

Native Advertising Examples from Brands that Have Succeeded

Taboola Case Studies: 38 Brands Who Have Seen Success

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What is Native Advertising?

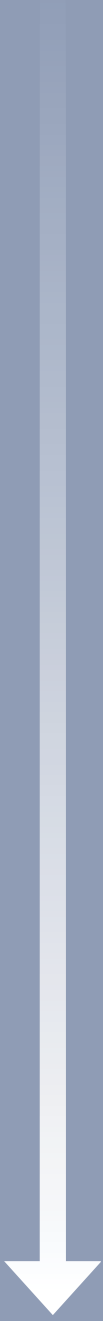
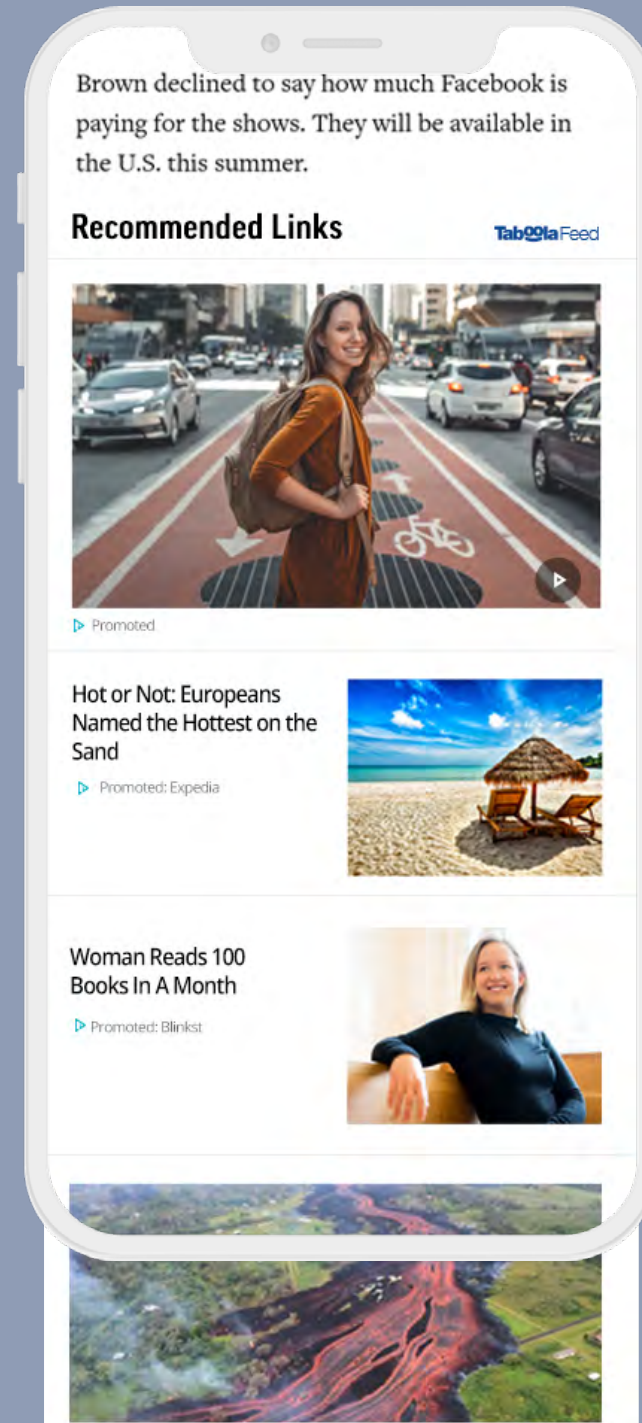
Native ads come in many shapes and sizes. Certain types of native ads exist on search and social sites as well, but the type of native ads we're talking about blend in with the look and feel of a publisher site. The Native Advertising Institute describes it best:

“Native advertising is paid advertising where the ad matches the form, feel and function of the content of the media on which it appears.”

This is particularly effective on the open web where ads are getting more intrusive, annoying, and more ineffective than ever before.

Non disruptive ad experiences are the one that don't interrupt the user as they're consuming the content that they originally intended, those that blend in with the look and feel of the site, and are those that are targeted in a way that is truly valuable to the user.

At Taboola, we've found the sweet spot for nondisruptive native advertising on the open web—the bottom of the article.



What is Discovery and the Moment of Next?

Taboola has pinpointed a crucial moment of discovery for marketers—the moment when a reader has finished consuming the media that they came for—be it an article, video, gallery, or other type of content—and they're looking for what to do next.

Moments of next are the times in a user's busy day when they're open to exploring something new—including advertiser messages. They're the perfect storm for effective marketing. Your ad in the right place, at the right time, targeting the right audience when they're open to discovering something new is crucial for both branding and performance marketing goals. When users reach the bottom of the article, they find themselves in one of these moments of next, poised to watch a new branded video, read branded content, or make the decision to engage with and convert for a new brand.

The Third Pillar of Effective Digital Marketing

You're likely already using search and social as the core to your digital media strategy—Facebook and Google are well-known go-to channels for marketers looking to promote their products and services.

With more online content than ever before, it's so much easier to get lost in all the noise today. As more content gets published, search and social channels are becoming saturated with promotion. As a result, these ads are becoming more expensive, and competition for user attention is fierce.

Most marketers are missing out on a huge audience by only focusing on search and social, and that audience is the rest of the open web.

Unlike search and social platforms, the open web has infinite potential for growth, and the potential to reach every internet user out there. Distributing your content on publisher sites on the open web is extremely valuable. You not only gain credibility for being on their site, but you can reach highly targeted quality audiences at scale.

Enter discovery—the solution to real scale for marketers in the face of a crowded online landscape.

Case Studies

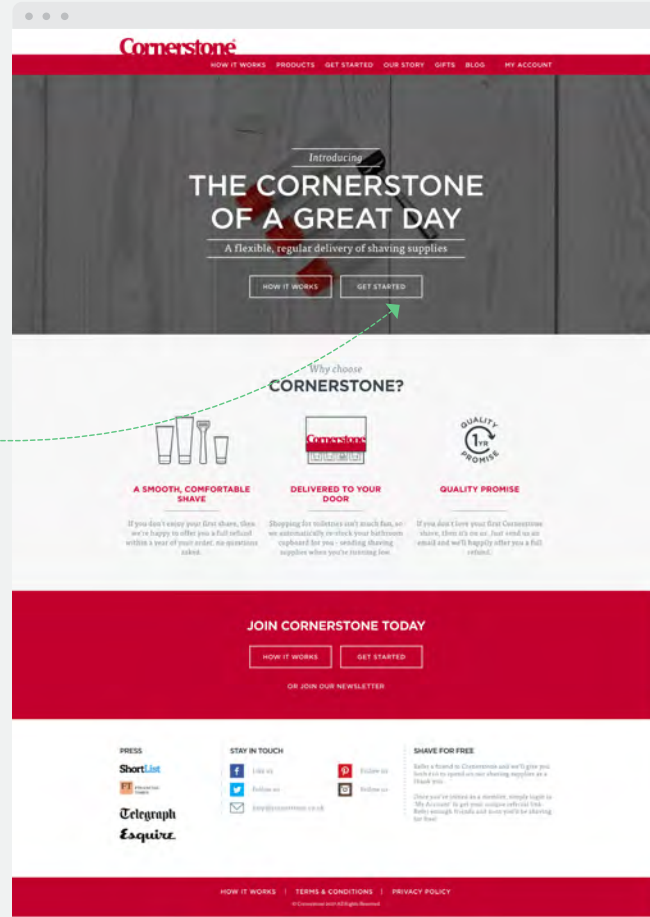
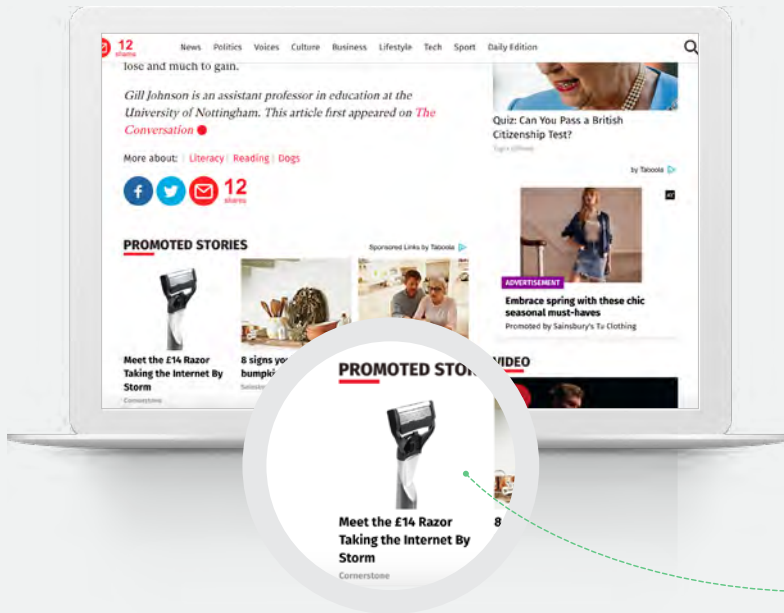
What you can Learn from 38 Successful Taboola Campaigns

Discovery Success Stories to Model



Beauty





Cornerstone®

“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 and native ad service for performance marketing purposes to increase subscriptions and increase customer retention rate.

Results:

Traffic from Taboola was high-quality. They achieved their desired rapid growth while increasing their retention rate by 30%.

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.

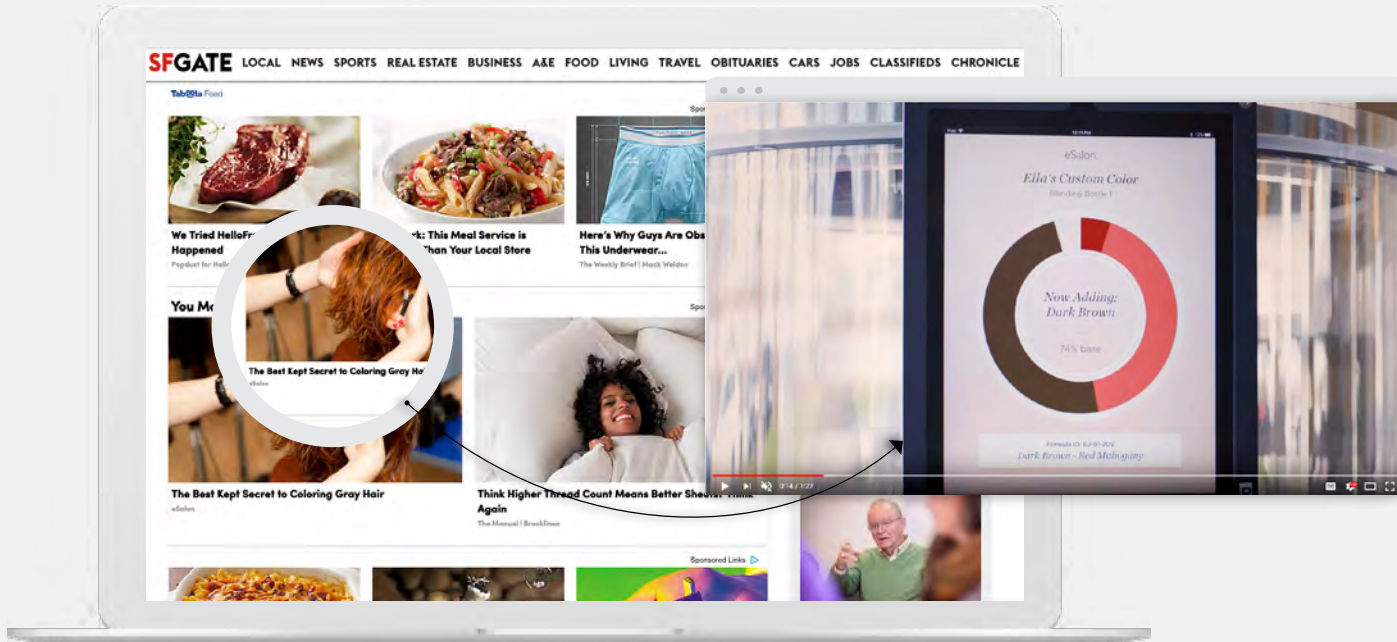
2,100%
Increase in Subscriptions
to Membership

30%
Increase in Customer
Retention Rate



“It’s one of our dreams for eSalon to become a brand that’s everywhere in the world—we want to become the go-to solution for people coloring their hair at home. Taboola has not only been a key partner in helping us achieve that, but has helped us find tens of thousands of new customers along the way.”

- Francisco Gimenez, CEO & Co-Founder of eSalon



Tens of Thousands

of New Customers Acquired
Increase in Subscriptions
to Membership

53%

Increase in
Click-Through-Rate
(CTR) Over Time

Company:

eSalon is a tech beauty startup that provides custom blended hair color for home application—the only beauty brand of its kind. Since the beginning, their mission has been to bring a new type of beauty product to the market—one that can be challenging to explain with short-form content.

Challenge:

Reach customers that may be interested in an entirely new beauty product at scale—specifically, eSalon’s unique hair color offering.

Solution:

Use Taboola Data Marketplace to segment and reach the right audience, and leverage Taboola’s unique storytelling platform to tell their brand’s story with organic, long-form content, providing potential customers with the opportunity to learn more about eSalon before taking their personalized survey and making a purchase.

Results:

With Taboola, eSalon was able to find Thousands of new customers, increasing their CTR by 53% over time.



1483%
Increase in Conversion Rate with Taboola over Time

10%
Impact on Overall Conversion Rate of All Native Ads

“We wanted to make a big splash in the German market, and needed a channel that would provide us with a high-quality audience interested in discovering our brand. Taboola has become a top partner for acquisition in Germany—we’ve seen a significant impact on our overall bottom line.”

- Corinna Breitreutz, Head of Performance Marketing at Mornin' Glory

Company:

Mornin' Glory is the smart alternative to the shaving brands on the supermarket shelves. Its products are available by direct purchase and subscription packages.

Challenge:

Grow the German market quickly, and drive high-quality converting traffic with high return on investment (ROI).

Solution:

To establish themselves as a leading razor brand in the German market, Mornin' Glory started performance marketing with sponsored content—they were looking to achieve the biggest outcome for the least amount of spend. To target their campaigns, Mornin' Glory used Taboola geotargeting to reach an audience that would be genuinely interested in discovering their brand, and therefore would have the best probability of conversion.

Results:

Achieved an 1483% increase in conversion rate (CVR) for Mornin' Glory with Taboola over time and a 10% increase in native advertising conversion rate.

Taboola

Business & Technology

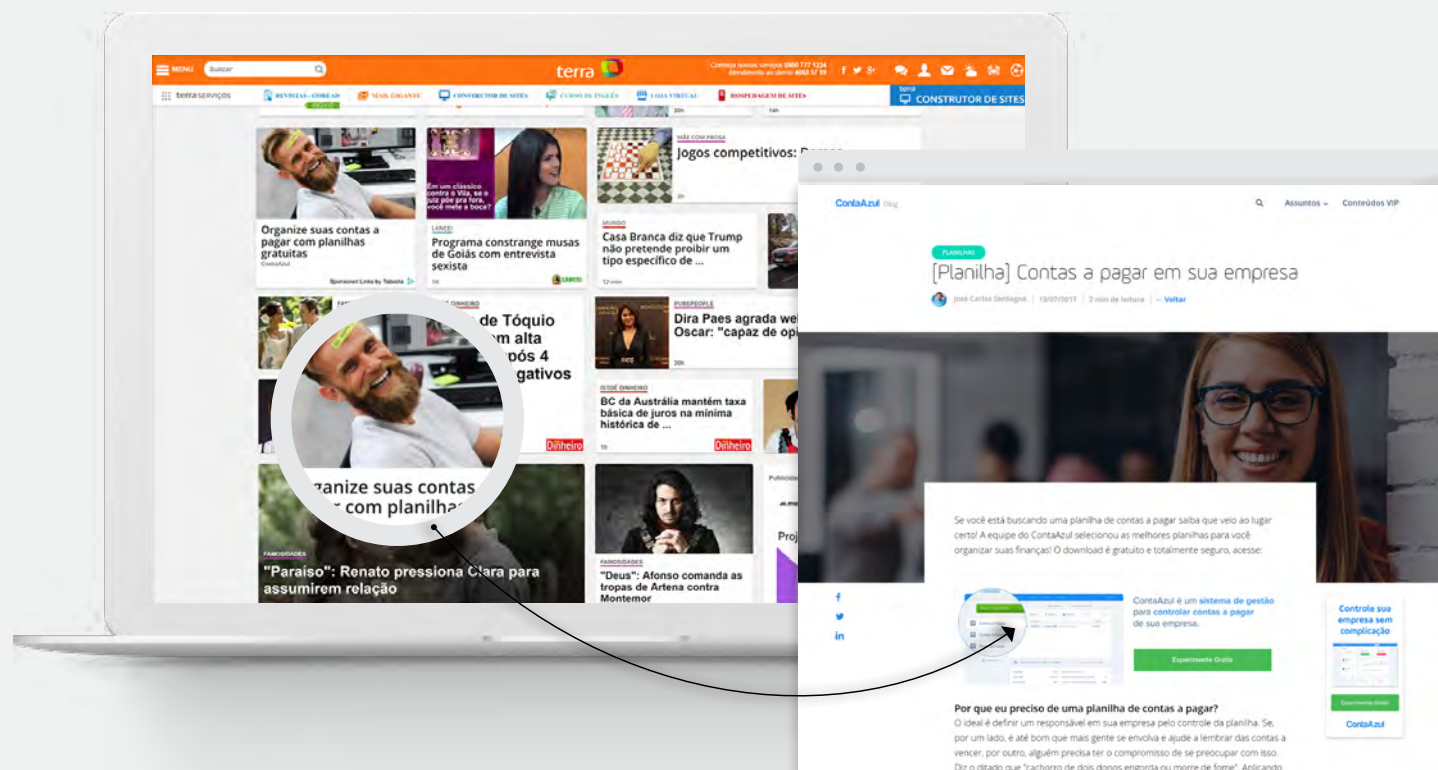




"We've worked with many acquisition channels. Some channels had effective lead qualification, but we weren't able to scale at volume.

