

HEALTH

B-Cure Laser Finds That 30% of Their Leads Come From Taboola

B-CURE[®]
LASER

“With the help of Taboola’s tools and features, B-Cure Laser is able to reach the right user at the right place and time. We’re able to generate leads and high-quality users with amazing CPAs that fit our goals and targets.”

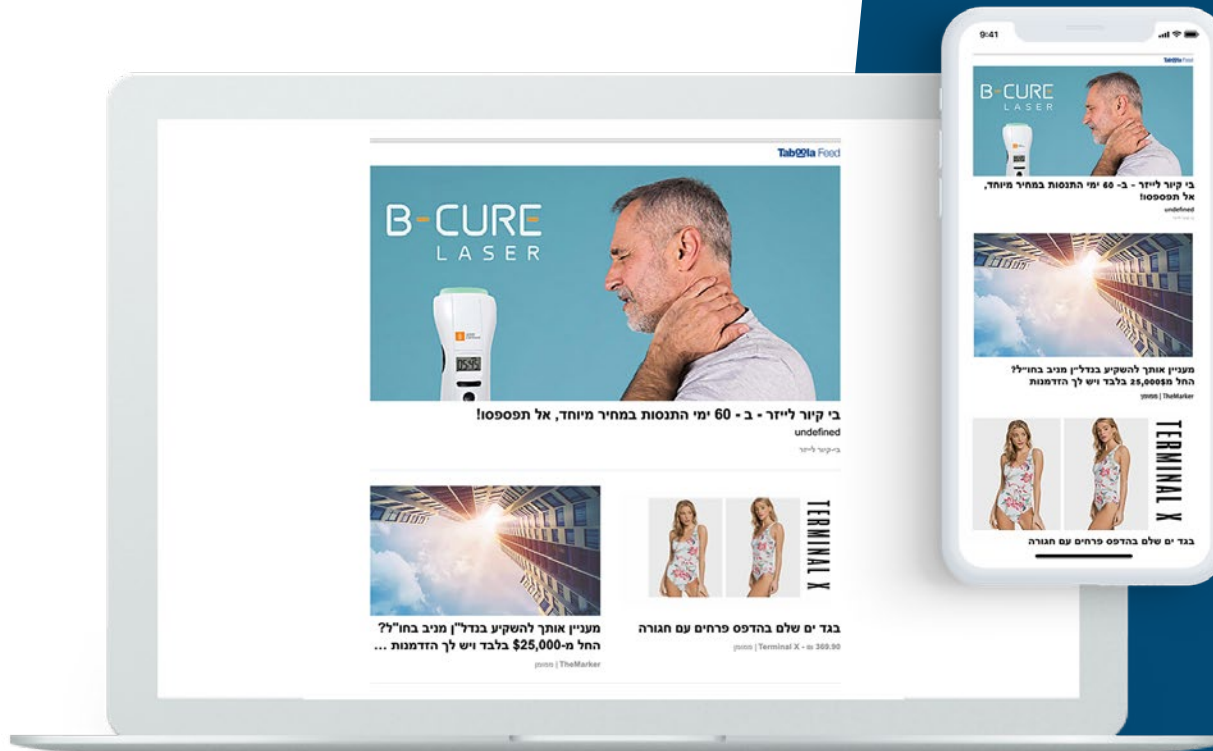
**-Maor Ankonina, Digital Marketing Manager,
B-Cure Laser**

25%

Lower CPA

30%

Of Leads From
Taboola



COMPANY

B-Cure Laser is a medical equipment company that develops, produces, and promotes pain relief products.

CHALLENGE

B-Cure Laser wanted to advertise their product in the most premium locations on the open web and generate leads at a lower CPA (cost per acquisition of a lead).

SOLUTION

Create video, landing pages, and creatives for sponsored content ads with **Taboola** and direct traffic to thoughtfully-created articles.

RESULTS

B-Cure Laser saw a 25% lower CPA and found that 30% of their leads came from **Taboola**.

With Taboola, B-Cure Laser Was Able to Lower Their CPA by 25%

Introduction

B-Cure Laser is a medical equipment company that develops, produces, and promotes pain relief products. Each model of their laser devices brings with it its own unique set of benefits for users.

In order to generate high quality leads in a scalable, cost-effective way across premium publisher sites, **B-Cure Laser** turned to **Taboola**. With **Taboola** sponsored content, **B-Cure Laser** was able to successfully drive high-quality leads at a lower CPA and find that **Taboola** was having a real impact on their bottom line.



B-CURE LASER USES TABOOLA'S DATA MARKETPLACE TO CREATE AUDIENCE-SPECIFIC ADS

For **B-Cure Laser**, no two customers are the same. They know that every customer has a specific ache or pain that's driving them to buy their product, and it was important to them to address these literal pain points in their ad creatives.

B-Cure Laser makes use of **Taboola's** Data Marketplace to create their own audiences, which they can then analyze, learn from, and update campaigns specifically for. **Taboola's** Data Marketplace uses third party data to leverage over 20,000 demographic, interest, and intent segments from 45+ industry-leading data partners.

B-Cure Laser uses **Taboola's** video for sponsored content and creative best practice to engage their users

By using **Taboola's** Video for sponsored content, **B-Cure Laser** was able to increase user engagement with their product and leverage the results using educational and how-to tutorials featuring Israeli celebrities.

In addition, by creating ads that called out audiences with a specific pain (knee pain, lower back pain, etc.), **B-Cure Laser** was then able to direct an interested person to a landing page that was most relevant for them, with more information on which **B-Cure Laser** product could be of the greatest use to them.

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FOR B-CURE LASER, TABOOLA'S CORRELATION TO SALES IS CLEAR

When a potential customer moves from a **Taboola** ad to one of **B-Cure Laser's** content-focused landing pages, they're eventually met with a form where they can leave their name and phone number to receive more information about the product.

B-Cure Laser's team then reaches out to these potential customers to answer their questions and further connect them with the best possible product for their needs.

B-Cure Laser is able to attribute 30% of their leads from the ads they run with Taboola, signaling to them that the traffic generated not only comes at a lower CPA, but that it's high quality, too.

B-Cure Laser and **Taboola** have a strong working relationship, and plan to continue working together in the future. With confidence in their account management team at **Taboola**, **B-Cure Laser** has tried (and found success with) new **Taboola** offerings such as video for sponsored content, and they plan on continuing to test and iterate.