Babbel Drives 100k New Leads Per Month Through Content Marketing

+**Babbel**

*"**Taboola**'s platform is an inexpensive yet effective tool that we use in order to get **Babbel**'s content out there to new learners. We are also thrilled with the transparency of the platform. As a brand, it's great to understand where our content is being promoted and to be able to make changes if need be."*

- Ed Wood, Senior Content Marketing Manager, Babbel

COMPANY

Founded in 2007, **Babbel** is a leader in the online language learning industry with more than 1 million active subscribers.

CHALLENGE

Distribute **Babbel**'s rich content to new language learners and have them convert into paying customers.

SOLUTION

Use **Taboola**'s discovery platform to interact with and to target **Babbel**'s audience through their humorous and informative content.

RESULTS

Paying customer acquisition experienced double-digit increase through **Taboola**.

22%

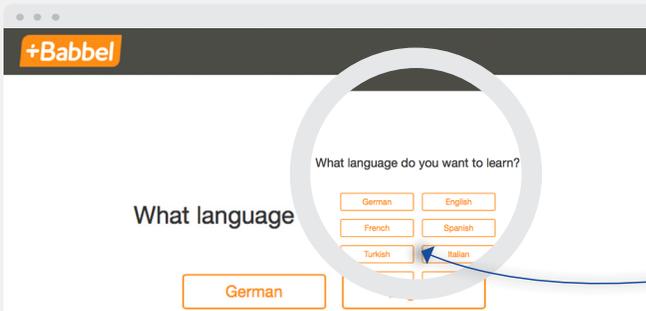Increase in New Marketing Leads
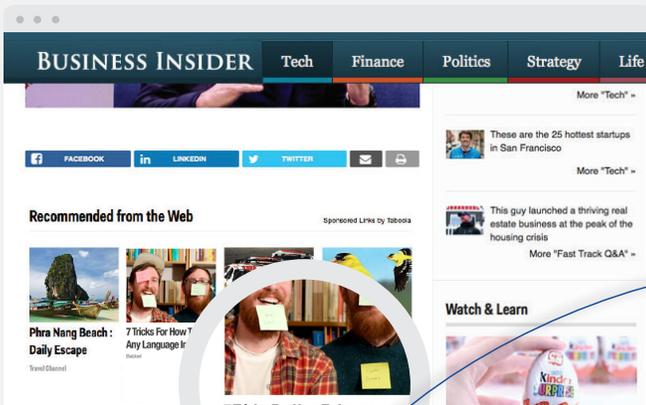
100K

New Leads a Month

Introduction

Babbel is a new, online method for language learning. The comprehensive system combines effective educational methods with state-of-the-art technology. **Babbel** enables anyone to learn one of 14 languages in an easy and interactive way.

Since **Babbel** is an online company offering people the opportunity to learn languages on the go, it makes sense that their marketing is very focused on digital opportunities for customer acquisition. They use a wide variety of channels to reach potential customers, including SEM, Gmail promotions, direct display and more.

Babbel has a very rich content strategy with a robust online magazine that covers languages and language learning in a fun, approachable way. Content is an important acquisition tool for **Babbel**, driving over 100,000 leads per month. This strategy allows **Babbel** to interact in a humorous yet meaningful fashion with consumers, giving them much more information about how **Babbel** teaches languages than other advertising formats.

Recommending Content To Increase Acquisitions

Taboola Drives 22% Of New Content Marketing Leads

In order to make the most of their content marketing efforts, **Babbel** works with **Taboola** to distribute their content to the audiences most likely to convert into paying customers. **Taboola** drives over 20% of their content marketing customer acquisition and works well for a variety of reasons:

1. **The CPC** - Discovery CPC is less expensive than more traditional online marketing channels like search.

2. **Transparency** - **Taboola** has a number of advantages over other platforms that **Babbel** uses for content distribution, primarily the level of transparency. **Taboola**'s platform allows **Babbel** to understand which content converts from which types of traffic, so they can then optimize based upon that data. Poorly performing publishers can be excluded and distinct campaigns can be created for particular target groups.

3. **CPA Tracking** - **Taboola**'s algorithms optimize for conversions using **Babbel**'s CPA tracking code, targeting the right consumers and allowing for ROI measurement.

4. **Ripple Effect** - Content distribution on **Taboola** can generate subsequent gains in the organic reach of articles, increasing the likelihood that promoted items will be shared via other social channels such as Facebook or email.

5. **Multiple Optimizations** - **Taboola**'s platform allows **Babbel** the opportunity to optimize campaigns based on content, image, and headline. **Babbel** typically runs variations of headlines and images for each piece of content.