

# World Vision Receives Over 100 Donations a Month with Taboola



*"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



## Introduction

**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.

A global Christian humanitarian organization, **World Vision** partners with children, families, and their communities to reach their full potential by tackling the causes of poverty and injustice.



## World Vision Generates Donations for Children and Families in Need with Taboola

The image displays a series of Taboola sponsored content advertisements for World Vision. The ads are presented in a collage format, showing various headlines and images in Korean. Key elements include:

- Headlines:** Various headlines in Korean, such as "반려동물에서 마수천마를 잡는 법", "유명 스톱북에서 찾는 바보! 그 프리미엄 화보집", "아름다운 인생을 살리는 페이스 리프팅 케어", and "(주) 청담교".
- Images:** Images of children, families, and community projects, often used to evoke empathy and support for the cause.
- Recommended Content:** Sections labeled "추천 콘텐츠" (Recommended Content) that suggest related articles or videos.
- Arrows:** Curved arrows indicating the flow and progression of the campaign across different ad placements.



## Search Channels Bring Challenges for World Vision, Who Then Finds Lower CPA with Taboola

**World Vision** leverages **Taboola** for performance marketing campaigns that generate monthly renewing donations for children and families in need. Campaigns are focused on the needs of specific families and encourage sponsorship.

In the Korean market, digital media is heavily concentrated on certain popular search channels. For **World Vision**, these channels performed well, but not at the CPA desired.

**World Vision** expanded to a variety of digital channels, one of which was **Taboola**. Using **Taboola**, **World Vision** was able to find a lower CPA that they didn't with other popular search channels.



## Taboola Achieves 40% Lower CPA than Other Display Channels

When **World Vision** started working with **Taboola**, the biggest improvement they saw was in click through rate (CTR). They also saw that without the limitations of banner ads, their cost per acquisition (CPA) decreased.

With **Taboola**, **World Vision** was able to generate over **100+ monthly renewing donations**, and a **40% lower CPA** than other display channels, and saw larger scale than with popular search channels.

The Taboola team assisted **World Vision** campaign strategy, creative images, and headline variations, which contributed to the overall CTR improvement also provided insights like hour targeting suggestions that eventually improved CPA.

**World Vision** looks forward to increasing conversion volume and efficiency with **Taboola**.



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