Others delivered many website visits, but few qualified leads. With Taboola, we're now bringing in both, as well as people who have never visited our site before."

- Willian Becher, Paid Media Specialist of ContaAzul



80%

of Taboola Visits
are New Users

40%

More New Users
than the Average
of Other Channels

Company:

ContaAzul is the easy-to-use online platform for financial and small business management. They add value to customers by partnering with entrepreneurs at all stages of their business.

Challenge:

The main challenge has always been qualified lead generation. Some channels generated a lot of traffic, but few leads. Others generated many leads that were later disqualified. ContaAzul wanted to balance volume with quality.

Solution:

Use the Taboola discovery platform to capture potential clients and new users to the platform.

Results:

ContaAzul saw a 10% increase in traffic volume per month, and an average of 15% increase in leads generated. 80% of conversions new users, which is 40% higher than the average of other channels.



“The SOCIOPAL app helps small businesses market themselves through content, so using Taboola’s content discovery platform was an easy decision for us. With just a little help from Taboola, we were able to launch our content campaign and drive cost-per-lead down, so now we are getting more app downloads for the same cost.”

- Tamar Shor, CEO and Co-Founder, SOCIOPAL

How One Simple App Helped Save a Small Business
Sociopal

You May Like Sponsored Content by Taboola

30% Increase in App Downloads

Company:

SOCIOPAL is a free mobile application geared for small businesses to help them manage their online marketing strategies at their fingertips.

Challenge:

Increase customer acquisitions through app downloads while keeping a lower cost-per-lead.

Solution:

Leverage Taboola’s targeting technology to reach small business owners through recommended content. The marketing team used blog posts targeted to small business owners and added CTA buttons, offering users a free download. They then used Taboola to distribute the blog posts across its network of premium publishers.

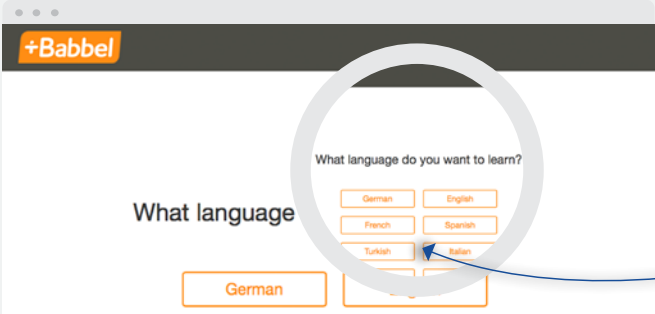
Results:

A 30% increase in application downloads without increasing ad spend.

+Babbel

“Taboola’s platform is an inexpensive yet effective tool that we use in order to get Babbel’s content out there to new learners. We are also thrilled with the transparency of the platform. As a brand, it’s great to understand where our content is being promoted and to be able to make changes if need be.”

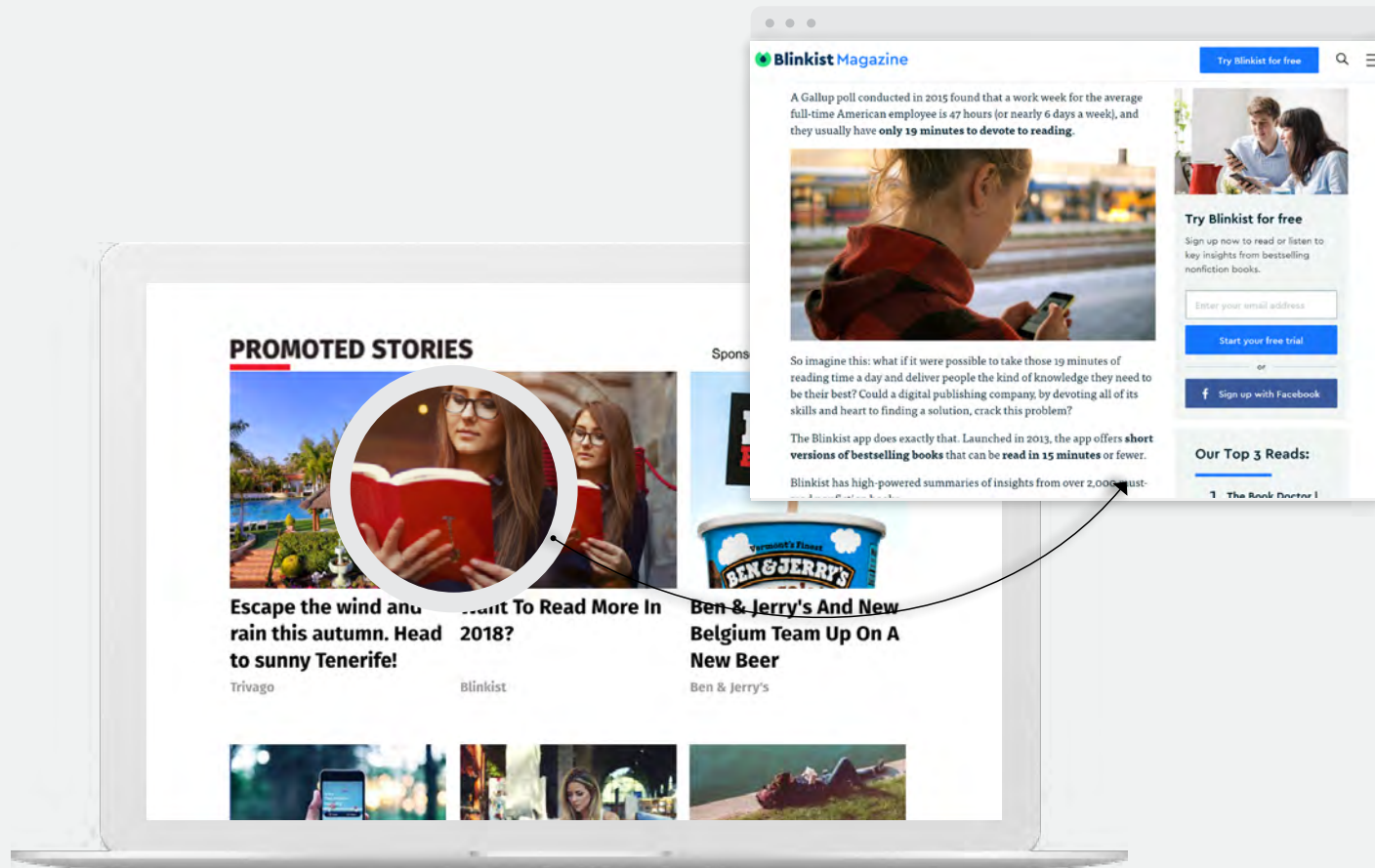
- Ed Wood, Senior Content Marketing Manager, Babbel



22%
Increase in New Marketing Leads

100K
New Leads a Month

- Company:** Founded in 2007, Babbel is a leader in the online language learning industry with more than 1 million active subscribers.
- Challenge:** Distribute Babbel’s rich content to new language learners and have them convert into paying customers.
- Solution:** Use Taboola’s discovery platform to interact with and to target Babbel’s audience through their humorous and informative content.
- Results:** Paying customer acquisition experienced double-digit increase through Taboola.



22%

Increase in New Marketing Leads

100K

New Leads a Month



“We’re able to access this unique niche of people through social media marketing, but at a very limited scale, and frankly we weren’t growing as fast as we wished—then we found content marketing.”

If I had to say anything to someone considering Taboola, I would say: do it. Working with Taboola will not only help you iron out your value proposition, but they’re also a great addition to your marketing mix. Content discovery is the future.”

- Sandra Wu, Digital Marketing Manager at Blinkist

Company:

Blinkist is an app that provides access to key insights from 2,000+ bestselling nonfiction books, transformed into powerful packs any user can read or listen to in just 15 minutes.

Challenge:

To scale acquisition efforts beyond social media channels, and establish Blinkist Magazine as a thought leader in personal development.

Solution:

Taboola gave Blinkist access to a large audience of people who already love reading using Taboola S2S technology, allowing them to directly track app downloads.

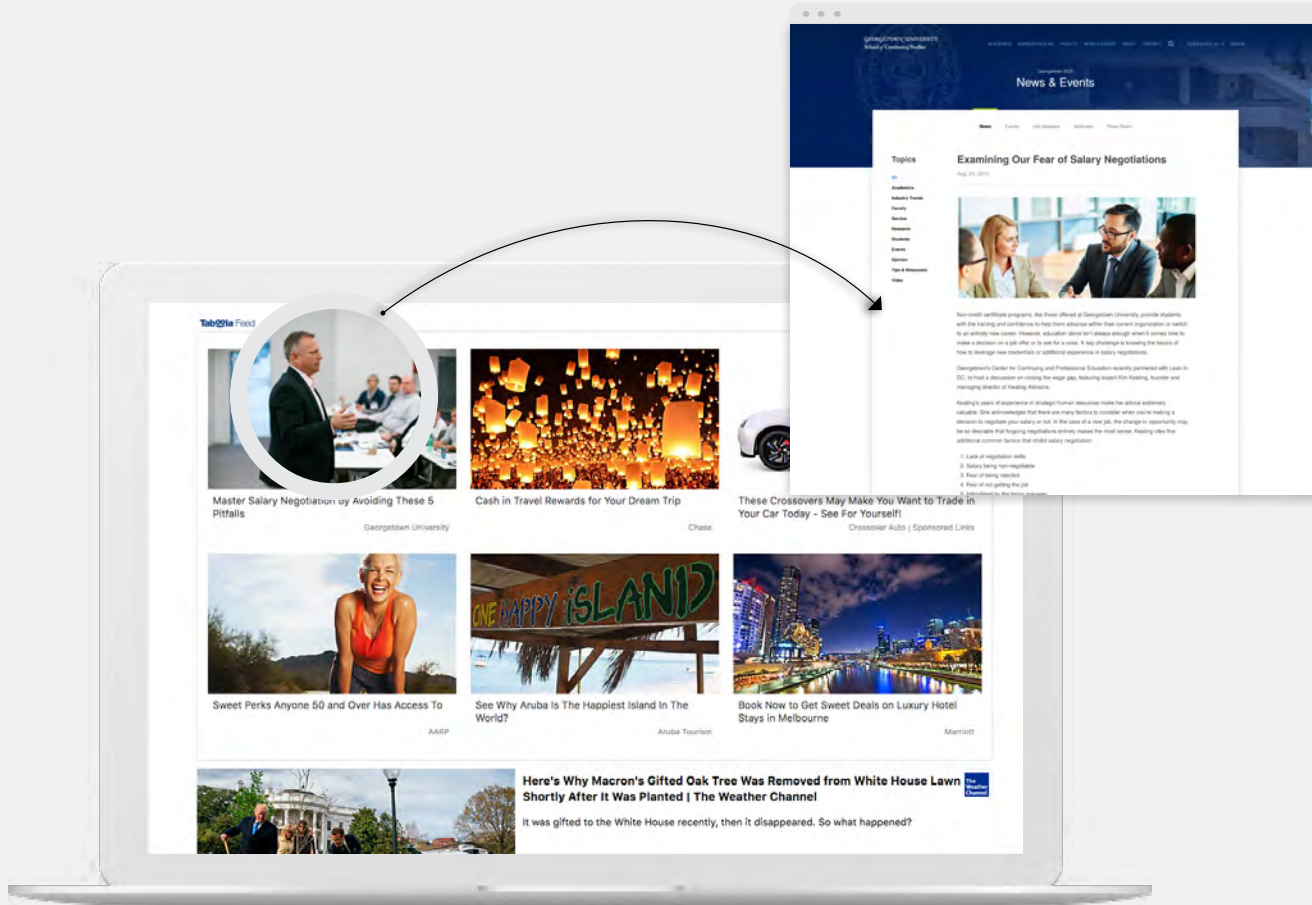
Results:

With Taboola, Blinkist was able to acquire over 60,000 new sign ups at their goal CPA.



“When we first tested native advertising, we assumed it was going to be an upper funnel tactic only, but it’s proven to be an effective lead generation tactic as well—because native is very scalable and driven by the CPC model, it’s worked well in Georgetown University’s favor for efficient and effective performance.”

- Yooyung Imsland, Director of Media Strategy at Digital Management, Inc. (DMI)



740%

Increase in New Increase in Conversion Rate (CVR)

84%

Decrease in Cost Per Acquisition (CPA)

Company:

Georgetown University is one of the world’s leading academic and research institutions. Digital Management, Inc. (DMI) created the first integrated end-to-end connectivity company in the world—enabling enterprises to build revolutionary brands and connect with customers in mobile-driven markets.

Challenge:

Support Georgetown University higher education continuing education campaigns by increasing campaign CVR and decreasing CPA.

Solution:

Use Taboola discovery platform to promote thought leadership and program-related content effectively and at scale.

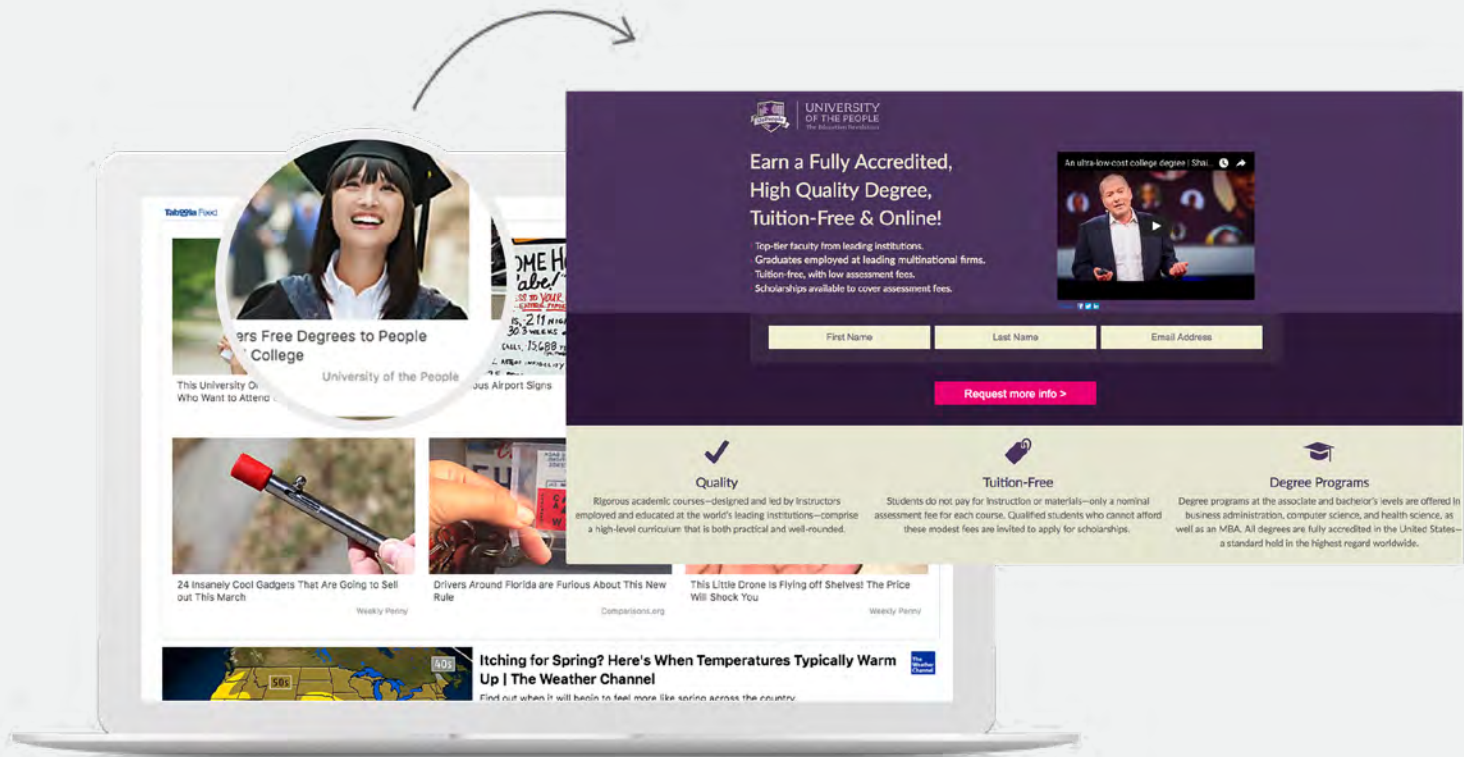
Results:

With Taboola, DMI achieved an 740% increase in CVR, and an 84% decrease in CPA for Georgetown University campaigns.



“Today, there are millions of students around the world that don’t have access to universities. It’s our mission at UoPeople to ensure all qualified students have access to high-quality higher education. Taboola has helped us spread that message, hit our brand awareness goals, and drive applications more efficiently than any other channel.”

- Asaf Wolff, Senior VP of Enrollment, University of the People



Company:

University of the People (UoPeople) is the first non-profit, tuition-free, American-accredited online university.

Challenge:

Increase brand awareness across its target audience— students without access to traditional higher education institutions.

Solution:

Use Taboola to distribute a combination of earned media and educational program pages to increase brand awareness.

Results:

In just one month, their campaign drove 57,000 clicks and 56 million impressions. Taboola was 58% more efficient in lead generation than Google.

