Taboola Video Outperforms Every Other Channel for Global Fast Food Brand

"Fast food retailers are trying to reach a very broad audience—we're looking for major scale and to hit our goals in each campaign. Taboola exceeded our expectations on both levels, providing a target audience that was large enough to meet our scale needs, and outperforming every other platform for our main measure of success—completion rate."

- Account Director, Global Advertising Agency

COMPANY

Global Fast Food Brand is a globally recognized fast-food chain with over 15,000 locations in almost 100 countries.

CHALLENGE

Reach a highly scalable, large global audience for the release of **Global Fast Food Brand's** new burger through their relationship with a global advertising agency.

SOLUTION

Use the **Taboola** content discovery platform to distribute a series of branded videos across the web that aimed to entice customers with their new, delicious offering.

RESULTS

With **Taboola**, **Global Fast Food Brand's** advertising agency achieved a **58% completion rate** and **68% viewability**—outperforming every other distribution platform.

68%
Viewability

58%
Completion Rate

Global Fast Food Brand Finds Taboola to Outperform All Other Channels in Burger Campaign

Global Fast Food Brand introduced a new burger to the world and needed to reach a global audience with wide interests. Working with a global advertising agency, they built a distribution strategy for several video assets—all of which were created with the goal to entice customers, both old and new, to try their new burger.

Broad Reach Sets Global Fast Food Brand up for Multivariate Channel Strategy

Global Fast Food Brand already has broad reach, and since this launch would already have wide appeal, their campaign was comprehensive—reaching potential customers across a variety of channels from the web, to television to out-of-home channels like billboards.

Global Fast Food Brand was looking to target both men and women, ages 18 to 44 in this case—a target audience that would require very broad opportunities.

To reach this audience, they leveraged **Taboola**, Facebook and other video recommendation providers for distribution.

Video platforms provide massive reach for a variety of large and scalable audiences—**Taboola** offered a large size video player ideal for spreading awareness for their new burger.

Taboola's Viewability and Completion Rates Outperform All Other Channels

Global Fast Food Brand worked with several channels to distribute their video series and spread awareness about their new burger across the web.

Across all channels, their key metric for success was completion rate, followed closely behind by viewability. **Taboola** easily outperformed every other channel, driving better performance metrics for both key metrics across the globe.

The average completion rate for Facebook and other video recommendation providers was less than 20%,

and viewability less than 40%. For **Global Fast Food Brand**, **Taboola** achieved a **completion rate of 58%** and a **viewability rate of 68%**.

Global Fast Food Brand looks forward to expanding their relationship with **Taboola** in the future, and has already renewed their campaigns five times following these successful results.