

Multi asset investment platform eToro uses FT Gift Subscriptions to assist clients' investing decisions

ft.com/group



The challenge

As investing moves to online spaces, making the right decisions is vital for new investors, and support must be available from educated and informed staff members and news sources.

The solution

eToro, an online investment platform founded in 2007, launched a two-pronged strategy of providing Financial Times access to their staff members, as well as to their top tier clientele through FT Gift Subscriptions.

The benefits

Not only can their staff adequately keep in touch with the ever-changing global markets and provide assistance to their users, but their clients can make better investment decisions faster, using trusted FT journalism to guide them.



We feel that having an FT partnership brings credibility to our business. Giving out these types of subscriptions to our customers further demonstrates we are a trusted and reliable investment platform where people can expand their knowledge of global markets.

Ben Levin

Customer loyalty programme manager, eToro



The evolution of investing

In the last decade, investing has moved to digital spheres, providing investors with greater accessibility and transparency than ever before.

Every day, people across the globe are taking to investing at home, exploring the stock market, and educating themselves on cryptoassets and fluctuations in commodity prices.

As online platforms sprung up to help users learn about trading, and the online fintech boom grew, eToro has emerged as the leading multi-asset investment platform with millions of registered users across the globe.

“eToro currently has a global customer base of 14 million registered users,” says Elie Edery, director of customer loyalty at eToro.

“I have been with eToro for over ten years and my main aim is to add value for customers in order to enhance their investment experience.

“From client feedback, we have identified core elements that guide how we can add value to our clients, which broadly fit into three key themes: making the investment and trading process more seamless, offering them professional services and tools, and giving them a distinct and personal investing experience on our platform.”

eToro’s unique proposition

eToro has introduced multiple USPs to its platform, all with the aim of helping its customers invest in a more informed way. One of these is CopyTrading, where users on the platform can mirror the investment strategies of others.



The FT is able to build stories and explanations around data, providing a full picture to the reader in a digestible and informative format.



Ben Levin

Customer loyalty programme manager, eToro

“We’re finding that our top-tier clients like to copy other investors, because they are typically quite time-poor,” says Elie.

“Investors are typically 40 years old, and invest in US stocks, with about 20% diversifying into our thematic investment portfolios. We are seeing an increasing number of investors maintaining a portfolio worth over \$1 million.”

Many eToro customers will also be looking to grow their personal portfolios by improving their own market intelligence.



We see our partnership with the Financial Times as a win win situation both for our customers and for us. Customers are enhancing their knowledge and getting additional financial information to make investment decisions.

Elie Edery

Director of customer loyalty, eToro



“We want to encourage people to think about long-term investing,” says Elie. “It’s not our place to give investment advice, but our platform is evolving to offer more investment products and now we must match that with employee expertise.”

Educating users and staff alike

eToro has taken a two-pronged approach to using the FT by upskilling their staff, and assisting their customers simultaneously. First, the eToro team ensures their staff members are kept up to date with market news and developments in the world around them.

“We want to provide staff with the right tools to educate themselves on global markets and current affairs, so they can have the right conversations with clients,” says Elie. “Access to FT reporting is a key part of this.”

“The calibre of journalism is world-class,” says Ben Levin, customer loyalty programme manager at eToro. “In the financial world there is no shortage of sources of analysis with the majority being chart-based.

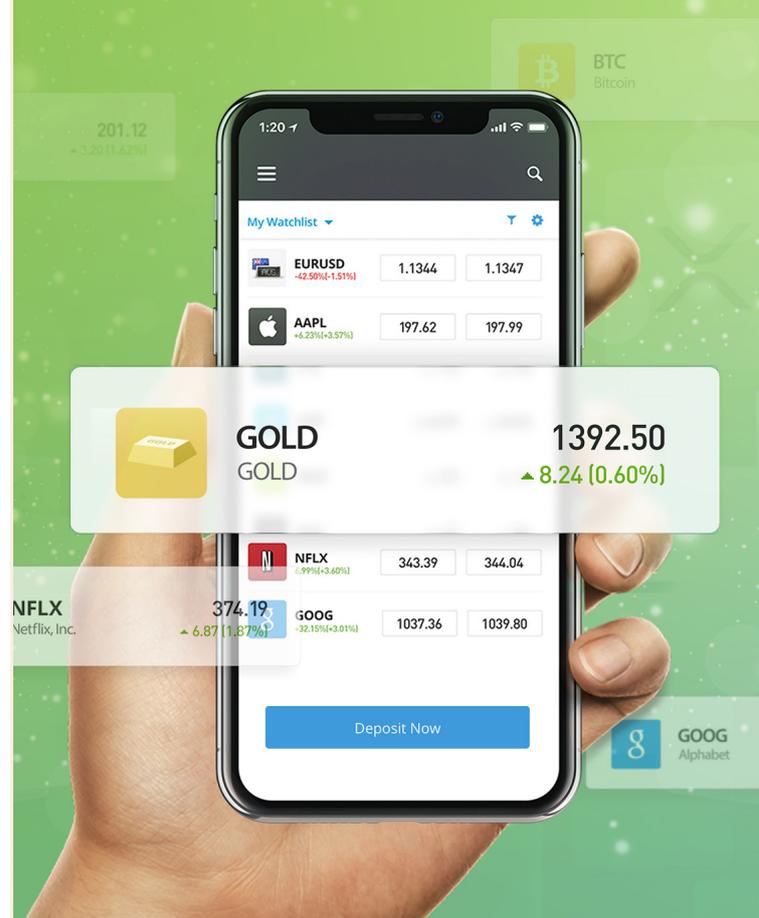
“However, the FT is able to build stories and explanations around data, providing a full picture to the reader in a digestible and informative format.”

