



“The primary goal of our Taboola video was brand awareness, so we couldn’t believe the incredibly high amount of quality of the leads we saw from it. After running our vertical video campaign, people actually picked up the phone and gave us a call. We were amazed with how well it performed.”

- Harel Moshe,

Digital Marketing & Ecommerce Manager,
Aminach Group

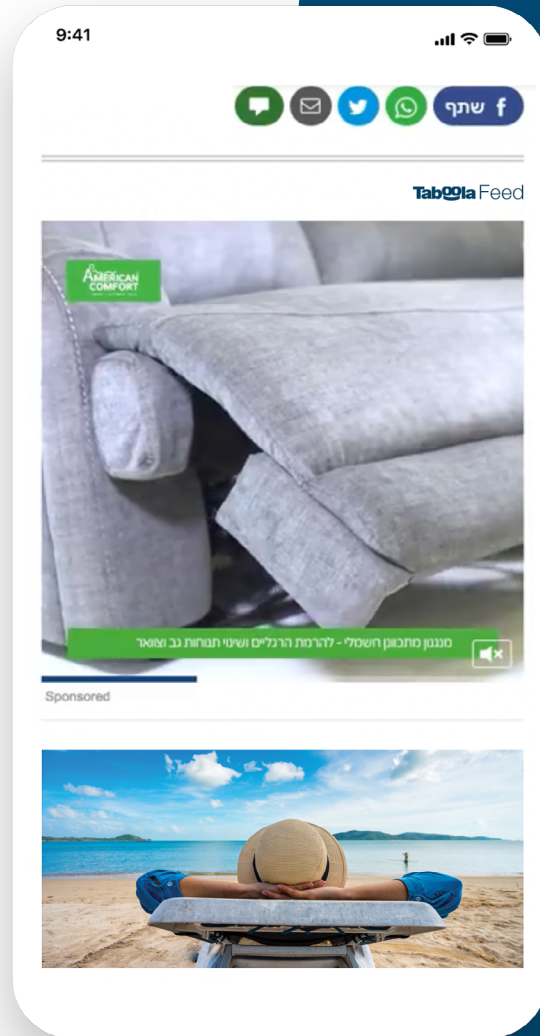
HOME GOODS

**American Comfort
Drives Interest From
Over 130,000 People
In New Sofa Model
With Taboola Vertical
Video in Just One
Month**

95 Phone Calls

7,491 Landing Page
Entries

130,000+ Completed Video
Views in One Month



COMPANY

American Comfort is an Israeli furniture company that specializes in using the highest quality materials and the most advanced technology to create the perfect comfort experience.

CHALLENGE

Increase brand awareness and generate high quality leads for a new sofa featuring USB charging ports along with **American Comfort's** signature quality standard.

SOLUTION

Utilize **Taboola** vertical video and sponsored content to drive brand awareness and increase high quality leads.

RESULTS

With Taboola, American Comfort drove brand awareness using in-feed vertical video. In addition to driving brand awareness, American Comfort was surprised to find that Taboola's non-disruptive video experience was able to generate high quality leads and sales calls.

American Comfort Sees 130,000+ Completed Video Views in One Month.

INTRODUCTION

American Comfort is a furniture company that specializes in using the highest quality materials and the most advanced technology to create the perfect comfort experience.

At each of their 15 branches, you will enjoy a perfect comfort experience, including the world-famous TV armchairs, smart home theater systems, massage armchairs, mattresses and adjustable sleeping systems--all made from the highest quality materials and advanced technologies. Customers can get every one of American Comfort products custom-made for their needs and tailor-made for their home.

To raise awareness and sales of a new product, **American Comfort** utilized **Taboola** video and sponsored content.



AMERICAN COMFORT'S BRAND AWARENESS SUCCESS WITH TABOOLA LEADS TO INCREASED LEAD GENERATION

American Comfort was able to drive full-screen engagement with large format, **vertical video**, adopting a format that is seeing success in social platforms like Snap and Instagram.

In order to highlight the features of the new **American Comfort** sofa, the **Taboola vertical video** they produced panned slowly over the product, showing details such as electric reclining, and USB charging ports.

After launching the video they created with **Taboola Video Studio**, American Comfort noticed an influx in high quality leads. They received both phone calls and landing page entries as a direct result of video views.

Taboola Video Studio is our in-house creative studio. Our studio team optimizes engagement and results for videos and helps drive ROI using creative best practices and features like custom overlays, end-slates and more.

