

# How eToro reached over 2M people with a new Original Content Series

## See The Sample

[Click HERE](#) to view episode #32 of 'Investor Gospel', eToro's original vertical series that promotes timeless investor advice

## The Problem

eToro needed to expand its digital presence and create original content without in-house expertise, particularly in vertical content creation.

## The Solution

Developed high-frequency series for TikTok, Instagram Reels, and YouTube Shorts, with 'Investor Gospel' as the standout 60-second investment advice series.

## The Results

Achieved 22% higher engagement on TikTok, 1.8M views within the first two months, and 112k new followers across social media channels.

## Key Results

Engagement Increase Per Post on TikTok

**22%**

Views achieved in first 2 months of campaign

**2.1M**

Followers gained across TikTok, Instagram, and Youtube during campaign

**112k**



# How J.P. Morgan Chase UK Gained 184,000 New Users In Just 3 Months

## See The Sample

[Click HERE](#) to see the type of vertical content that helped Chase UK capture 184,000 new users in just 3 months

## Identifying An Approach

Mavl identified Instagram, TikTok, and YouTube Shorts as ideal platforms for targeting millennials and Gen Z with vertical content advertisement.

## A Relatable Approach

Mavl created a relatable script and voice-over that balanced casual, calming language with a slightly corporate tone.

## Data Driven Decisions

The ad campaign was optimized for visibility and engagement, ultimately reaching 2,000,000 people and converting 184,000 sign-ups.

## Key Results

New users that signed up for Chase UK in first 2 months

**184,000**

People who saw the add on their social media feed

**2.3M**

Increase to view duration compared to Chase's previous vertical content advertisements

**85%**