By rolling out FT access to the eToro global team, users of the platform can be sure that any support from the eToro team will come from a position of knowledge and understanding, as well as people who are genuinely invested in what’s happening in the world.

Not only can staff upskill in their own time, but they are encouraged to engage in FT content in their day-to-day work, to ensure news is top of mind.

Ben agrees: “It’s important for our eToro employees and clients to stay up to date with market news via quality reporting especially staff in customer-facing roles.

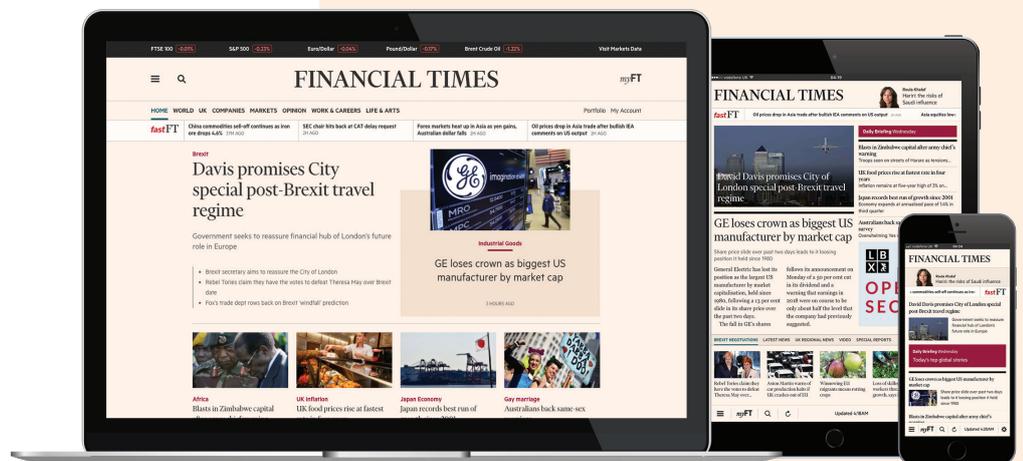
“They are the ones interacting with customers throughout the day, every day and at any given



The quality of the Financial Times’ reporting and subsequent articles that are produced is what makes it such a trusted source of information for so many.



Elie Edery
Director of customer loyalty, eToro



moment something can happen in the news that can have a serious impact on our customers and their investment decisions.”

Gifting the FT’s trusted insights

Alongside educating the staff at eToro, the customer loyalty team were eager to ensure the top tier clients on the platform were able to engage with trustworthy insights, to enable them to make better investment choices.

“We want customers to be kept informed,” says Ben. “For this we need them to have access to the best quality news sources to better assist them in investment decisions, with the goal of better investment outcomes.”

eToro offers a unique FT package, where users can get access through a gift subscription to the FT’s impartial, accurate journalism. With these insights, customers can ensure their investing decisions are backed up by high-quality information and analysis from the Financial Times’ award-winning journalists.

“We chose FT access for our top tier clients for two reasons,” says Elie. “Firstly, our due diligence showed the Financial Times is one of the most-read online financial newspapers today. Secondly, we can see that clients are actively using it everyday. Customers want it and it’s one of the most cited educational benefits of being on eToro by our clients.”

Global news to a global audience

The FT’s global insights are of value to readers around the world, and eToro’s customer base is no different.

“We have customers from over 100 countries on our platform so it makes sense why our customers are reading FT articles that are global in nature,” Elie continues.

Ben finds value in this international coverage as well: “we required something that provided global coverage in

terms of market news and reporting, to fulfil the needs of our global user base. The FT not only provides both of these but it is also recognised as a quality source of information.

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