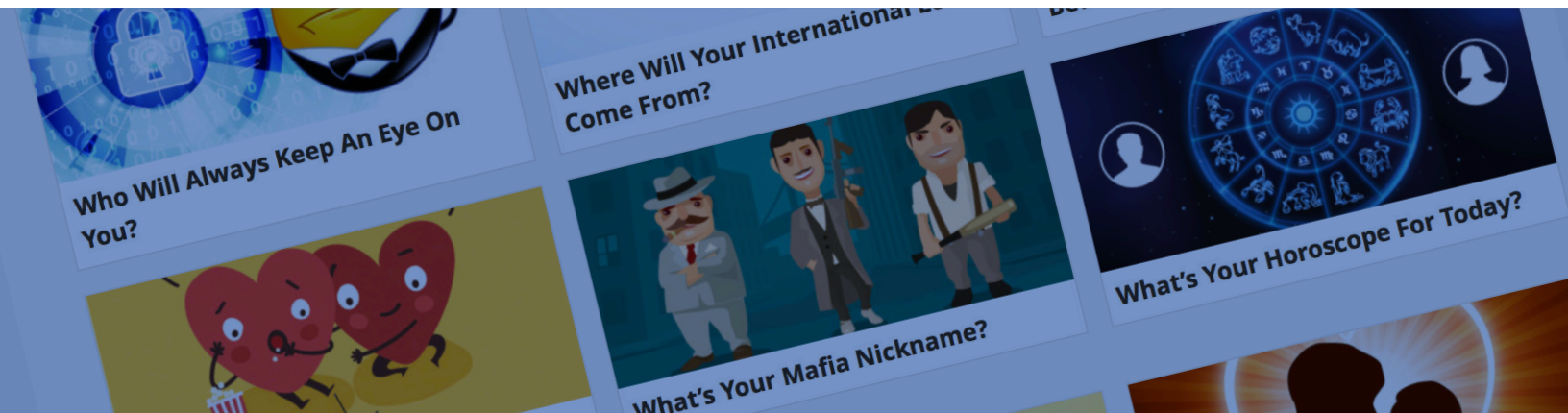


# Kueez Scales up to 100 Million Quality Page Views per Month with Taboola



"We wanted a traffic source that would scale, but also bring users that would engage and be active on Kueez.com. We've seen between 5 and 10 million new users a month with Taboola, but amazingly, have seen a huge increase in engagement—an average of 10 pages visited per user, whereas other channels we see six on average."

— Ori Mendi, CEO of PRPL & Co-founder of Kueez



## COMPANY

**Kueez** is a popular online personal content platform that drives tens of millions of views a month better.



## CHALLENGE

Deliver audiences who will actively engage with **Kueez**, and drive the acquisition of users on a large scale, at an affordable cost.



## SOLUTION

Use the **Taboola** discovery platform to increase engagement and drive traffic at a large scale, for a lower CPA.



## RESULTS

With **Taboola**, **Kueez** exceeded their target traffic goals by acquiring approximately 100 million page views per month, with a 20% decrease in bounce rate.

100 Million

Page Views per Month

10

Average Pages  
per Session

20%

Decrease in  
Bounce Rate



## Introduction

**Kueez** is an online personal content platform that allows users to play games based on their Facebook profiles. Operating in eight languages worldwide,

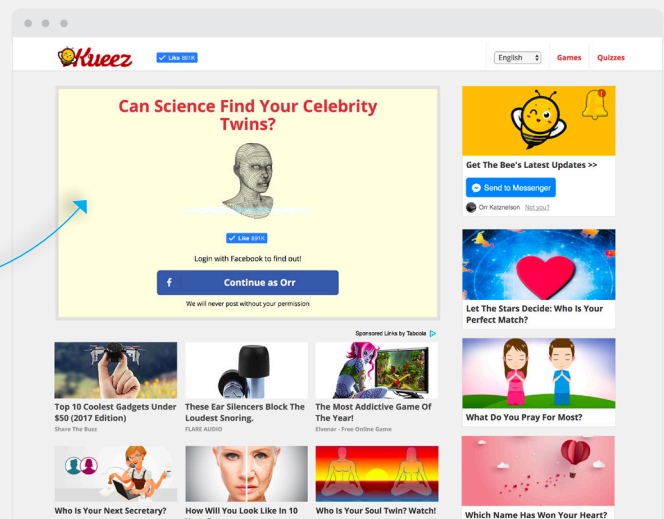
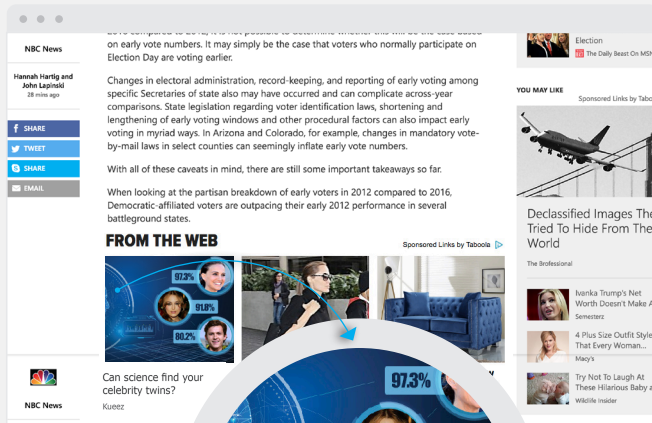
**Kueez** players receive high-quality content and hours of entertainment while advertisers are exposed to unique interactions with other players.

**Kueez** sees approximately 100 million pageviews per month around the world—and an average of up to 10 pages per visitor referred by **Taboola**.

“We have built a winning platform for all sides, with users receiving a high level of content and fun, while advertisers receive quality exposure and unique interaction with their target audience,” Mendi said.



## Quality Traffic Drives a Large Increase in Engagement with Games on Kueez.com





## An Increase in Website Engagement was the Driving Force Behind Choosing Taboola

**Kueez** uses several distribution channels to drive traffic to their site, but quickly realized after implementing **Taboola** that in terms of website engagement, **Taboola** was performing much above average.

With **Taboola**, they were approaching users that not only engaged highly with their games, but had already played the same types of games on other, similar, sites. **Taboola** was driving subscribers that consistently returned to the **Kueez** platform for more entertainment.

Part of their success was collaboration with **Taboola** from the beginning. The account management team was able to provide optimization insights and creative ideas that helped increase the success of **Kueez** campaigns.



## Quality Traffic from Taboola Drives Unprecedented Engagement for Kueez

**Taboola**'s traffic turned out to be one of the most lucrative channel for **Kueez**'s main measurements of success—user acquisition, pages per session and bounce rate.

**Kueez** is currently scaling at an average of 100 million page views per month, at an average of up to 10 pages per session with **Taboola** in some domains. Campaigns with **Taboola** also showed a 9 percent bounce rate.

Working with **Taboola**, **Kueez** has found incredible scale in areas like US and Brazil, and have expanded their site into eight languages since—English Portuguese, French, Hebrew, Turkish, Arabic, Spanish and German.

Today, **Kueez** is actively running campaigns with **Taboola** in the US, Brazil, UK, Australia, Canada, France, Philippines, South Africa, Israel, Kuwait, UAE and with plans to expand dramatically.

**Kueez** is now looking to expand its relationship with **Taboola** by increasing scale in the current GEOs, and expanding to others.

In addition, the company is adding more branded and technology-based content to the website.