57,000
Clicks

56M
Impressions

58%
More Efficient in
Lead Gen than Google



Drive Quality Audiences From Top Publishers with Your Video and Content Campaigns

Increase Traffic, Get Conversions, and Grow Revenue

[Start Your First Campaign](#)

Taboola

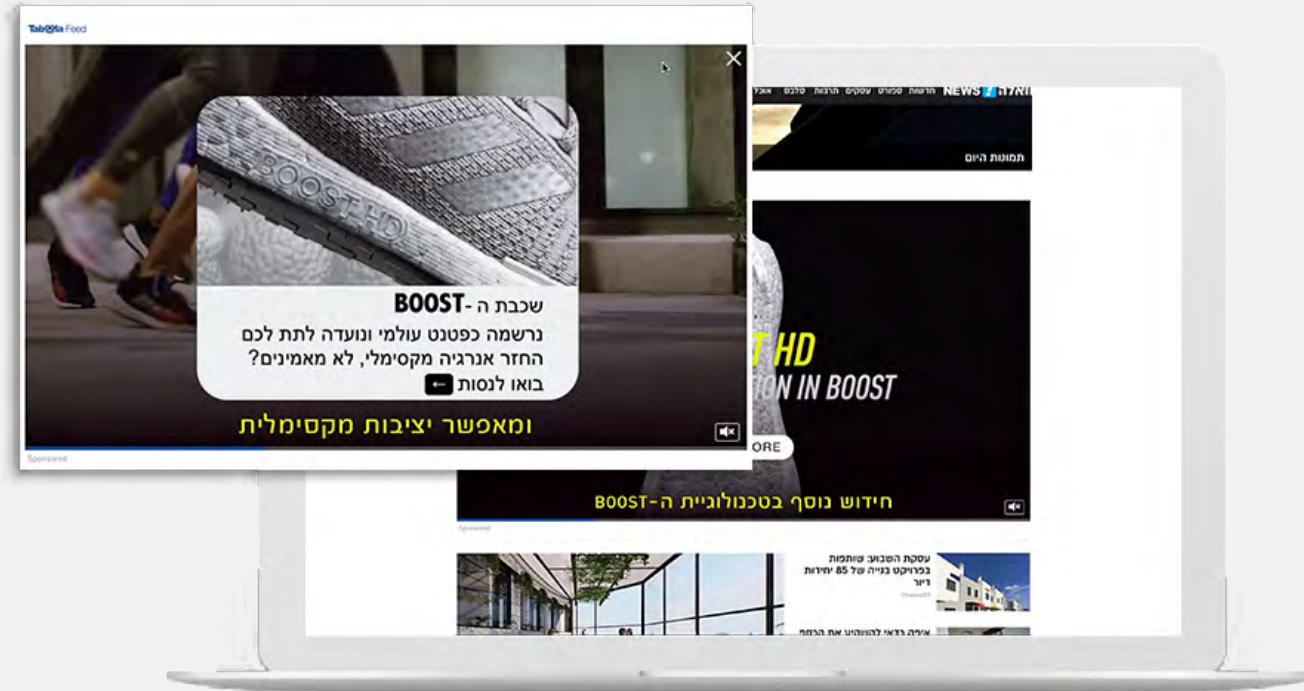


Fashion



“We were pleasantly surprised with the results we saw. Compared to past campaigns for BOOST Technology, the lift on those who saw the ad, and those who clicked through, was impressive.”

- Nir Harnik, Digital Marketing Manager, MediaCom



50%

Increase in CTR After Working with Taboola Video Studio

25%

Higher CTR than other video platforms

Company:

adidas is one of the largest sportswear manufacturers in the world. MediaCom is a trusted digital partner to more than 2000 global brands, working with adidas to create and promote adidas' BOOST technology.

Challenge:

Increase awareness for BOOST footwear technology separate from the ubiquitous adidas name in Israel.

Solution:

Use Taboola Video to promote video content related to BOOST technology and create unique video content using Taboola Studio with overlaid CTA to drive clicks and conversions.

Results:

With Taboola, MediaCom was able to uplift CTR, increase awareness, and drive sales. The product shown in the video became a best-seller.

Use Taboola Video to promote video content related to BOOST technology and create unique video content using Taboola Studio with overlaid CTA to drive clicks and conversions.

B BOMBFELL

“As a very performance based marketing team, we needed to find additional channels to achieve scale and performance. With Taboola, we exceeded our expectations for conversions.”

- Sandro Roco, Sr. Manager, Marketing & BD, Bombfell

Company:

Bombfell is a personal styling service for men. The service assesses each client’s style, and ships them clothing options to try them on in the comfort of their own homes.

Challenge:

Find additional channels, other than social, search and paid services, to achieve scale.

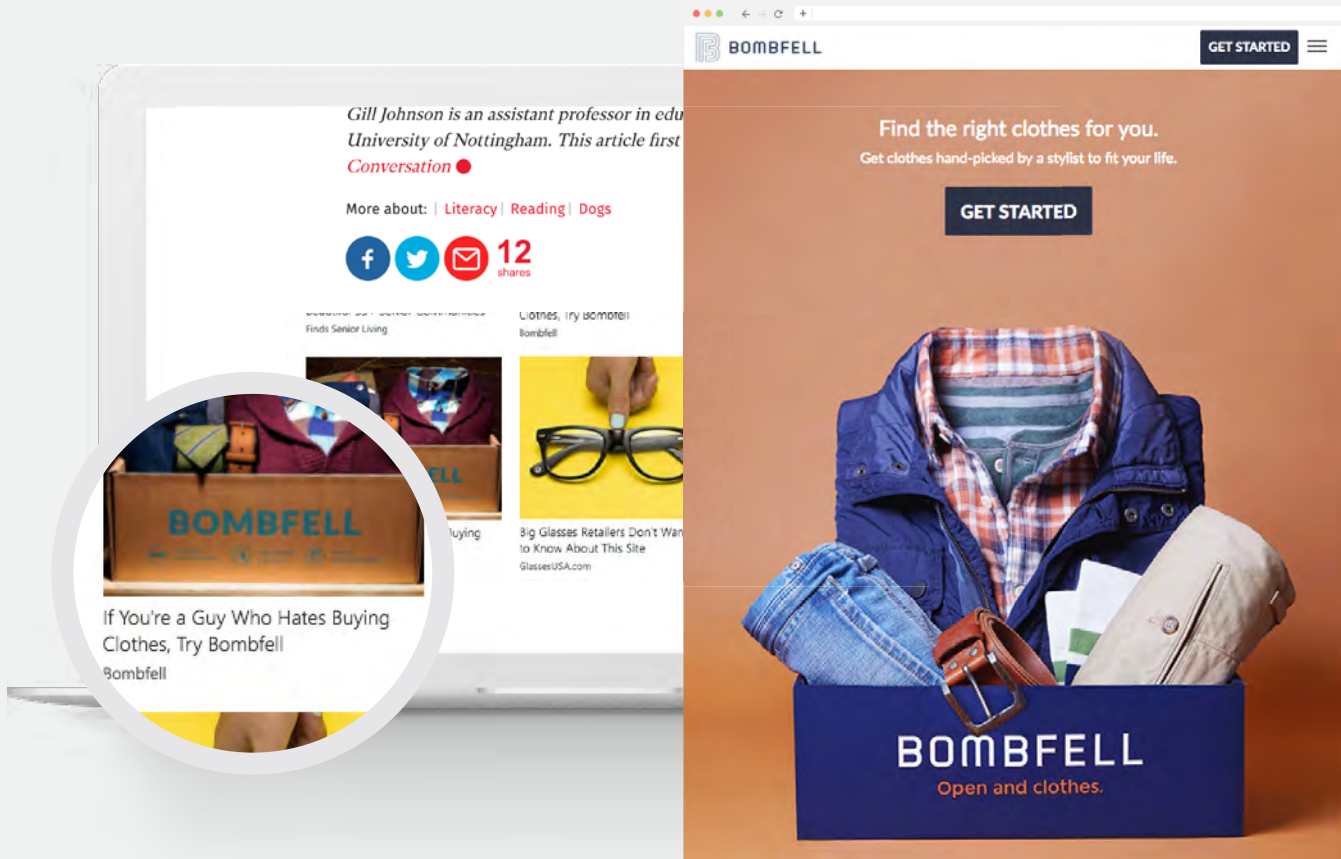
Solution:

Use Taboola’s discovery platform to scale traffic, and increase landing page conversions.

They saw the highest success in conversion rates from mobile traffic with Taboola by driving visitors directly to their homepage, with a significant increase in their success when they started to also leverage owned content to grow their consumer base.

Results:

Achieved a large increase in website traffic which led to a 960% jump in mobile conversions.



960%
Increase in Mobile
Conversions

48%
Increase in Web Traffic

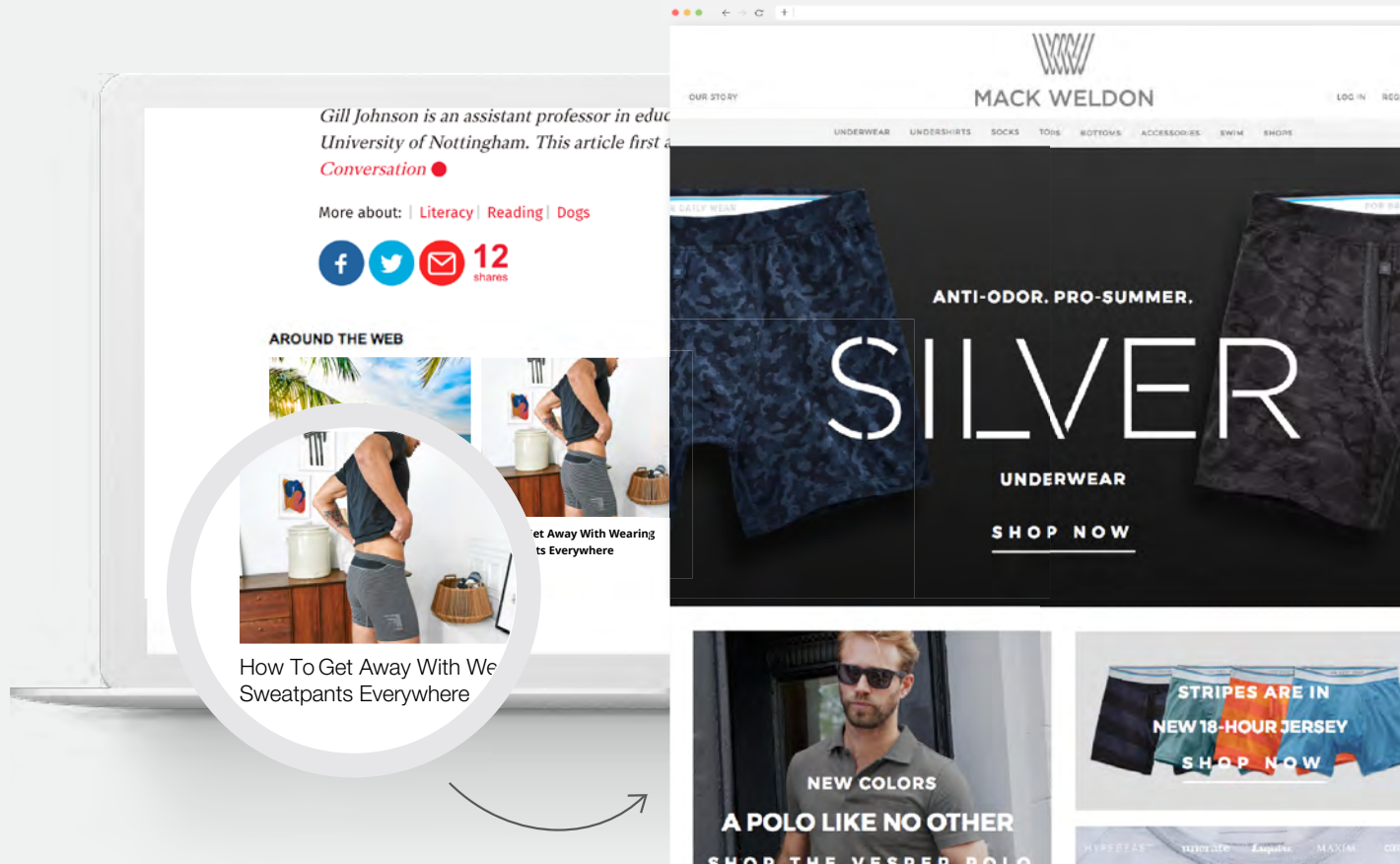


MACK WELDON
FOR DAILY WEAR

“Mack Weldon is a digitally native—growth focused—menswear startup brand that designs and delivers premium basics for men. As a performance marketer I’m constantly looking for new ways to create awareness for our products while growing our customer base cost efficiently. With Taboola, we more than doubled down on content marketing this year and grew our campaigns to drive thousands of customers every month.

Recently, we found especially high-converting audiences on Taboola’s Data Marketplace. Targeting those audiences gave us greater scale and drove more purchases on sites that either previously did not convert or converted at too high of a cost.”

- Sandro Roco, Sr. Manager, Marketing & BD, Bombfell



39% Increase in Conversion Rate

Company:

Mack Weldon is reinventing men’s basics (and beyond), providing well-designed products and a shopping experience that’s much easier and more convenient than many of today’s alternatives.

Challenge:

As a fast-growing business, Mack Weldon was looking for new customer acquisition channels offering potential to scale and deliver profitable results.

Solution:

Insights from initial Taboola campaigns identified the best audiences, allowing Mack Weldon to target consumers who were most likely to purchase their products.

Results:

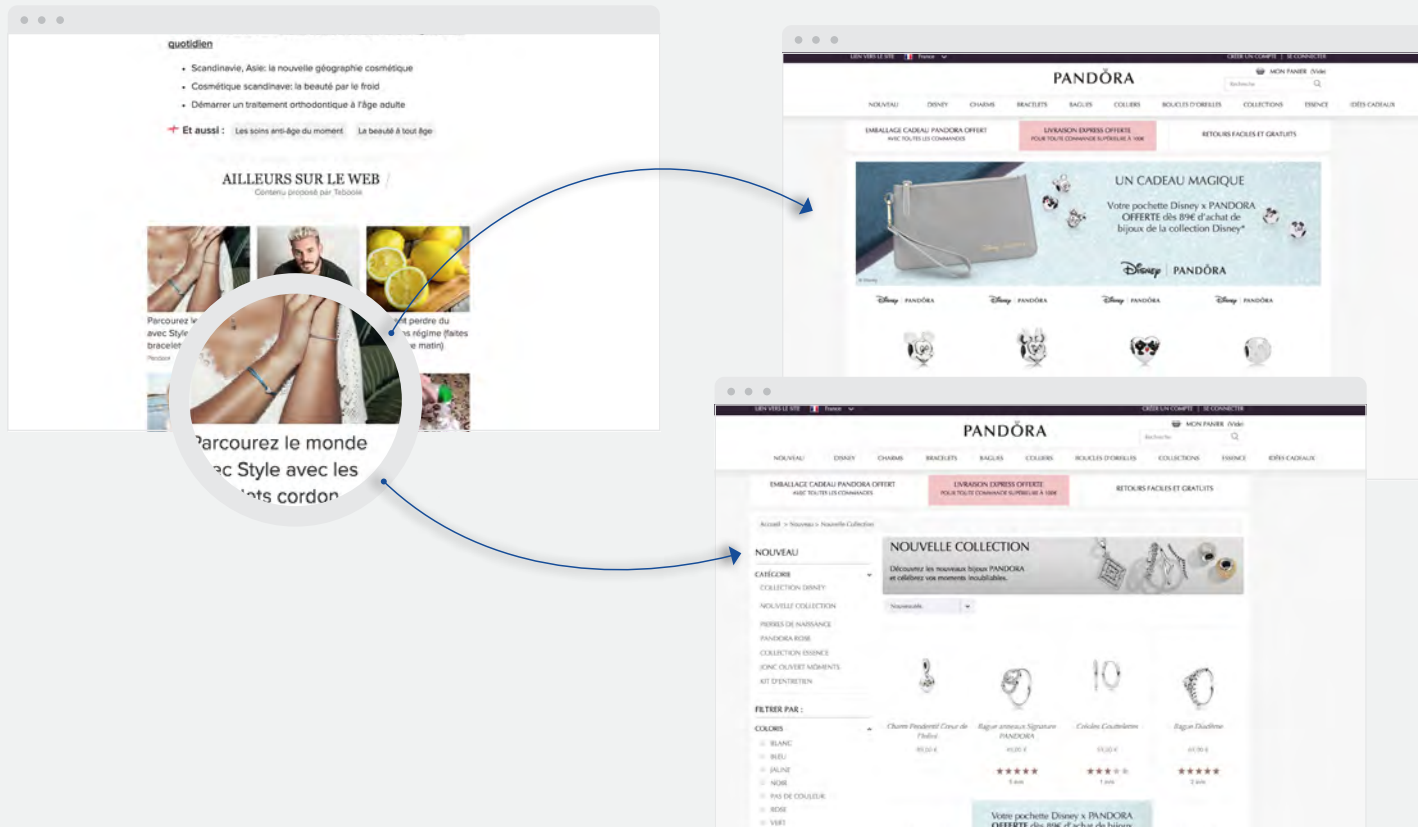
With Taboola, Mack Weldon achieved a 39% increase in conversion rate and thousands of new customers per month.

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



130%

Boost of Conversion
Rate

217

Seconds Average
Time on Site

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.

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.

