

Taboola Helps Cornerstone Increase Membership by 2,100%



*"When we started working with **Taboola**, we were looking for ways to grow really rapidly. **Taboola** allowed us to tell our story to people we weren't previously able to reach, and as a result deliver a very high quality audience."*

- Caspar De Roij, Co-head of Acquisition and Optimisation, **Cornerstone**



COMPANY

Cornerstone is a flexible, regular delivery service of razor blades and men's shaving supplies.



CHALLENGE

After a round of fundraising, **Cornerstone** needed to scale growth rapidly and reach a quality audience that would convert at a low cost-per-acquisition (CPA)



SOLUTION

Use **Taboola's** discovery platform to increase subscriptions and increase customer retention rate.



RESULTS

Found traffic from **Taboola** to be high-quality, and achieved their desired rapid growth while increasing their retention rate by 30%

2,100%

Increase in Subscription Membership

30%

Increase in Customer Retention Rate



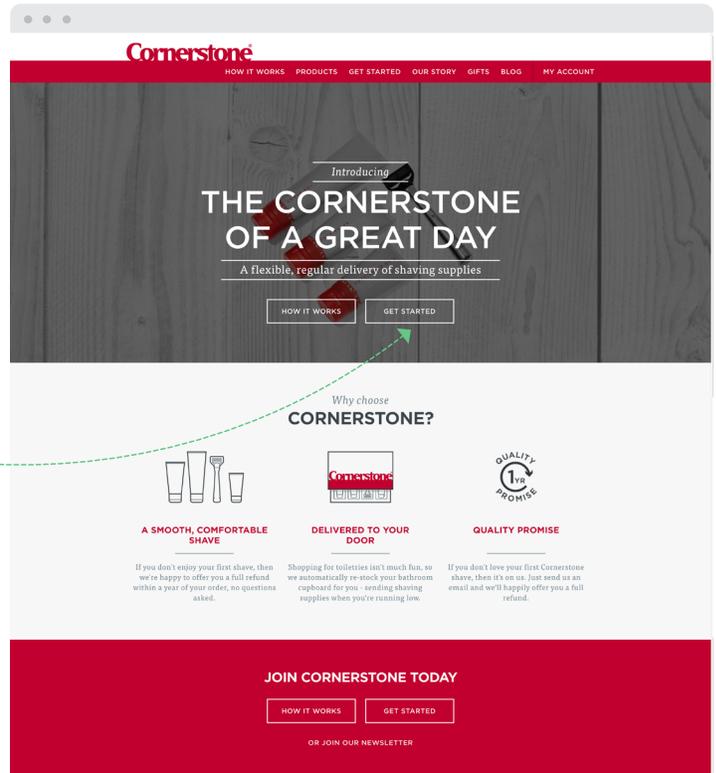
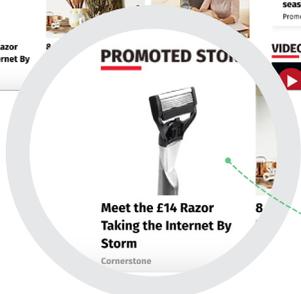
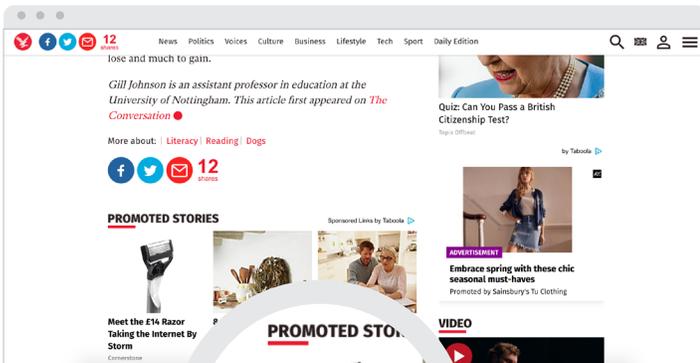
Introduction

Cornerstone provides men’s razors and grooming products on a subscription basis. The company prides themselves on simplicity—they created **Cornerstone** to return to thoughtful razor design and quality ingredients for men.

Getting a comfortable shave for men has been too hard for too long, and **Cornerstone** is trying to change that. Razors and shaving products are delivered right to your door with a quality promise.



Cornerstone Increases Retention Rate when they Reach a Quality Audience



ShortList
TELEGRAPH
Esquire

STAY IN TOUCH
 Like us
 Follow us
 help@cornerstone.co.uk

SHAVE FOR FREE
 Refer a friend to Cornerstone and we'll give you both a £10 spend on our shaving supplies as a thank you.
 Once you've joined as a member, simply login to 'My Account' to get your unique referral link. Refer enough friends and more you'll be shaving for free!



Cornerstone Works with Taboola to Focus on Growth

Cornerstone began working with **Taboola** after raising a round of funding. Their focus was to rapidly increase memberships, and they were looking for a channel that would provide them a quality audience at their target CPA.

The shaving subscription service also utilizes other channels, including social advertisements, podcast advertising and native advertising to name a few. Lately, their focus has shifted to audience quality—tracking metrics like average order value and customer retention rate. This is where **Taboola** really has really shined.



This Razor Service Saw a 2,100% Increase in Subscription Memberships with Taboola

When **Cornerstone** started focusing on rapidly expanding their membership numbers, they had attained about 5,000 members. After expanding their channel strategy to work with **Taboola**, they reached about 110,000 members—a 2,100% increase.

As their membership grew, they switched focus to the quality of their audience. With the help of our Creative Strategy Team, **Taboola** was able to drive a high volume of quality traffic, and has helped to increase their customer retention rate by 30%.

Cornerstone is now working hard to expand their campaigns on the **Taboola** platform, which includes their recent launch into video.