PANDORA Boosts Brand and Achieves High CVR with Taboola

“We see better performance with native advertising than any other channel, giving us the opportunity to spread the PANDORA brand everywhere. Taboola not only met our goals for branding, but also achieved impressive conversions through our campaigns. We have driven more conversions with Taboola than with any other native channel.”

- Mathilde Phelip, Traffic Manager, Group Marketing at PANDORA

PANDORA designs, manufactures and markets hand-finished and contemporary jewellery made from high-quality materials at affordable prices.

Reach new, high-quality audiences at a large scale to further build the PANDORA brand in France.

Use the Taboola discovery platform to drive quality traffic that spends time with PANDORA marketing content and converts at a high rate.

With Taboola, PANDORA achieved an increase of conversions by 130% with branded content at an average of 217 seconds time on site.
PANDORA designs, manufactures and markets hand-finished and contemporary jewellery made from high-quality materials at affordable prices. PANDORA jewellery is sold in more than 100 countries, including France, on six continents through approximately 7,900 points of sale, including more than 2,100 concept stores.

PANDORA believes in responsible business practices and aspires to offer high-quality, affordable jewellery. They’re committed to developing and manufacturing their products in a responsible manner; providing a great environment for their employees; and working towards minimizing their environmental impact on the planet.

**PANDORA Successfully Promotes Brand in France with Taboola Campaign**
When they started working with Taboola, the marketing team at PANDORA wanted to be everywhere with their brand. They run native advertising campaigns for both brand awareness and acquisition on platforms that include everything from content discovery to display advertising.

PANDORA currently has an acquisition strategy with leading search, social, native and content discovery providers, and are working with outside branding and search marketing resources to boost brand awareness. PANDORA's campaign goals in France are primarily about branding, but acquisition is a bonus success metric. Out of all of their channels, Taboola performs the best for both—improving month over month as they make further efforts to optimize their campaign creatives.

The goal of PANDORA's Taboola campaign is for the user to get to know them. It's not about purchases of different types of PANDORA jewelry like charms, bracelets, rings and necklaces, but is instead about users becoming aware of the brand.

They achieved this goal and more with Taboola—the conversion rate was driven by high-quality traffic that spent 217 seconds on site on average each time they visited. Over time, PANDORA increased their conversion rate to up to 130% with Taboola, the best across all other native advertising platforms.

PANDORA has plans to possibly expand their relationship with Taboola in the future and experiment with new formats such as video.