Results:

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

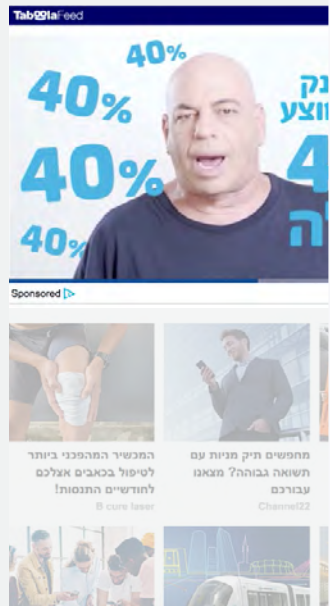


Finance

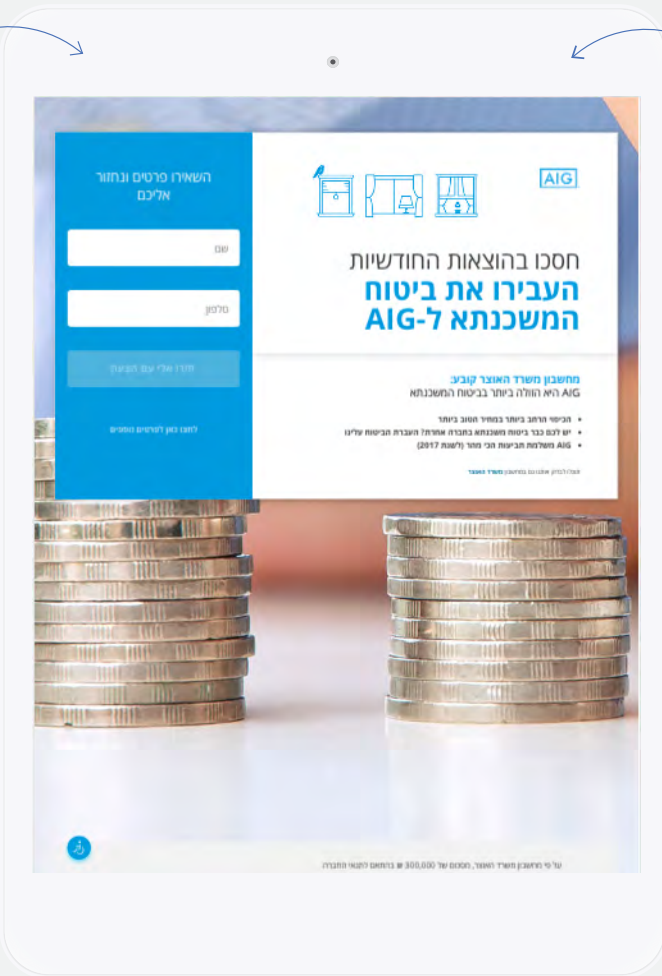
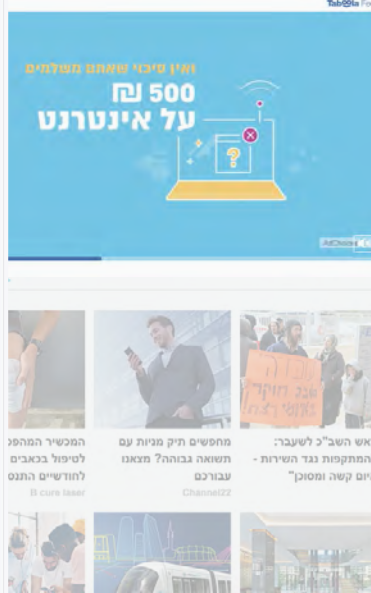




CAMPAIGN A



CAMPAIGN B



“Mortgage insurance can be a challenging topic for people to deal with. Our main goal is to remove barriers and create demand from relevant people. A video is a great way to deliver our message, and once it’s viewed along customer journeys, they realize that buying mortgage insurance at AIG will save them a lot.

If I’m looking to bring in new customers, Taboola is the best first-interaction platform for conversions.”

- Liran Kabilo, PPC Campaign Manager, AIG Israel

Company:

American International Group, Inc. (AIG) is a leading global insurance organization. Founded in 1919, today AIG member companies provide a wide range of property casualty insurance, life insurance, retirement products, and other financial services to customers in more than 80 countries and jurisdictions. In Israel, AIG is a direct to consumer company that doesn’t use agents.

Challenge:

Remove barriers to purchase and educate consumers on the savings that mortgage insurance from AIG can provide.

Solution:

Increase demand for the product with digital strategies—AIG Israel used Taboola Video to increase awareness and retarget the visitors who view at least 60% of the video.

Results:

With Taboola, AIG Israel saw that out of five digital marketing channels, 50% of people who made a purchase after viewing this campaign started their buyer journey with Taboola. In addition, the campaign reached 400,000 people, and uplifted purchase intent by 30% in just 30 days.

50%

of People Who Made a Purchase After Viewing This Campaign Started their Buyer Journey with Taboola

30%

Uplift on Purchase Intent in 30 Days

400,000

People Reached

iQUANTI

“We’re always working to optimize our campaigns so that our clients receive the best value for their advertising spend. For HomeEquity Bank’s reverse mortgage campaign, Taboola Smart Bid allowed us to dramatically increase the number of leads we were driving, while delivering on a lower cost per lead than other platforms.”

- Anirban Sengupta, Engagement Manager for HomeEquity Bank account, iQuanti

110%

Increase in Leads
with Taboola
Smart Bid

30%

of All Paid Inquiries
were Driven by
Taboola Since Smart
Bid was Released

30%

Decrease in Cost
Per Lead (CPL) in
Comparison with Paid
Search and Social

Company:

iQuanti is the global performance-based digital marketing agency handling end-to-end digital acquisition strategy for HomeEquity Bank Canada—Canada’s leading provider of reverse mortgages.

Challenge:

Drive leads for HomeEquity Bank’s Reverse Mortgage product while increasing scale and decreasing overall CPL.

Solution:

Implement Taboola’s Smart Bid feature to automatically optimize the baseline bid for every impression.

Results:

With Taboola, iQuanti saw a 110% increase in leads after the release of Smart Bid—driving 30% of overall paid inquiries and an 30% decrease in CPL.



“Content marketing has become a major marketing channel for LendingTree, and Taboola’s Internal Retargeting enables us to achieve the most value from our paid campaigns.”

We’re very excited to roll out this strategy to other categories beyond credit cards in the coming months.”

- Jarret DiToro, Director of Content Marketing at Lending Tree

Company:

LendingTree is an online lending exchange that connects consumers with multiple lenders, banks and credit partners, covering a number of financial borrowing needs.

Challenge:

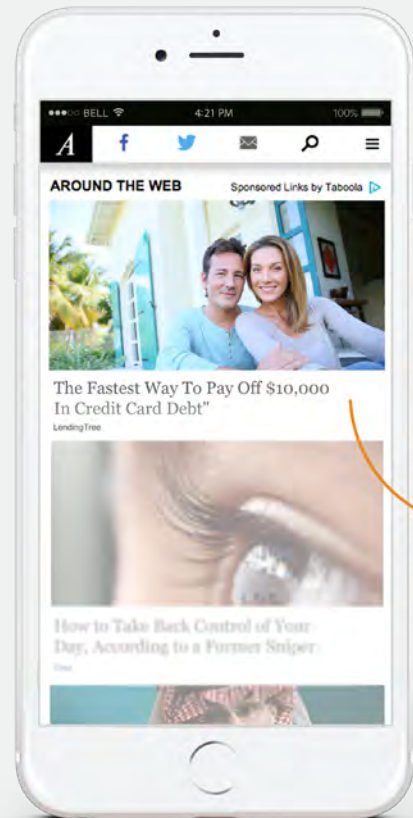
Looking for higher margin opportunities that could maximize the impact of its credit card-related content promotion budgets.

Solution:

Incorporate Taboola’s Internal Retargeting capabilities to specifically engage users that were further down the “consideration funnel.”

Results:

LendingTree saw conversion rates jump by 100%, and cost-per-acquisitions (CPAs) drop by 65%, across its retargeted Taboola campaigns.



lendingtree

A Brilliant Way To Pay Down Your Credit Card Balances



The Ultra-Long 0% Intro APR Card



BankAmericard® Credit Card
18 billing cycles (months) of 0% Intro APR on balance transfers. No annual fees.

The BankAmericard is tied as our highest rated balance transfer card, featuring an unbelievable

lendingtree

BankAmericard® Credit Card

Poor or No Credit (549 or less)	Fair (550-639)	Good (640-719)	Excellent (720-850)
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Rates & Fees

Apply Now

Privacy Secured

BankAmericard® Credit Card

Great For: A very popular card

100%

Higher Conversion Rates

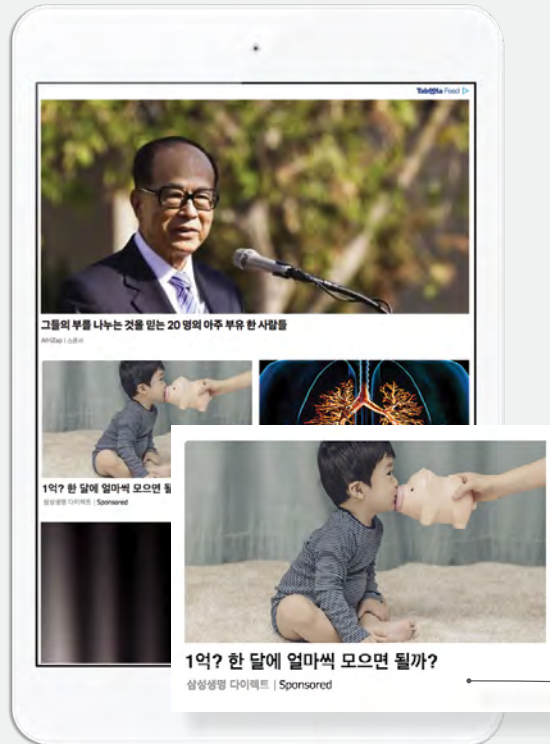
65%

Lower Cost-Per-Acquisition



“We built a website to sell our insurance product online. To drive more sign ups, we started running digital campaigns. To encourage sign-ups, the completion of our quote calculator was the most important behavior. Taboola hugely contributed in expanding our strategy to new digital channels, and helped us gain more online customers.”

- Gahee Lee, Digital Sales Section Manager, Samsung Life Insurance



13,000+

Insurance Quotes Given in Just Six Months

21%

Higher CVR for Insurance Quotes Given than Display Network Channel

Company:

Samsung Life Direct was created three years ago for the purpose of digital marketing activities to increase online sales for insurance products from Samsung Life.

Challenge:

Find the right marketing strategy to increase online sales using their insurance savings calculator, by increasing the number of insurance quotes given via that calculator.

Solution:

Use the Taboola discovery platform to reach new Korean audiences on premium publisher sites and increase online sales.

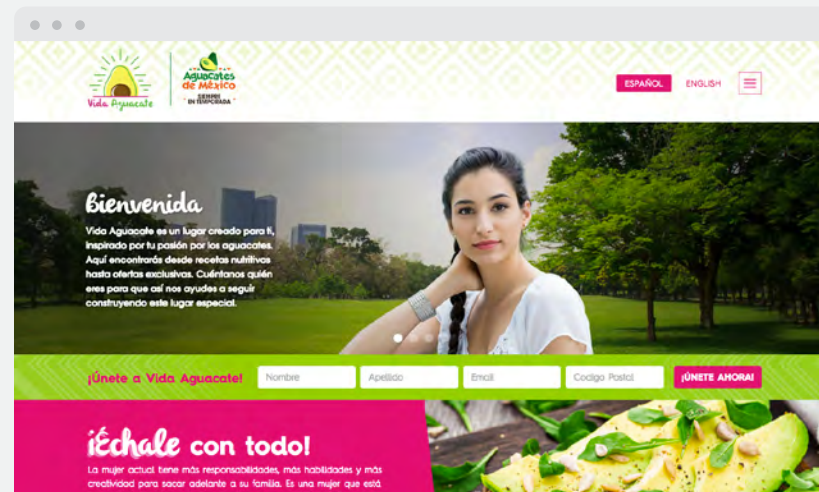
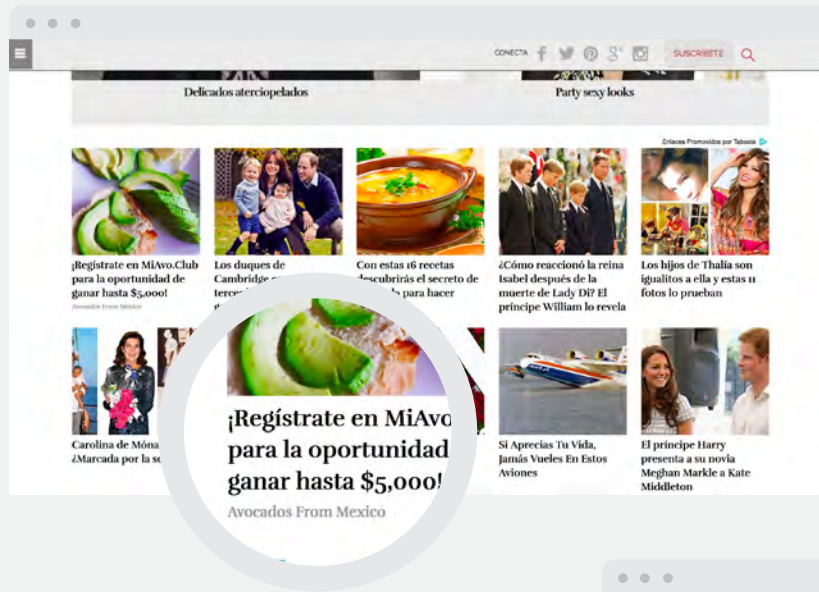
Results:

With Taboola, Samsung Life Direct delivered over 13,000 insurance quotes in just six months—users from Taboola were 21% more likely to convert than display network channels.



Food





“At Ro2, we deliver media results for a variety of brands. For Avocados from Mexico, we’ve used several digital media channels—programmatic, native, social, and search.

Taboola offers a great solution for traffic and has helped us generate leads on behalf of Avocados from Mexico.”

- Rodrigo Vallejo, Director, Ro2Media LLC

Company:

Avocados from Mexico (AFM) is a not-for-profit that coordinates marketing activities for Mexican Hass Avocados Importers Association, MHAIA and The Association of Growers and Packers of Avocados From Mexico (APEAM).

Challenge:

Build brand awareness and increase website traffic to obtain more visibility in the open web.

Solution:

Use Taboola’s discovery platform to amplify marketing efforts with new audiences on premium sites across the web.

Results:

Exceeded expectations for web traffic and conversions with the Taboola discovery platform, lead generation increased by more than 14%.

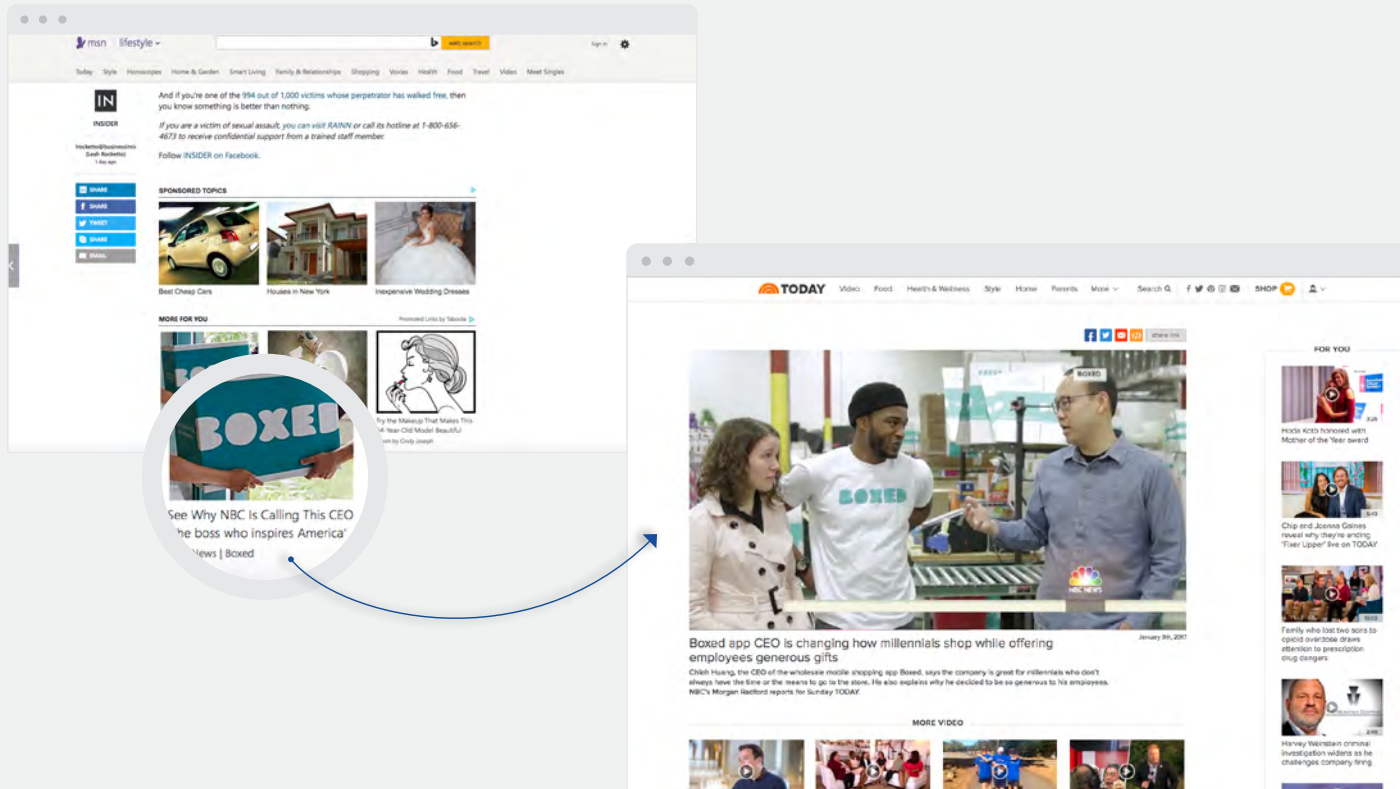
14% Increase in Lead Generation

BOXED

Boxed is comprised of people with generosity built into their DNA. When we were covered on the 'Today' Show for recent activities for social good, we wanted to circulate it and turned to Taboola, which brought very high quality prospects.

With pixel-based tracking, we saw a lift in people taking action on site—people saw the clip, typed our website into the search bar and signed up. Some even made purchases!”

- Emily Kalen, Senior Manager of Media Strategy at Boxed



1,496

Number of Sales Driven by One Piece of Content

+5,000

Number of Actions Driven by the Same Content Piece

3.18%

Increase in Conversion Rate

Company:

Boxed is an online ecommerce site providing the products people love in bulk and delivering them straight to their door.

Challenge:

Leverage strong earned media coverage to increase brand awareness and drive more signups and sales.

Solution:

Run campaigns on the Taboola discovery platform leveraging recent media coverage to circulate their brand, drive sentiment and drive purchases.

Results:

With Taboola, Boxed achieved over 5,000 actions and a 3.18% increase in conversion rate by leveraging this recent coverage.



Company:

The Nespresso company is an autonomous globally managed business of the Nestlé Group. Nespresso is present in over 60 countries, counts over 12,000 employees worldwide and has been in Thailand since 2015.

