

# PANDORA Boosts Brand and Achieves High CVR with Taboola



**PANDORA**

*"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



## COMPANY

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



## CHALLENGE

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



## SOLUTION

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



## RESULTS

With **Taboola**, **PANDORA** achieved an increase of conversions by 130% with branded content at an average of 217 seconds time on site.

130%

Boost of  
Conversion Rate

217  
seconds

Average Time on Site



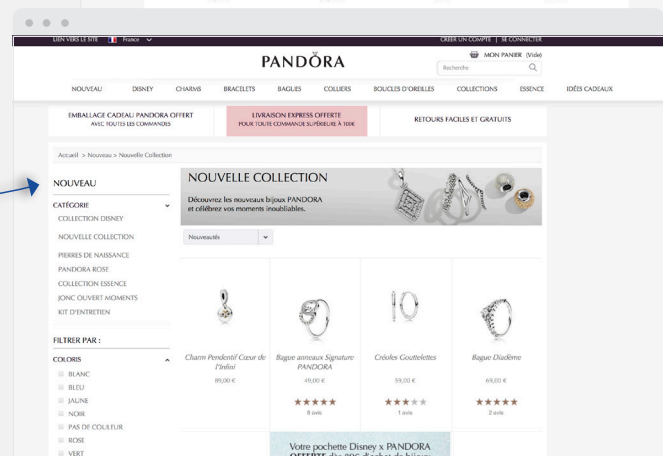
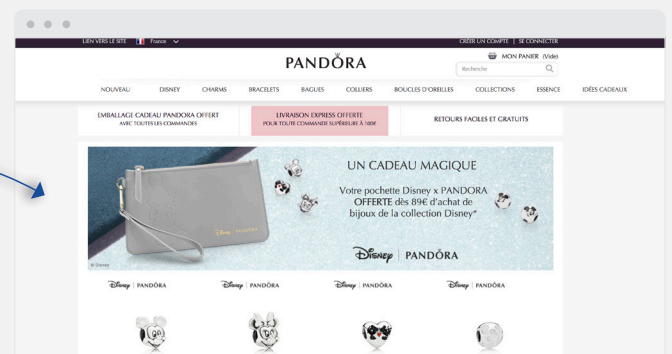
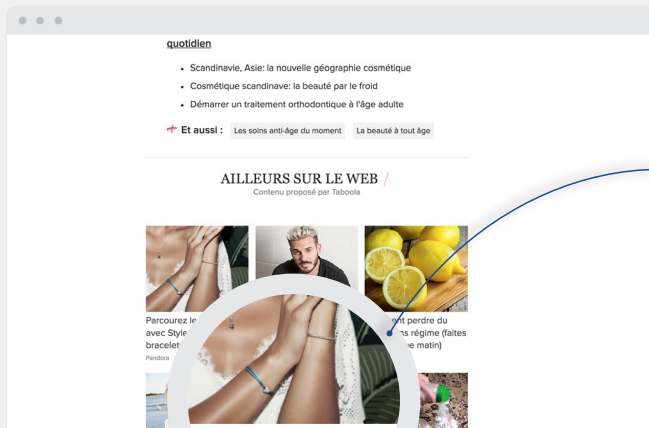
## Introduction

**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





## Branding Campaign Drives Significant Conversions with Taboola, and Improves Month Over Month

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.



## PANDORA wanted Brand Awareness; with Taboola, they got Performance as Well

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.