## Tab@laCaseStudy

# **Eargo Names Taboola as One of their Top Sources for Quality Leads**





"Taboola's Smart Bid had an immediate positive impact on our lead generation campaigns in two meaningful ways: first, it led to an almost instantaneous 20% decrease in our cost per lead.

Second, it greatly reduced the amount of time we have to spend on optimizations, as Smart Bid removed the need to manage bids at a site level. Thanks to Smart Bid, we now spend more time thinking about meaningful targeting and creative strategies, and less time worrying about rote bid management."

- James Noyes (Growth Marketing Manager)



**COMPANY** 



CHALLENGE





**Eargo** sells invisible, comfortable, rechargeable hearing aids direct-to-consumers online. The company is dedicated to making the treatment of hearing loss easy.

Reach a new, highly-targeted audience-those with mild to moderate hearing loss and an interest in hearing health-at scale, while achieving their target cost per lead (CPL).

Use the Taboola discovery platform's performance marketing capabilities to drive traffic to their homepage and product pages to ultimately convert traffic into leads.

With Taboola, Eargo achieved a 30% decrease in CPA and increased their purchase conversion rate by 35%.



Decrease in Cost Per Acquisition (CPA)



Increase in Purchase **Conversion Rate** 

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**Eargo** doesn't believe that caring for your hearing health should come at the cost of compromising your lifestyle or appearance. The company is on a mission to empower customers to feel good, while making hearing easy.

They are a company of ENT surgeons, industry professionals, tech geeks and dreamers working tirelessly to change hearing health, every day. They stand united in their belief that people should be able to hear life to the fullest, without compromising their lifestyle, appearance or finances.

Based in Mountain View, California, **Eargo** is one of the few companies that both manufactures hearing aids and sells them, direct to the consumer. Their hearing aid is insanely comfortable, virtually invisible and to top it all off, rechargeable just like a smartphone.



#### Eargo Successfully Reaches Audience with Mild to Moderate Hearing Loss with Taboola Targeting



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#### Taboola Smart Bid Decreases CPA by 16% for Eargo in 2018.

**Eargo** was looking for new ways to further optimize their campaigns with Taboola and decrease their CPA. Smart Bid allowed them to do so automatically as their campaigns were running.

**Taboola** Smart Bid is a bidding feature that helps advertisers maximize their campaign performance

by automatically adjusting the baseline bid of every impression based on the likelihood to drive conversions or page views.

The implementation of **Taboola** Smart Bid across their campaigns **decreased Eargo's CPA by 16%.** 



#### Eargo Sees Better Scale with Native Ads than Search, Social Channels

**Eargo** knows their market well, and they needed a channel where they could reach an audience experiencing mild to moderate hearing loss. Search wasn't showing returns for this audience.

**Eargo** turned to native advertising, for which **Taboola** was their number one option. **Taboola** drove a quality audience that **Eargo** had not seen from any other platform.

To drive this success, **Eargo** distributed both their homepage and product landing page with three different versions of their creative. When they saw the homepage perform, they retargeted users that didn't convert and sent them to the product landing page for even better scale.



#### Eargo Decreases CPL and Increases Conversions at Scale with Taboola

With **Taboola**, **Eargo** achieved a **30% decrease in CPA**, and increased their **purchase conversion rate by 35%**.

**Eargo** launched new campaigns that include interest targeting, as well as some that target specific

publishers. They found value in their account management team, who assisted them in optimization, and look forward to expanding their relationship with **Taboola** in the future.