Challenge:

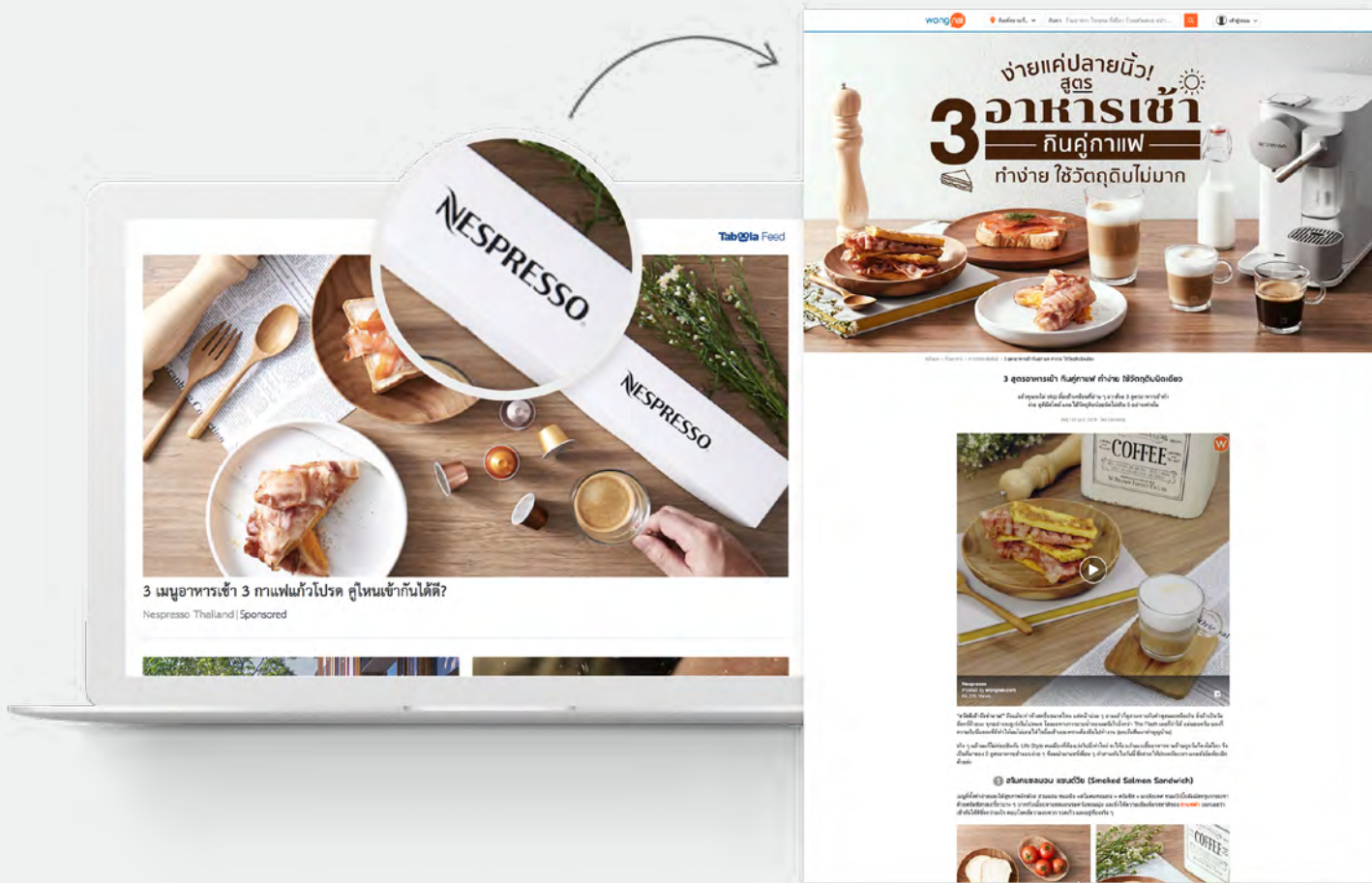
Reach new audiences with the distribution of advertorial content outside of traditional distribution channels like search and display.

Solution:

Use Taboola's discovery platform to distribute advertorials using sponsored content and reach new audiences on premium digital properties, mobile carriers and device manufacturers.

Results:

For Nespresso Thailand, 85% of traffic to advertorial pages is delivered by Taboola. They also see double the session duration and a 10x lower average cost per page view than any other channel.



1,496

of Traffic to
Advertorial Pages is
Delivered by Taboola

2x

Average Session
Duration than Any
Other Channel

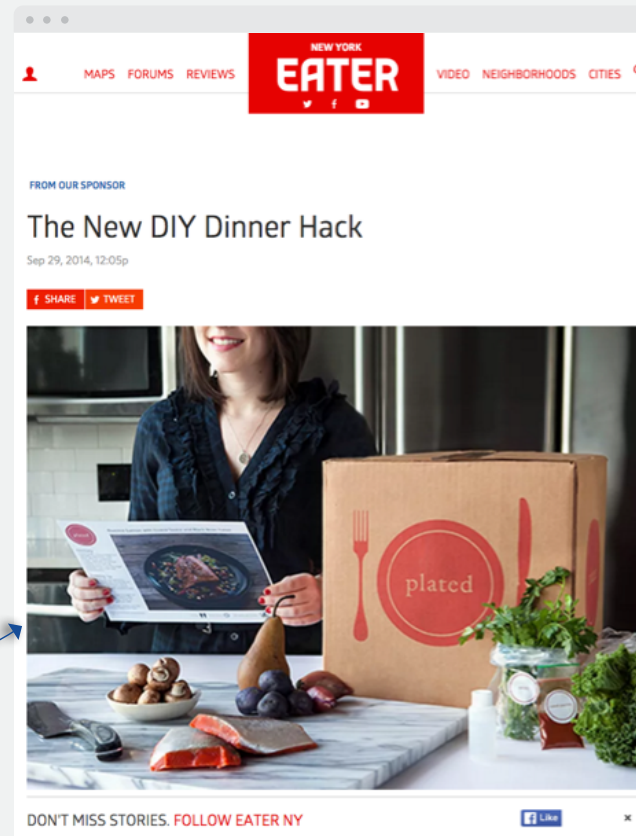
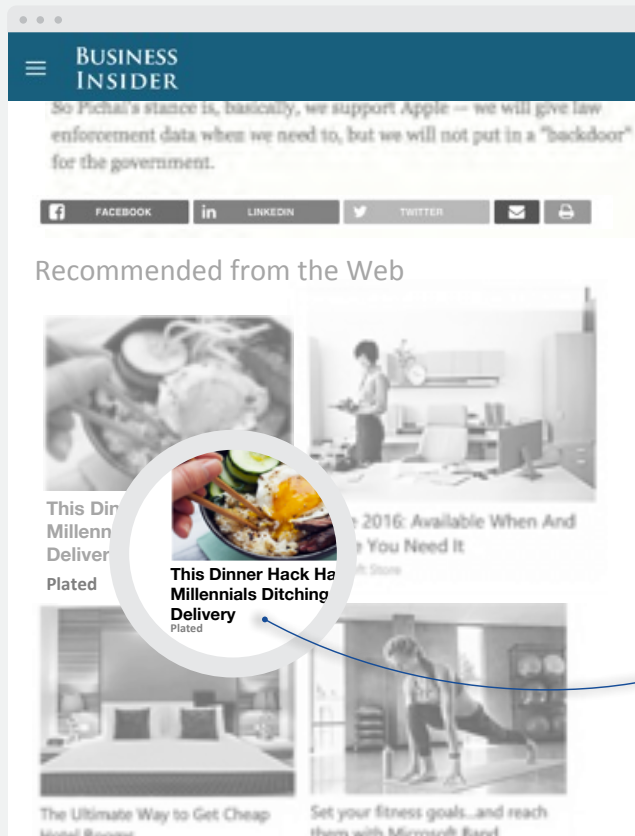
10x

Lower Average Cost
Per Page View than
Any Other Channel

Plated.

“Taboola was the perfect partner for Plated as we entered the world of content marketing, giving us the flexibility to test and optimize toward different goals as our priorities changed, and ultimately generating entirely new strategies to help drive sales.”

- Matt Kerestesy, Director of Paid Media, Plated



Company:

Plated is a New York-based startup that assembles and delivers meal “boxes” in which ingredients are locally sourced.

Challenge:

Expand customer reach outside of the usual acquisition channels.

Solution:

Leverage Taboola’s technology to conduct A/B testing and analyze content iterations for optimizations.

Results:

Significant drop in CPA and increase in high quality conversions.

75%

Decrease in Acquisition Cost

1B

Impressions Generated

12%

Increase in Conversion Rate

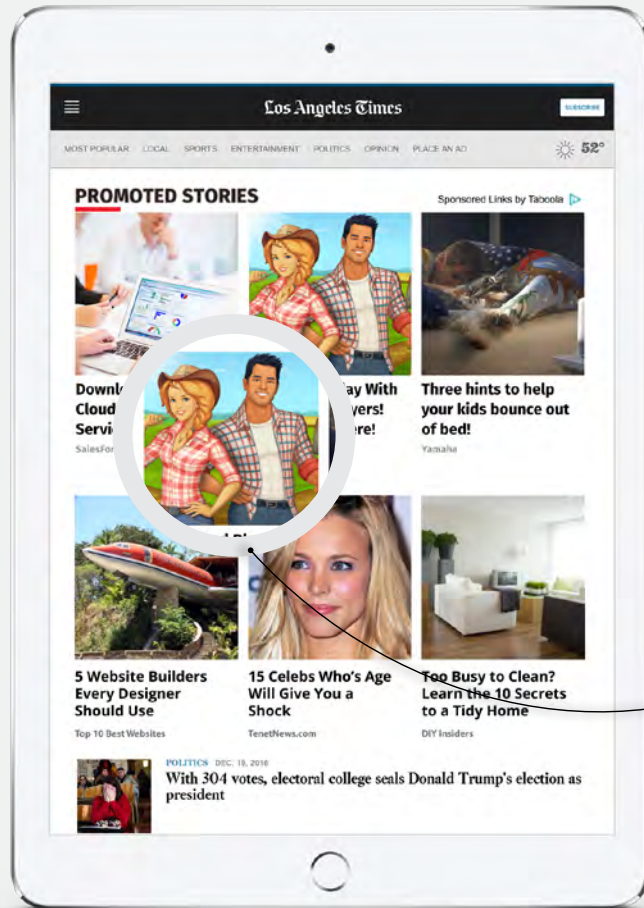


Gaming



“Taboola gave us another point of view in terms of the volume of content we create for our users. Instead of focusing solely on the conversion part of the funnel, we started seeing a bigger impact from users inside that already play and engage with the game.”

- Mary J. Kim, Senior Online Marketing Manager at Goodgame Studios



Company:

Goodgame Studios is a leading free-to-play, online games development company with over 300 million registered users worldwide.

Challenge:

Support performance marketing efforts by finding new quality users and improve engagement of existing users globally.

Solution:

Run campaigns on the Taboola discovery platform to drive quality traffic to Goodgame Studios' landing pages.

For them, Taboola's native format was important. As people see more and more ads on the web, the ability to make content that is relevant for them allows the user experience to be more fluid.

Results:

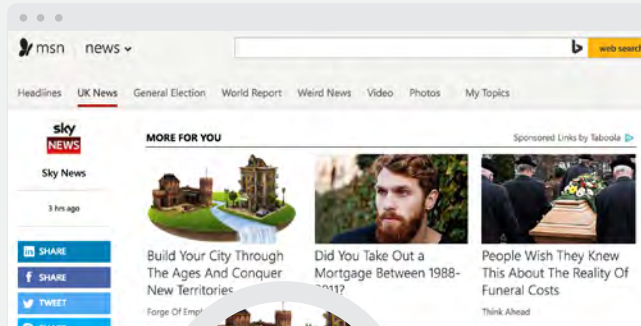
With Taboola, Goodgame Studios was able to triple the number of players, and achieve their ROI goals.

300% Increase in New Player Growth



“Encouraged by strong desktop performance, we started user acquisition (UA) for our mobile games on the Taboola network. Our first campaigns showed promising volumes and quality. We are confident that Taboola can become a key mobile partner for InnoGames’ existing and upcoming titles.”

- Perrine Keutchayan, Senior Performance Marketing Manager, Innogame



50K New Players a Month Acquired

Company:

InnoGames is a leading developer and publisher of online games, including the popular cross-platform title, Forge of Empires.

Challenge:

Wanting to grow their UA, Innogames needed a way to reach new potential players, and increase conversion rates.

Solution:

Innogames uses the Taboola discovery platform to increase ROI, with acquisition costs lower than revenue.

“One of the secrets to successful campaigns is the audience—the right audience. Taboola helped us spot the right people, at the right time, and in the right way,” adds Perrine Keutchayan, Senior Performance Marketing Manager, Innogames.

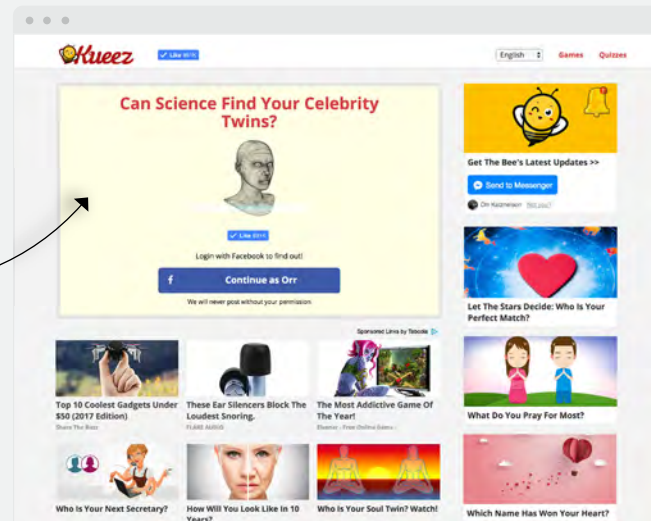
Results:

With Taboola, Innogames exceeded their target UA, attracting 50K new players per month.



“We wanted a traffic source that would scale, but also bring users that would engage and be active on Kueez.com. We’ve seen between 5 and 10 million new users a month with Taboola, but amazingly, have seen a huge increase in engagement—an average of 10 pages visited per user, whereas other channels we see six on average.”

– Ori Mendi, CEO of PRPL & Co-founder of Kueez



100M

Million Page Views
per Month

10

Average Pages
per Session

20%

Decrease in
Bounce Rate

Company:

Kueez is a popular online personal content platform that drives tens of millions of views a month better.

Challenge:

Deliver audiences who will actively engage with Kueez, and drive the acquisition of users on a large scale, at an affordable cost.

Solution:

Use the Taboola discovery platform to increase engagement and drive traffic at a large scale, for a lower CPA.

Results:

With Taboola, Kueez exceeded their target traffic goals by acquiring approximately 100 million page views per month, with a 20% decrease in bounce rate.



Drive Quality Audiences From Top Publishers with Your Video and Content Campaigns

Increase Traffic, Get Conversions, and Grow Revenue

[Start Your First Campaign](#)

Taboola



Healthcare

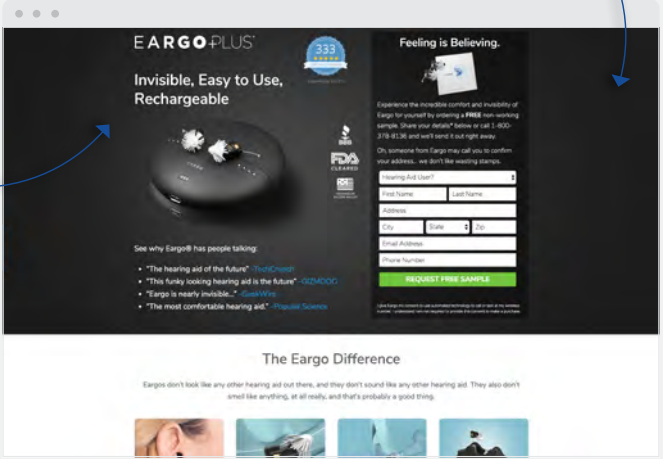
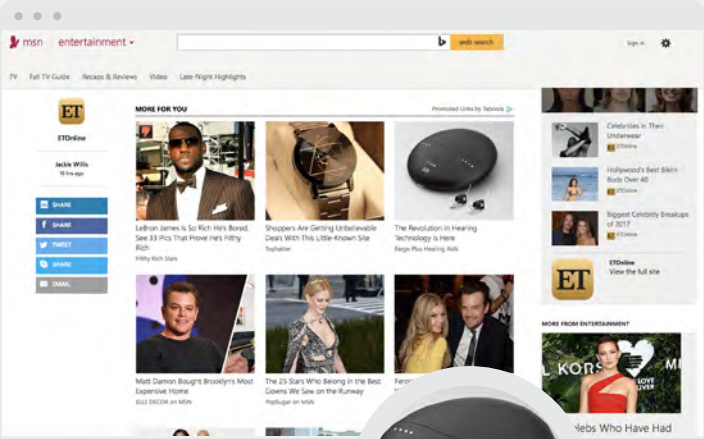


EARGO

“Our data shows when users search for information about hearing aids, they have already noticed some severity with their hearing loss.

The Taboola content discovery platform and account management team were able to help Eargo effectively reach our audience at scale and easily hit our cost per lead goals. Because of the quality of traffic Taboola provides, we can definitely say they’re one of our number one lead sources.”

- Ardalan Zandian, Sr. Online Marketing Manager, Eargo



30%
Decrease in CPA

35%
Increase in Purchase
Conversion Rate

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

Challenge:
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).

