permanent holiday, without putting a serious dent in your nest-egg... Retiring overseas is just one of the ideas we talk about in The Escapologist, Australia's newest and most exciting lifestyle email.

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## Acquiring Leads Through Free Daily Emails

At **Port Phillip Publishing** content really is king. The company offers four free daily emails – The Daily Reckoning, Money Morning, The Pursuit of Happiness and Tech Insider. Rather than reporting news, **Port Phillip Publishing** writes about what they think matters, why it matters, and what investors can do about it.

Generating email subscriptions is a key component of the **Port Phillip Publishing**'s customer acquisition strategy. The company's free email readership expanded from around 270 readers of their free emails in 2005 to over 100,000 today.



## Generating 1,000s of Email Sign-Ups a Month with Content Discovery

In an effort to grow its email subscriber list, **Port Phillip Publishing** turned to **Taboola**. They promoted articles such as “3 Reasons Our Recession Free Run is Over” and “3 Paradise Boltholes Where Aussies Can Live Like

*a King on the Cheap*” to relevant audiences through **Taboola**'s content discovery platform. Each of the pages offered readers the chance to subscribe to a free daily email.



## Ongoing Optimization Driving Content ROI

**Port Phillip Publishing** has been running an average of 10 content campaigns every month with **Taboola**, working closely with **Taboola**'s account managers to optimize content, titles, thumbnails, targeting and CPC.

The results have been nothing short of remarkable: **Port Phillip Publishing** managed to double their monthly subscriptions, with CTR that is well above the industry average and while maintaining a low CPA.