



## Torque Detail Finds Immediate Success in Performance Marketing With Taboola



*"Finding a channel that works at a good scale is a huge win for any business. It's ideal to have a working relationship with an account management team, and compared to some other platforms, the direct relationship with account managers at Taboola is refreshing."*

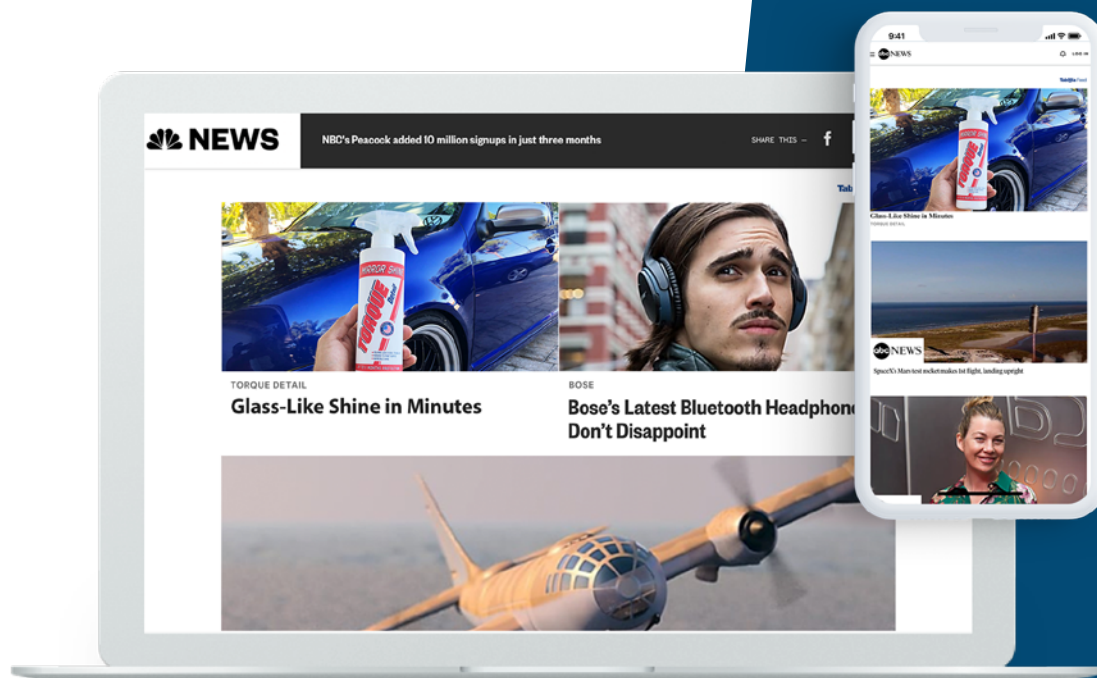
- Francis Fanzilli, Co-Founder, **Torque Detail**

10%

Lower CPA

50%

Lower CPA in  
Retargeting  
Campaigns



## COMPANY

**Torque Detail** simplifies DIY car detailing for consumers with products that make it easy and affordable to achieve a glasslike shine.

## CHALLENGE

**Torque Detail** was looking to diversify traffic sources when they came across **Taboola**.

## SOLUTION

Right off the bat, **Torque Detail** approached advertising with **Taboola** from a content marketing and storytelling perspective, looking to highlight the unique selling propositions of their products.

## RESULTS

With **Taboola**, **Torque Detail** was able to lower their CPA (cost per acquisition) by 10% and by 50% with retargeting campaigns.

With **Taboola**, **Torque Detail** Sees 10% Lower CPA Than With Other Platform Partners



## Introduction

Founded with the idea of making high-quality car detailing efficient, accessible, and affordable, **Torque Detail** prides itself on allowing consumers to achieve a glasslike shine on their vehicle in minutes, and to be able to drive a car they're proud of.

**Torque Detail** began their advertising journey with search and social, but were looking for an alternative traffic source. This is when they found **Taboola**, and the partnership was an immediate success.

## TORQUE DETAIL CAN TELL THEIR FULL STORY WITH TABOOOLA

Grounded in the idea of helping consumers better their vehicles, **Torque Detail** created campaigns that highlight genuine images of newly-detailed, attention-grabbing vehicles, and lead potential customers to landing pages that tell a story.

For **Torque Detail**, this approach to sponsored content with **Taboola** has not only been on-brand, but it's also been successful. **Torque Detail** found that they were able to hit a 10% lower CPA due to the advertising strategy they worked on with their **Taboola** account management team.

## RETARGETING CAMPAIGNS YIELD 50% CPA DECREASE

With CPA goals in mind, retargeting made sense as a feature for **Torque Detail** to implement. With **Taboola** retargeting, advertisers can increase campaign performance by creating targetable audiences used to re-engage site visitors and tell a story through continuous user engagement with sequential messages and action-driving creatives.

Implementing retargeting helped **Torque Detail** further tell their story to interested potential customers, and it led them to 50% lower CPAs.

## WHAT'S NEXT FOR TORQUE DETAIL AND TABOOOLA

As **Torque Detail** plans to roll out new products, they also plan on making **Taboola** an important part of that rollout process.

"Building out higher quality content and collaborating with larger brands—that's what's up next," says Fanzilli, "Leveraging **Taboola** for new product launches."