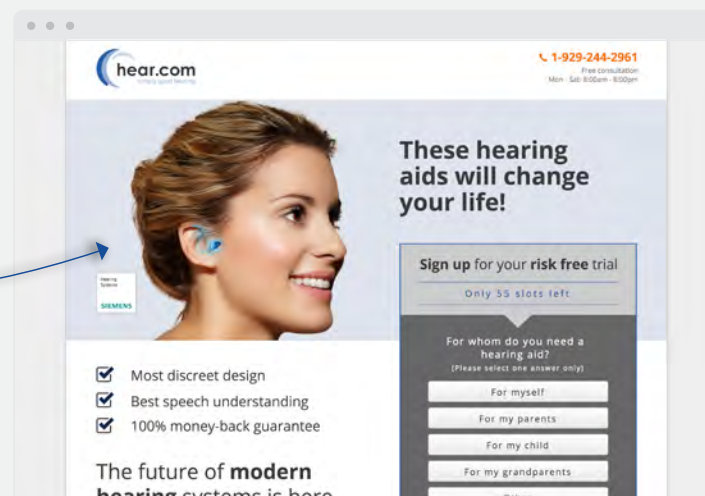
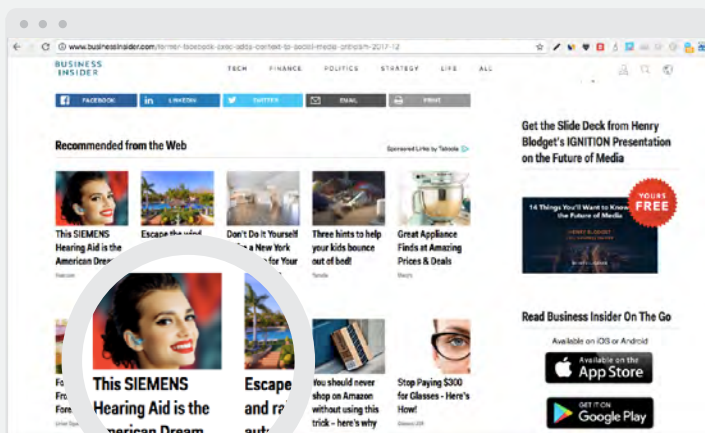
Solution:
Use the Taboola discovery platform’s performance marketing capabilities to drive traffic to their homepage and product pages to ultimately convert traffic into leads.

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



“Due to the nature of our customer base, our content only interests a very particular audience. We’re looking to target middle age, highly active and educated people that need hearing aids to cope with hearing loss in their dynamic lives. With Taboola, we found success and scale driving sales from our specific niche.”

- Catalina Pistol, Head of Display & Cooperations at Hear.com



10x

Increase in Traffic
in Two Years

3 New Markets

Successfully Launched and
Scaled, Including the US

Company:

Hear.com is the global online leader in the hearing aid industry, with over 800,000 consultations each year.

Challenge:

Reach Hear.com’s very targeted, niche audience at scale while achieving performance and acquisition goals.

Solution:

Run campaigns on the Taboola discovery platform to drive quality traffic to Hear.com’s content, converting at a high rate.

Results:

With Taboola, Hear.com was able to scale its marketing efforts with stable conversion rates, including the increase of 10x the traffic in two years and the successful launch of 3 new markets, including the US.

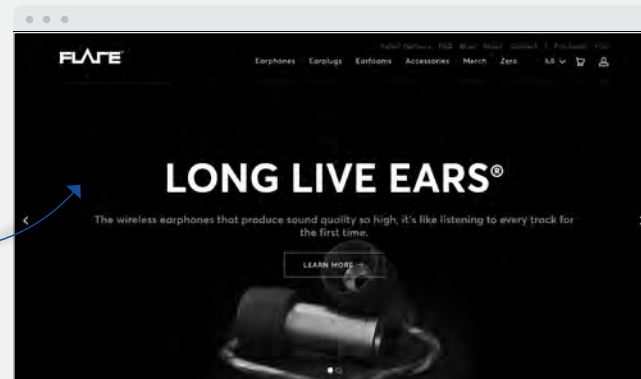
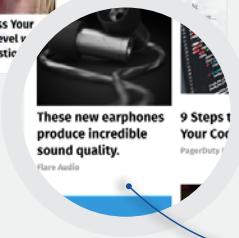
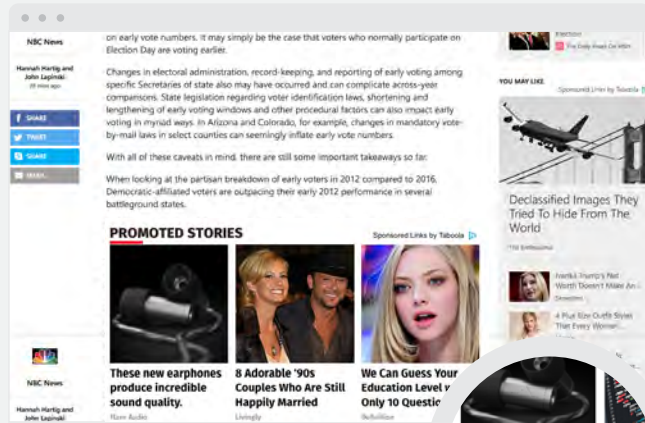
Home & Lifestyle



FLARE®

“All artists deserve to be heard in the way that they want to be heard—and that’s what we do here at Flare Audio. Once our headphones were built, we needed to promote them. Taboola gave us the ability to scale easily, quickly, and with a return on ad spend that suited our goals”

- Davies Roberts, Founder of Flare Audio



Thousands of Headphones

Sold in less than a year

79%

Decrease in CPA in the first month

Company:

Flare Audio aims to minimize all types of distortion from their audio headphone designs— long live ears.

Challenge:

Promote their new headphone product, and increase awareness and sales at scale while hitting their cost per acquisition (CPA) goals.

Solution:

Taboola is a successful distribution channel for Flare Audio because of the discovery platform’s reach—and the control advertisers have over that reach. Flare Audio was also able to fine tune their bidding process to optimize for success.

Results:

With Taboola, Flare Audio was able to sell thousands of headphones, and decrease their CPA by 79% in the first month.

GAIA

“Thanks to the inventory and close relationship with Taboola and our Account Manager, their platform helped us achieve our brand awareness goals as well as certain KPIs such as increasing new user sessions.”

- Hassan Yassin, Co-Founder, GAIA

Company:

GAIA provides furniture and accessories adapted to the urban lifestyle. With GAIA, customers can buy their favorite products for their home quickly, easily and safely.

Challenge:

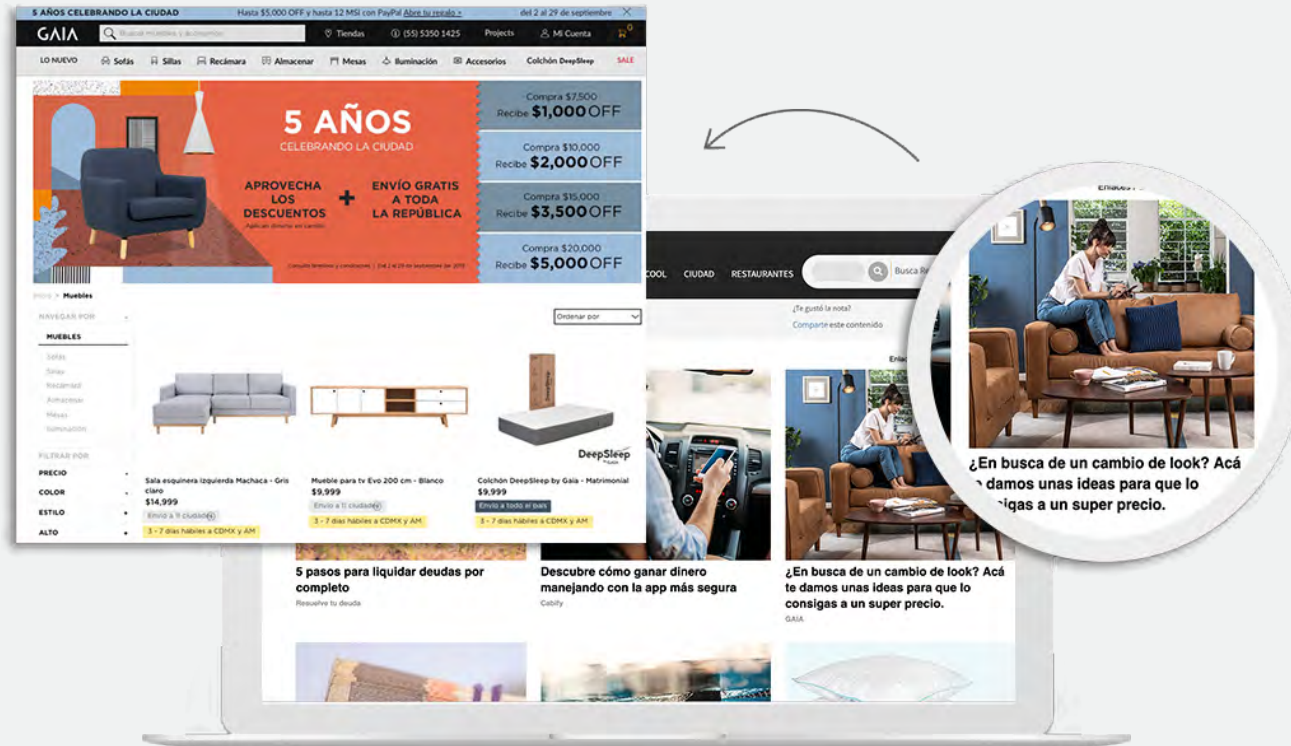
Increase awareness of furniture products in a market not accustomed to the e-commerce business model.

Solution:

Use Taboola sponsored content campaigns to promote GAIA's catalogue, measuring brand awareness KPIs.

Results:

With Taboola, GAIA saw an average of 4 to 5 minutes average time on site (up to 4 minutes higher than search and social channels), and a 5% decrease in bounce rates.



4 - 5

Average Time on Site (Minutes)

5%

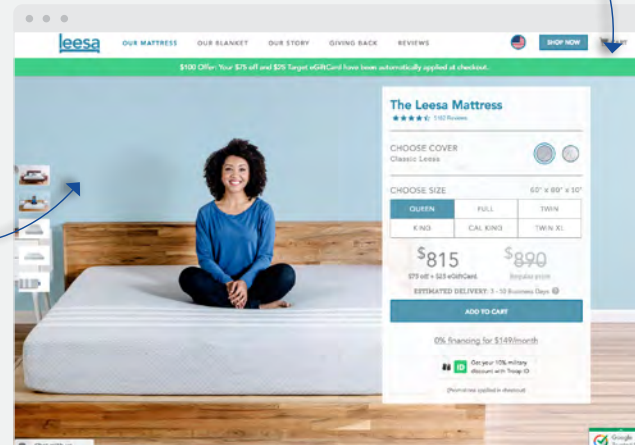
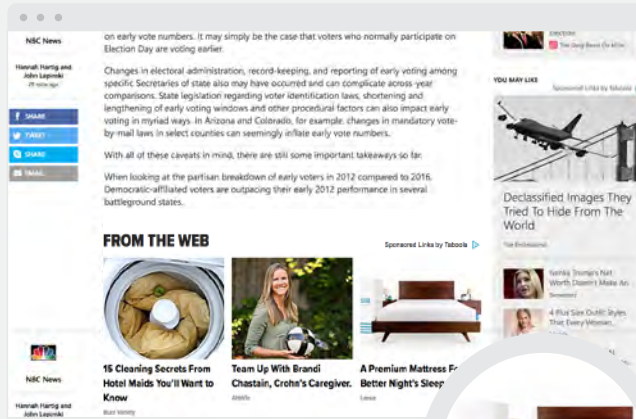
Decrease in Bounce Rate After Adding Taboola to Media Mix



The concept of content marketing has always been something that interested me as a digital marketer. Through the Taboola network we were able to secure premium placements and meet people where they were across the network.

These placements not only allowed us to reach new audiences but to really educate them about our product. Through the client service and account management service, we have been able to really improve our campaign. We are very excited to continue our work and reach even more audiences.”

- Alex Realmuto, Head of Digital Marketing, Leesa



50K New Players a Month Acquired

Company:

Leesa is the online mattress company with a mission to design, create and sell thoughtful products to help people sleep better. Leesa donates one mattress for every ten sold.

Challenge:

Reach new customers when they are in the process of researching and purchasing mattresses.

Solution:

Leverage Taboola's discovery platform to engage new audiences on premium sites around the web and leverage site based retargeting to drive purchases.

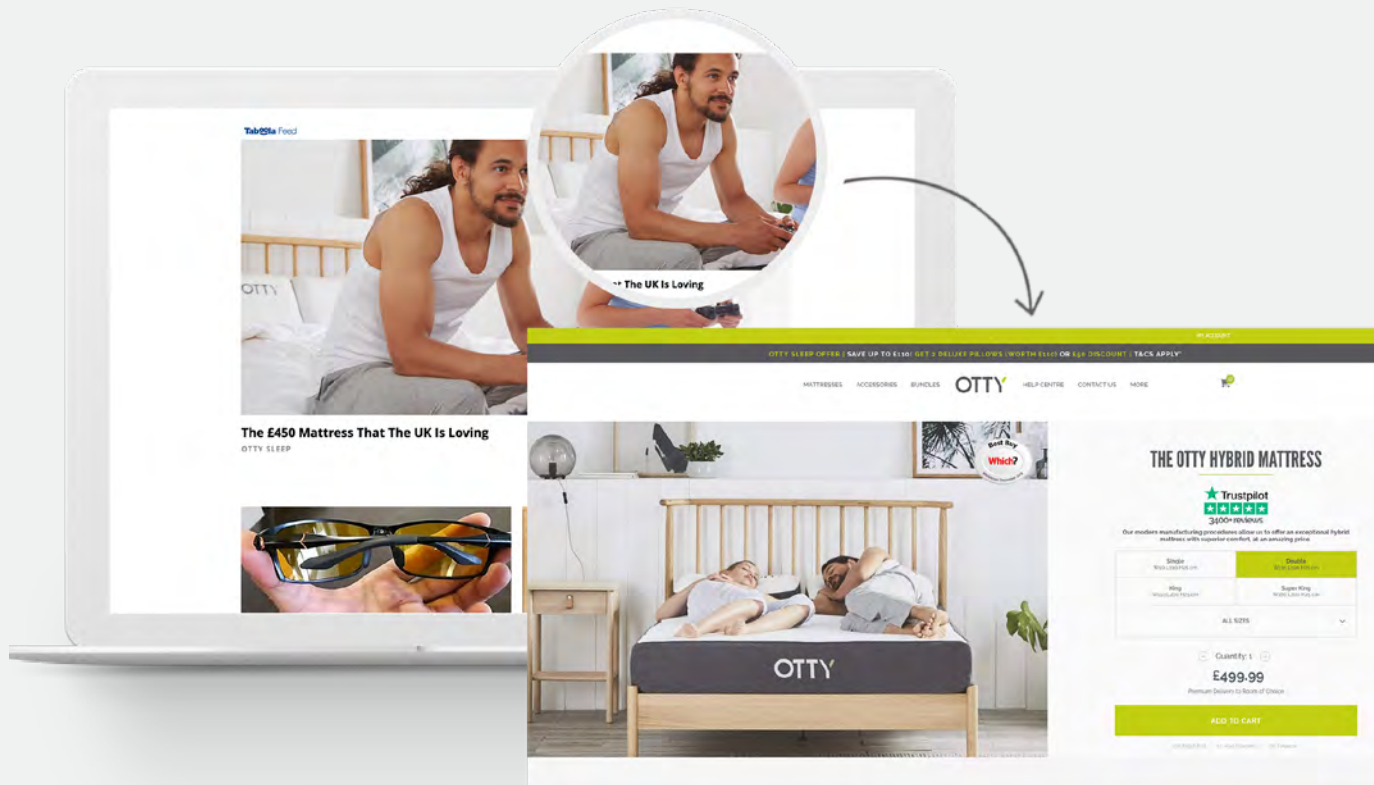
Results:

Leesa consistently drove strong new user acquisitions and purchases with Taboola, exceeding expectations.

OTTY

“At first, we were introduced to discovery through Outbrain, but we now work exclusively with Taboola after seeing much better results and experiencing a higher level of support and a better interface. With Taboola, we’re seeing huge success in terms of return on our ad spend.”

– Andrew Jacobs, Digital Marketing Manager, OTTY



7.8x

Return on Ad Spend (ROAS) on Average

138%

Increase in Ad Spend Month Over Month (MoM)

10x

Conversions with Retargeting Campaigns

Company:

The OTTY mattress provides comfort, support and temperature control, allowing customers to sleep fresh every night. More importantly, it is attainable by everyone thanks to its leading price point.

Challenge:

Spread the word about OTTY’s mattress and drive quality traffic that is likely to convert to sales.

Solution:

Use Taboola to drive traffic to their website using a variety of headline and image combinations in a sponsored content campaign.

Results:

With Taboola, OTTY sees a 7.8x ROAS on average every month and a 138% increase in ad spend MoM.



Company:

Whirlpool is one of the largest manufacturers of home appliances around the world.

Challenge:

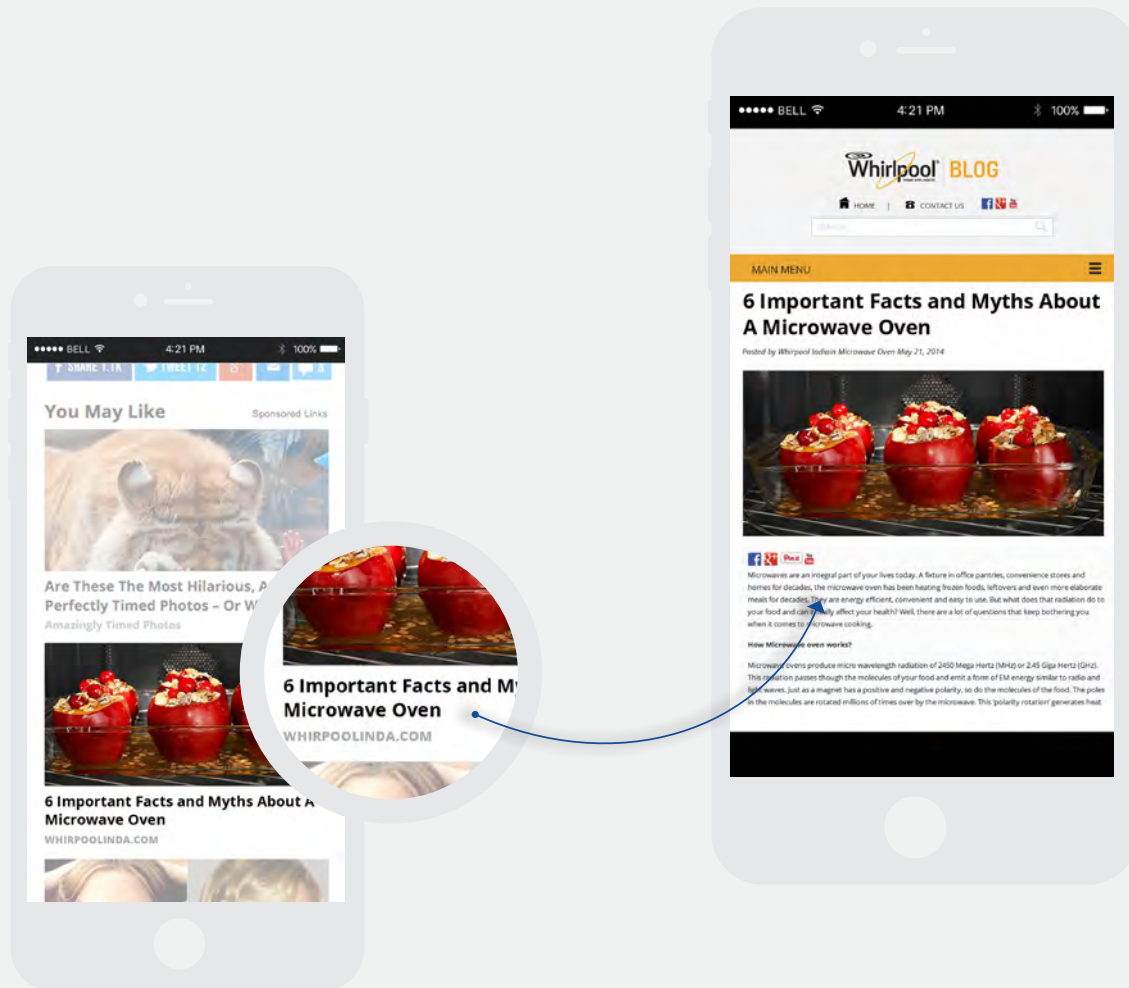
Penetrating brand presence in India through informative blog to reach and engage with new customers.

