Nespresso Thailand Doubles Engagement with Advertorials Using Taboola Sponsored Content

The Nespresso company is an autonomous globally managed business of the Nestlé Group. Nespresso is present in over 60 countries, counts over 12,000 employees worldwide and has been in Thailand since 2015.

Reach new audiences with the distribution of advertorial content outside of traditional distribution channels like search and display.

Use Taboola’s discovery platform to distribute advertorials using sponsored content and reach new audiences on premium digital properties, mobile carriers and device manufacturers.

For Nespresso Thailand, 85% of traffic to advertorial pages is delivered by Taboola. They also see double the session duration and a 10x lower average cost per page view than any other channel.
Introduction

The Nespresso company is an autonomous globally managed business of the Nestlé Group. With corporate headquarters in Lausanne, Switzerland, Nespresso is present in over 60 countries and counts over 12,000 employees worldwide.

Nespresso’s singular focus is on delivering highest quality coffees and ultimate coffee experiences to consumers cup after cup. They’re new to Thailand, and have been operating since 2015.

Nespresso Thailand has been humbled by the warm welcome and enthusiasm from coffee lovers all over Thailand—a clear indication of how vibrant the coffee lover community is there. Their goal is to bring ultimate coffee moments to as many coffee connoisseurs as possible in Thailand. Visit them at www.nespresso.com.
Traditionally, Nespresso Thailand had worked with channels like Facebook, YouTube, display and others to reach their brand awareness goals. It added Taboola’s discovery platform to the mix in order to reach new audiences.

Nespresso Thailand works with Taboola to drive traffic to advertorial content, which is written and promoted with the goal to increase brand awareness in the region. Nespresso Thailand distributes either two or three advertorials a month with Taboola in order to support new product releases like flavor capsules or coffee machines.

Taboola helps people explore what’s interesting and new at a key point in time—the moment of next, the exact moment at which they’re open to discovering something new.

Nespresso Thailand’s key metrics that they used to measure success were pageviews, cost per pageview and average session duration.

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Nespresso Thailand views Taboola’s account management team as one of the key factors in their success—they provided creative recommendations for every campaign to ensure high click-through-rates (CTRs) at all times.

Nespresso Thailand looks forward to expanding their relationship with Taboola to include the distribution of video content through Taboola Video in the future.