Solution:

Leverage Taboola's discovery platform and recommend Whirlpool's valuable brand content to targeted users in the Indian market.

Results:

20 million visits in two months with more than 24 thousand clicks.



20M

Visits in 2 Months

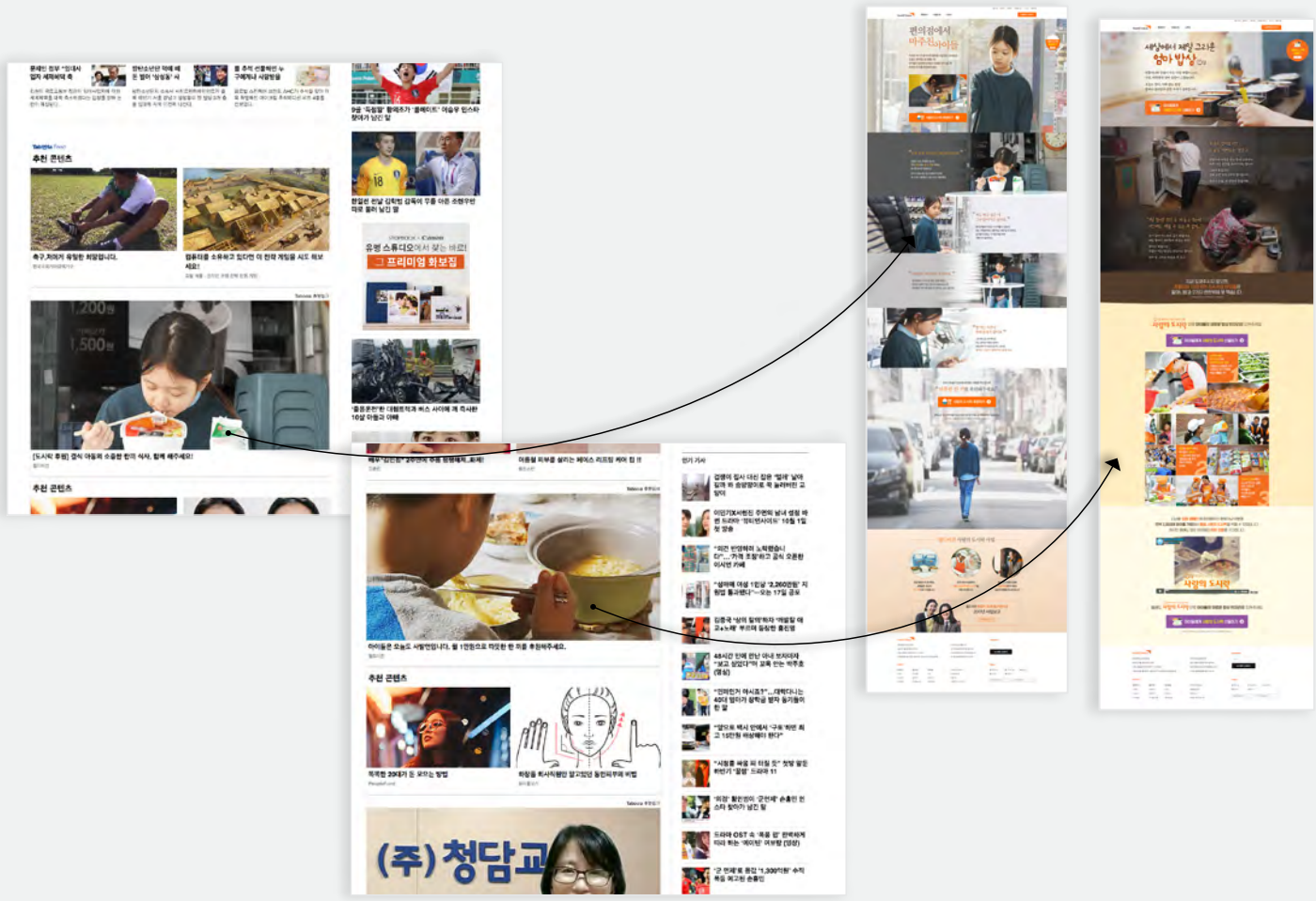
+24k

Clicks Generated



“Improving the wellbeing of impoverished children and families is at the heart of what we do. To drive donations in support of this mission, we use Taboola to reach new audiences at a scale unmatched by search channels and banner ads.”

– Saeyong Oh, Digital Marketing Manager, World Vision



Company:

World Vision is a global NGO that strives for the children and communities in the world’s most vulnerable environments to emerge from poverty and inequality.

Challenge:

Acquire donations from interested patrons in support of World Vision’s mission, using new digital marketing channels.

Solution:

World Vision uses the Taboola discovery platform to drive monthly renewing donations for families and children in need.

Results:

With Taboola, World Vision was able to generate 100+ of monthly renewing donations, up to 40% lower CPA than any other display channels.

100+
of Renewing Donations
each Month

40%
Lower cost per
acquisition (CPA) than
Other Display Channels

Taboola

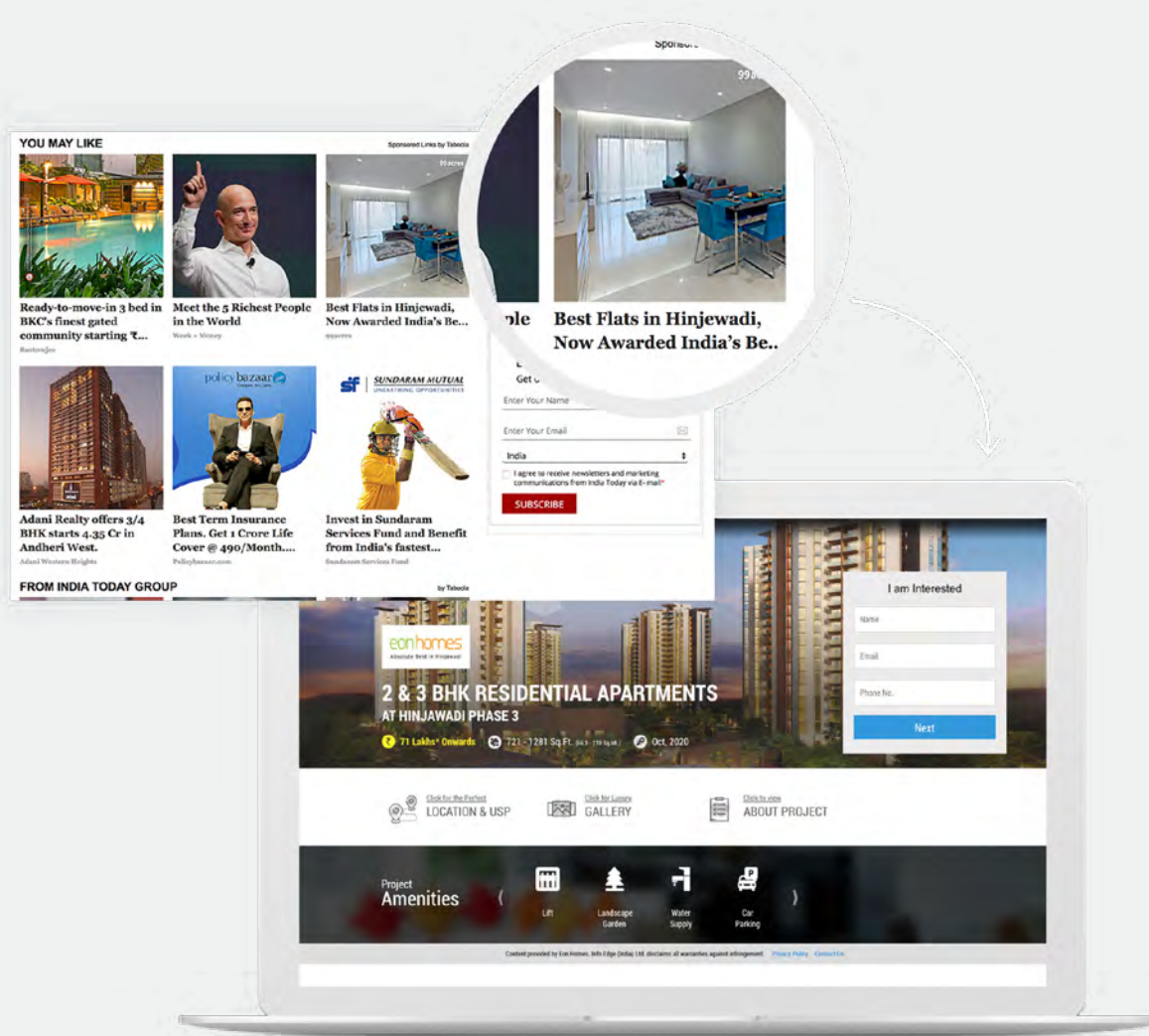


Real Estate

99acres
India's No.1 Property Portal

“The Taboola team gives feedback on our campaigns proactively, and provides guidance around getting the most out of targeting to decrease our CPLs. Because of this, we were not only able to increase the amount of leads coming in the door, but were able to optimize them further with retargeting campaigns.”

– Anuj Gupta, Senior Manager, Digital Solutions, 99Acres



4%

Increase Lead Volume Per Day

55%

of Leads Generated From Retargeting Campaigns

Company:

99Acres, India's number one property portal, acts as a forum for buyers, sellers and brokers to exchange information about real estate properties quickly and effectively.

Challenge:

99Acres wanted to increase the volume of leads beyond those from their Facebook and Google campaigns—they needed alternative traffic sources.

Solution:

Used Taboola sponsored content to distribute properties widely, optimizing with retargeting, and tracking using Taboola Pixel.

Results:

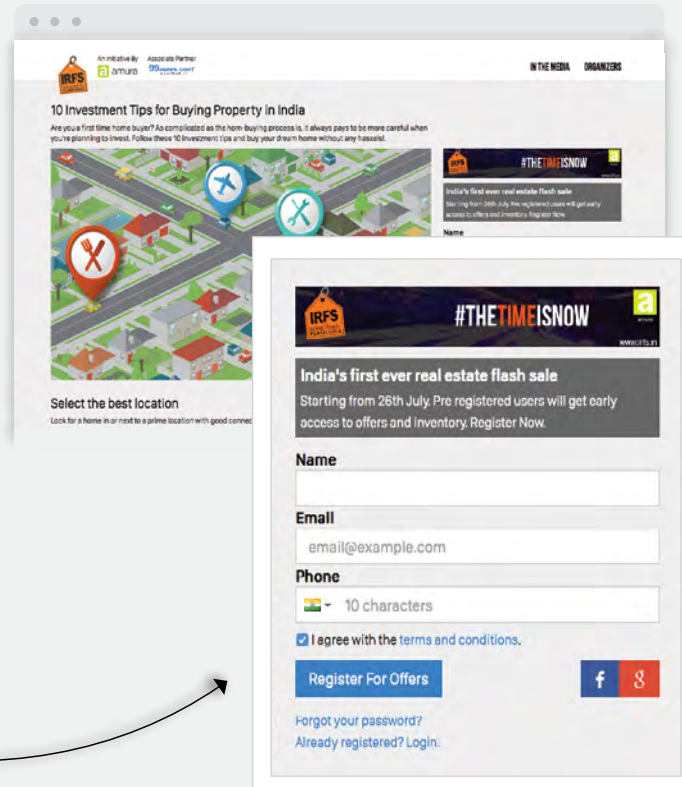
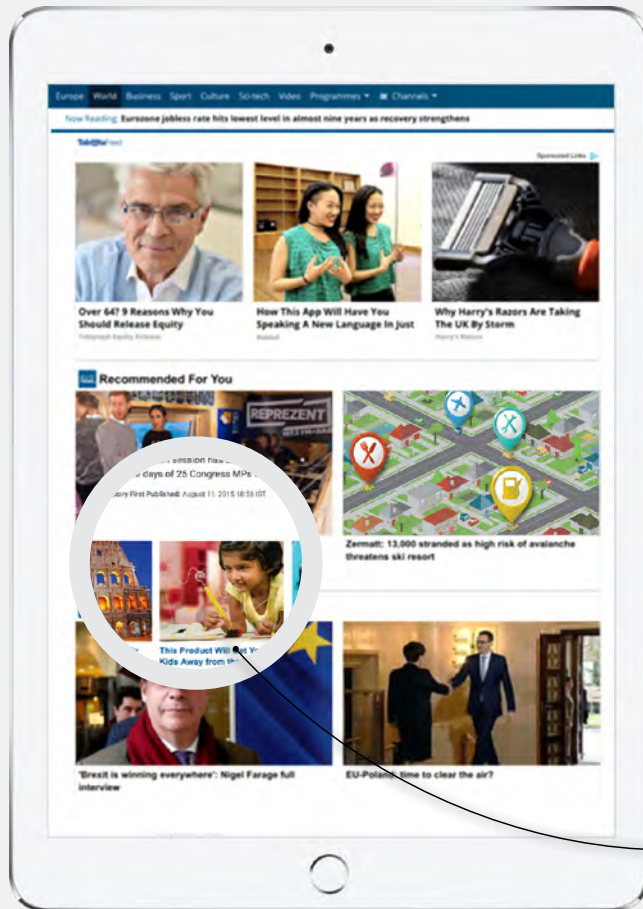
With Taboola, 99Acres saw a 4% increase in lead volume per day, and 55% of leads coming from retargeting campaigns.



"We were looking for a platform to help us reach specific niche audiences and target them effectively in real-time.

Taboola understood this vision from the get-go, and working alongside their account management team, we ran an intelligent campaign and achieved vital goals for the IRFS."

– Vaibhav Prabhune, Paid Media Manager, Amur



4%

Increase Lead
Volume Per Day

55%

of Leads Generated
From Retargeting
Campaigns

Company:

Amura is one of India's leading digital marketing firms, specializing in performance-driven marketing, data analytics, and technology-based sales. Amura's clientele includes many of the country's top real estate.

Challenge:

Drive registrations and promote India's first online flash sale (IRFS), specifically for real estate clients.

Solution:

Use Taboola to power content distribution and reach highly engaged Indian real estate buyers on top publisher websites around the world.

Results:

By the end of the campaign, Taboola's highly relevant traffic generated more than 500 new registrations for IRFS, and increased CTR by 20%.

Taboola



Travel

新西兰航空 

"Taboola has been one of the most effective ways to bring first time visitors to the site in comparison to other channels. We actually had one customer email us with a question about our latest promotion, and directly mentioned that he/she saw our content on a Taboola publisher. Their question was related to purchasing a ticket on our website. It indeed shows that this platform can help drive customers with high intention!"

– Online Manager for Air New Zealand China

Company:

Air New Zealand China operates daily direct flights flying from Shanghai to Auckland and connects to more than 20 New Zealand domestic destinations seamlessly. Their goal is to be the customers' airline of choice when travelling to, from and within New Zealand.

Challenge:

Reach new audiences and boost online ticketing sales directly on their official website.

Solution:

Launch "A Better Way to Fly," their most recent marketing campaign, using sponsored content on Taboola's discovery platform.

Results:

With Taboola, Air New Zealand China attracts 600+ visitors and 10+ flight searches a day. This totals a 120% ROI each month.

600+

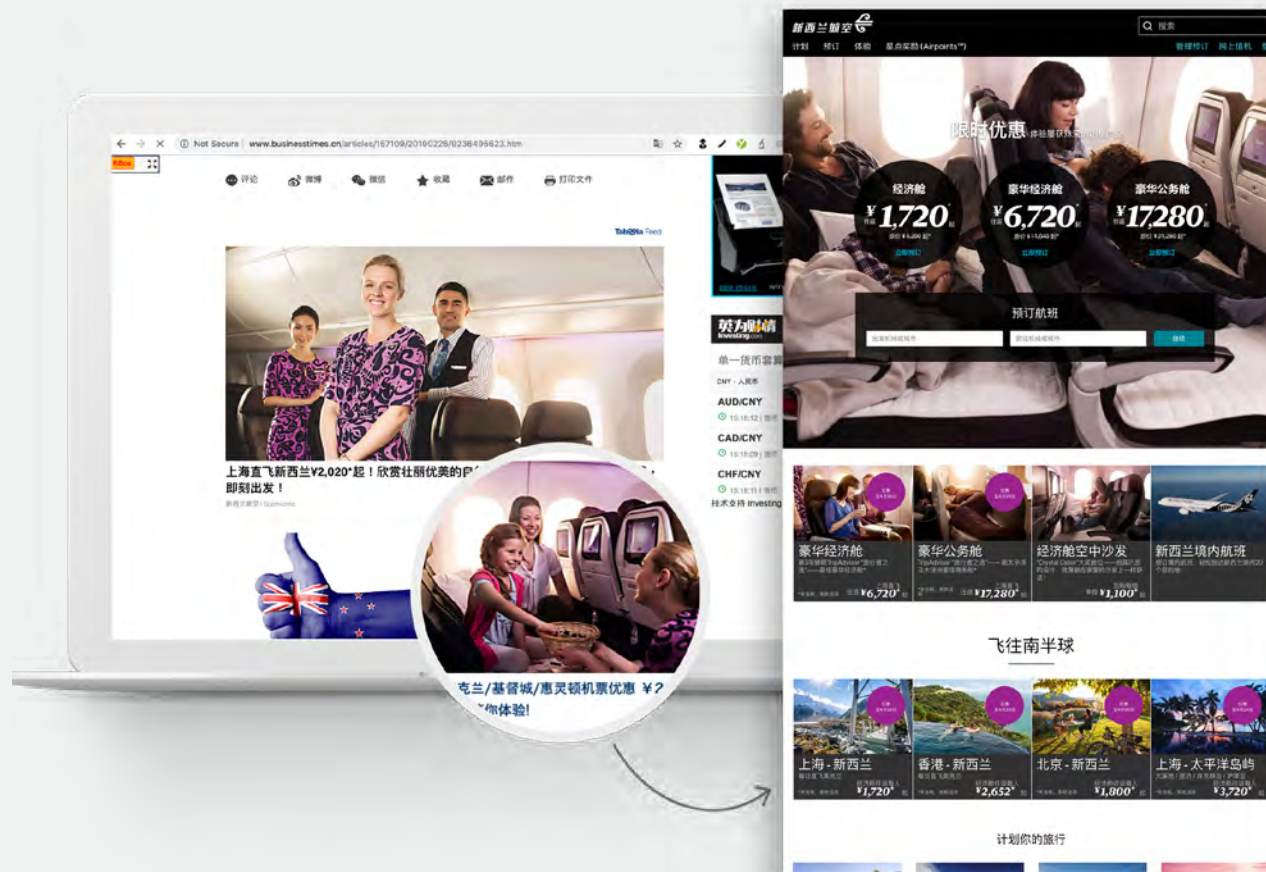
Return on Ad Spend (ROAS) on Average

10+

Flight Searches a Day

120%

Average Return on Investment (ROI) per Month





“With Taboola, we reach people on the open web, who are open to discovering travel options—their native capabilities gave us the right placement on the page for our campaigns! With the help of our Taboola account manager, our detailed campaign planning allowed us to hit our goals. We have been able to record a steep performance increase across all Tourism Austria campaigns in no time after adding Taboola to the mix.”

– Claudia Sokoll, E-Marketing, Österreich Werbung

33% Better Performance
than Display Channels

Company:

Austria Tourism works to promote Austria as a vacation destination. Their central goal is to secure and expand tourism to the country, and increase Austria’s competitiveness in cooperation with Austrian tourism partners.

Challenge:

To increase web traffic to, and engagement with, Austria Tourism campaigns in order to make users aware of travel deals to and within Austria.

Solution:

Use the Taboola Discovery Platform to reach new audiences on premium websites across the open web.

Results:

Austria Tourism saw a 33% performance increase across all campaigns when they used Taboola in place of display, and a 2% decrease in bounce rate to campaign landing pages, increasing user engagement. Taboola is responsible for 50% of all leads generated through native advertising for Austria Tourism.

LAPAM
Israel Government Advertising Agency



ISRAEL Land of Creation

HOME BEST DEALS WHERE TO GO THINGS TO DO LIVE SHOWS GALLERY VIDEOS FAQ

BEGIN YOUR JOURNEY TO ISRAEL FROM ONLY ₹35,000

BOOK YOUR TRIP NOW!

AIR INDIA	ELAL	FLIGHT SHOP
₹35,000	₹42,000	₹77,000
Direct flights from Delhi to Tel aviv with Air India	Large variety of cheap flights to Tel Aviv from ₹42,000...	Packages start at ₹77,000 per person for 7 nights & 8...

ISRAEL FROM ONLY ₹35,000 BOOK NOW ▶

Even Before Karnataka Announcement, BJP's

“We ran this video campaign to promote travel from India to Israel on other media channels, and on the open web with Taboola. With Taboola, it wasn’t just that people watched the video—they watched, clicked the video, and then converted on our site. That was how we knew Taboola users were high quality.”

– Eyal Varshisky, LAPAM Global Digital Advertising Manager, for Israeli Ministry of Tourism

Company:

LAPAM is the advertising agency for the Israeli government, and functions as a communications group for all offices of government. They are responsible for numerous marketing processes that include public and social campaigns for the Israeli Ministry of Tourism.

Challenge:

To drive interest in tourism from India in the wake of a recently established direct flight between Israel and India.

Solution:

Use Taboola In-feed Video to increase awareness of tourism opportunities in Israel, targeting India, at a high conversion rate. Taboola In-feed Video was chosen in part for their CPCV pricing model.

Results:

With Taboola, The Israeli Ministry of Tourism not only achieved their target KPIs, but found their video campaign converted 40% more on Taboola than any other platform at a 14% CVR on the landing page, and over 30 million video impressions.

40%

Better conversion rate (CVR) than Any Other Platform

14%

CVR on Landing Page

30M+

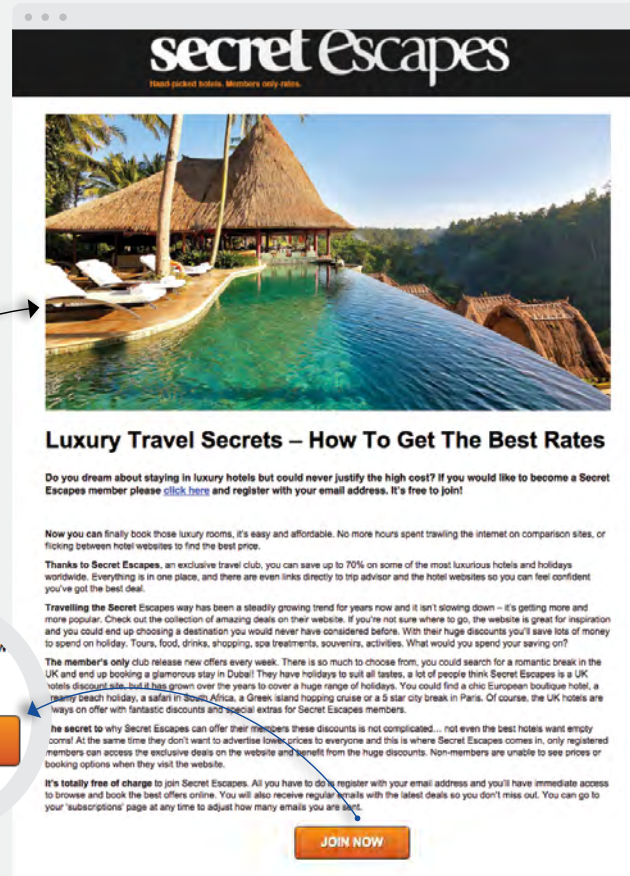
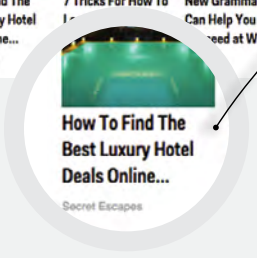
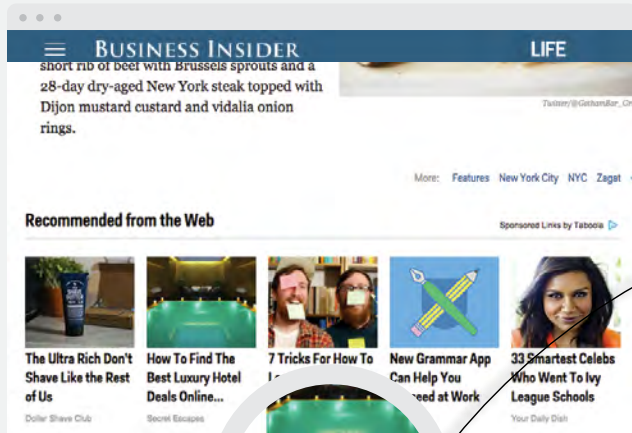
Video Impressions



"We are extremely pleased with the quality of traffic coming from Taboola and its ability to successfully drive sign-ups on our website.

Our account manager is always available with helpful tips, and the optimisations we've made have proven to be very effective. Taboola is definitely a branding and direct response solution worth investing in."

– Ashley Gill, Digital Marketing, Secret Escapes



31%
More Value Than
Display Advertising

288%
Increase in CTR

Company:

Secret Escapes is a members-only travel company selling discounted luxury hotel stays and trips through its website and mobile app.

Challenge:

Targeting audience for membership sign-ups and increasing click-through-rate (CTR) and conversion rates.

Solution:

Leverage Taboola's discovery platform to target audiences around the web and drive them to Secret Escapes' landing page that leads to membership sign-ups.

Results:

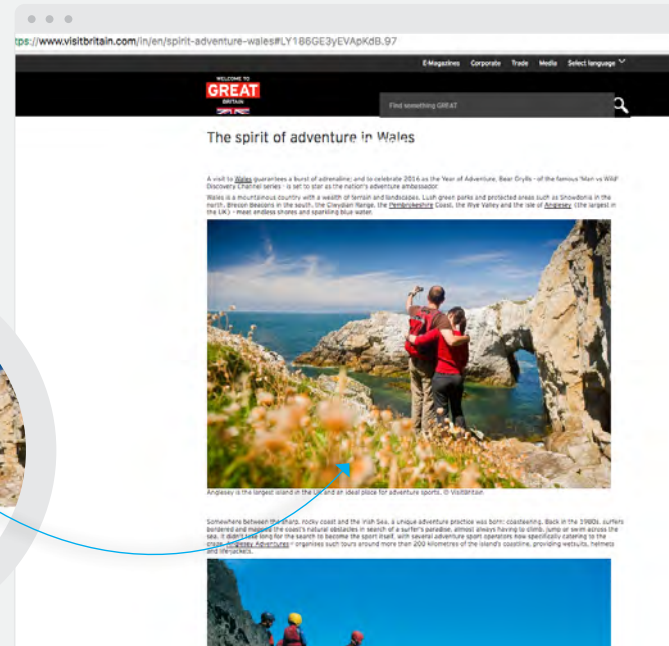
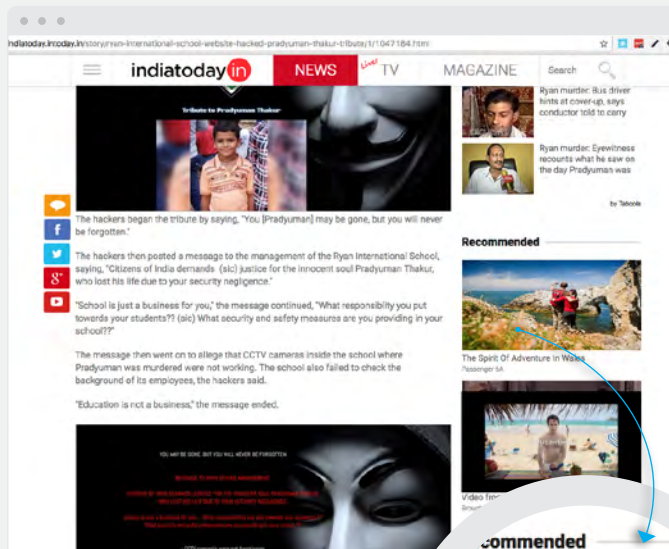
In just 3-months, Secret Escapes' Taboola campaign exceeded expectations with a triple-digit increase in CTR.

PASSENGER6A
TAKE YOUR SEAT



“In several new markets, we wanted to start selling travel packages directly to customers online. We created the Passenger 6A (P6A) editorial brand to educate consumers about our offerings, and saw immense success in audience growth and content engagement with Taboola during our recent ‘Visit Britain’ campaign.”

– Nuria Cabot, Global Marketing Director, Passenger 6A



600
Overnights
Booked

317
Content
Impressions

97%
Percent of traffic
driven by content
discovery

Company:

P6A is TUI's digital flagship editorial brand designed to increase passengers through branded content strategies. Their offerings include global tour operators, five airlines, over 300 hotels, and a series of destination cruises.

Challenge:

Use editorial brand Passenger 6A and TUI India (tui.in) e-commerce to drive conversions for “Visit Britain” campaign and support direct travel package sales.

Solution:

Use Taboola's discovery platform to drive conversions and increase web traffic to P6A and TUI India, and decrease CPA with promoted content.

Results:

Content discovery with Taboola drove 4,329 users that converted into 600 overnight bookings, 317+M content impressions and the majority of 97% of all traffic for “Visit Britain” campaign.

How to Get Started

[Set Goals](#) | [Set Up Your First Campaign](#) | [Set Your Budget](#) | [Analyze as You Go](#) | [Now You Try](#)

Set Goals

Your discovery campaign should begin with a discussion about what success will look like and how you might be able to measure it.

We often see successful advertisers reach for these goals:

- **Branding**—consider branded video campaigns, or sponsoring content like media coverage, upper funnel owned articles, and galleries.

Common KPIs include: Completion rate, viewability, pageviews, time on page, and more.

- **Performance**—consider animated thumbnail campaigns, or sponsoring content like lower funnel owned articles, product pages and more

Common KPIs include: Sales, conversions, cost per acquisition (CPA), cost per click (CPC) goals, increase in click-through rate (CTR), and more.

Set Up Your First Campaign

Once your goals are set, you'll need to collect your content—a list of URLs to promote—based on your goals above.

From there, head over to our quick-start wizard (signup.taboola.com/join) and follow these simple steps, or log in to your backstage account (backstage.taboola.com) to get started.

To upload your relevant content items, you'll need the following:

- Basic campaign details including budget and flight length.

Beginners tip: Although you can start your campaign today with just \$10 a day, we recommend a starting daily budget of \$50 to \$100 for at least a two week long campaign flight for best results.

- Initial audience filters, such as country or device. For more advanced targeting options, check out our retargeting capabilities and Taboola Data Marketplace.

Beginners tip: If you're looking to promote a mobile device, you might want to check out Taboola Segments in Backstage: Interest > Technology > Smartphones.

- Title and thumbnail combinations to promote your URLs. These serve as the vital first impression for your piece of content, enticing people to click and learn more about your story.

Beginners Tip: Keep your titles under 40 characters to start. Colorful images that include expressive people perform best across the board. Check out Taboola Trends (trends.taboola.com) for real-time title and image insights by vertical and location.

Create Your Native Campaign Today

Try it Now >

How to Get Started

[Set Goals](#) | [Set Up Your First Campaign](#) | [Set Your Budget](#) | [Analyze as You Go](#) | [Now You Try](#)

Set Your Budget

Most of our advertisers measure their campaign budget using their CPC.

- Set your budget based on total flight, CPC and more. We advise new partners to be relatively generous if possible with CPC, rather than immediately driving towards the lowest possible number.
- Higher CPCs enable a campaign to effectively cast a wider net at the beginning and therefore uncover more opportunities to optimize toward well-performing audience segments.

Beginners tip: Start with a generous budget based on your standards. Check in on your first campaign daily, and adjust your budget based on top performing publisher sites for your audience.

Analyze as you go

As your campaign runs, you'll want to keep an eye out for what's going right—things like publisher sites that are driving good results, and audience segments that you might want to zero in on.

- After your content discovery campaign has generated a sufficient amount of audience data, take a step back and consider how the overall performance compares to your original goal or KPI.
- Finally, look for ways to make it even more efficient, targeting audiences by more granular variables like time of day, site, and device type.

Beginners tip: our CTR in backstage is indicative of good performance for a publisher or audience segment, but if conversions are what you're after, install the Taboola Pixel for more detailed insights.

Now You Try

To sum it all up, all you need to get started is a set of URLs and the titles and thumbnail combinations you want to use to promote them.

You can get started in just four easy steps:

- 1. Set your goals:** choose between branding or performance KPIs
- 2. Collect your assets:** build multiple creatives based on Taboola Trends best practices
- 3. Define your budget:** start with a generous CPC that fits your needs
- 4. Analyze your performance:** install the Taboola Pixel for detailed insights

Access to discovery, and native advertising on the open web is as simple as starting your first campaign. Start your campaign at signup.taboola.com/join.

Create Your Native Campaign Today

Try it Now >

One last thing before you go...

We've gone through a lot—an introduction to discovery, 38 examples of marketing campaigns that have succeeded with these channels, and tips for getting started.

1. Discovery campaigns drive results throughout the funnel for branding and performance campaigns.
2. Companies such as Flare Audio, Blinkist, and PANDORA have achieved results that include selling thousands of headphones, acquiring tens of thousands of users, and a 130% increase in conversions.
3. You can start getting meaningful traffic and leads with a \$50 to \$100 daily budget.
4. Taboola is live on tens of thousands of publishers, serving 450 billion recommendations a month, and we're leveraging that exposure for your brand.
5. While Facebook and Google are great platforms, Discovery is still the acquisition channel with the most opportunity—which as Gary Vee would say—is the best time to jump into the game.



Drive Quality Audiences From Top Publishers with Your Video and Content Campaigns

Increase Traffic, Get Conversions, and Grow Revenue

[Start Your First Campaign](#)

Taboola is the leading discovery platform, serving over 450 billion recommendations of articles, blogs, videos, products and apps to over one billion unique users every month on thousands of premium sites and mobile carriers. Publishers, brand marketers, and performance advertisers leverage Taboola to retain users on their sites, monetize their traffic, and distribute organic and sponsored content as well as video to engage high-quality audiences. Partners include: USA TODAY, Huffington Post, MSN, Business Insider, The Independent, Welt, L'Express and The Weather Channel. A global company with local service touchpoints, Taboola is headquartered in New York City with offices in Los Angeles, London, Tel Aviv, New Delhi, Bangkok, São Paulo, Beijing, Shanghai, Istanbul, Seoul, Sydney and Tokyo. Learn more at www.taboola.com and follow [@taboola](https://twitter.com/taboola) on Twitter.