

## Jellyfish Increases Conversions for Banco Sabadell Mortgage Campaign by 17% with Taboola in Just Two Months



*"Thanks to Jellyfish's expertise in programmatic advertising, we activated native ad campaigns with Taboola to increase the digital reach of our Mortgage product. We have achieved great results, both in terms of the quality of the traffic and when it comes to conversion rate".*

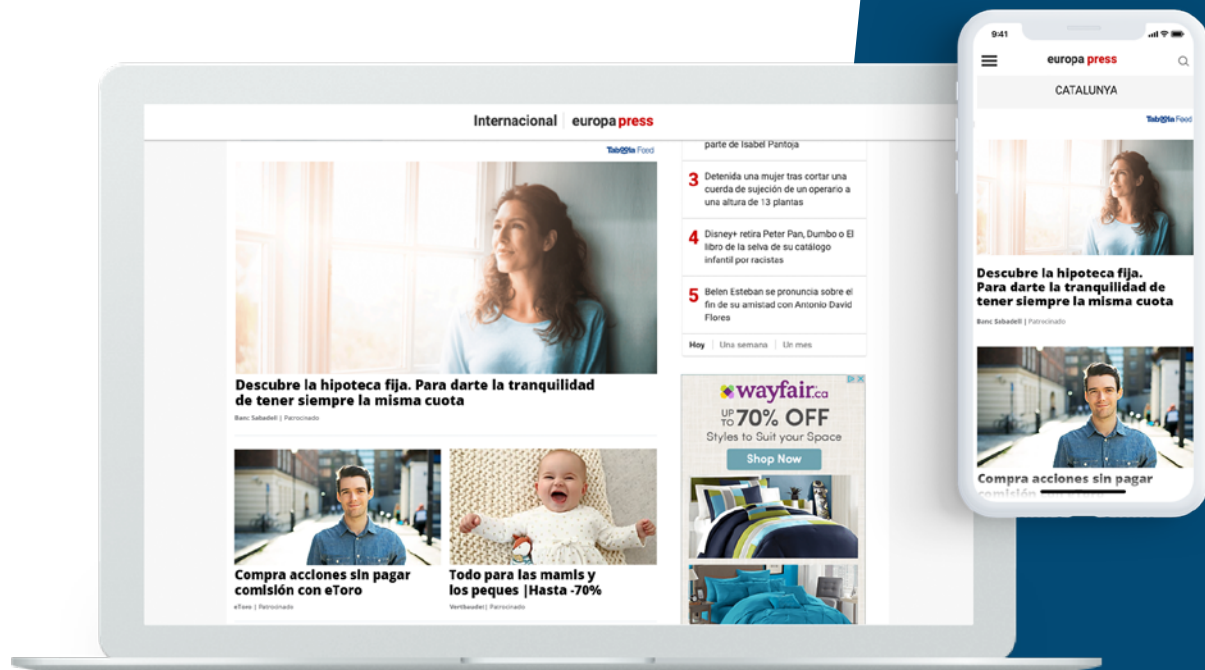
- **Oriol Ramon**, Digital Marketing Director at Sabadell Bank

30%  
Higher CTR

17%  
Increase in  
Conversions

126%  
Higher CTR than other  
PMPs with Display  
Standard Formats

38%  
Of PMP Prospecting  
Leads Came From  
Taboola



## COMPANY

**Banco Sabadell** is one of Spain's largest banking groups, present in more than 20 countries around the world and with commercial banks in Spain, the United Kingdom and Mexico.

**Jellyfish** is a global digital partner that offers clients a unique blend of agency services, technology, consultancy, and training to support their digital journeys and transformation.

## CHALLENGE

**Banco Sabadell** wanted to find more consumers who were the right fit for their mortgage product, direct qualified traffic to their website, and convert this traffic to leads.

## SOLUTION

**Jellyfish** launched a content-focused native advertising campaign to meet **Banco Sabadell's** goals with **Taboola**.

## RESULTS

**Banco Sabadell** saw a **30% higher click-through rate (CTR)** and **17% increase in conversions**, according to a first-click attribution model.

**Banco Sabadell** Sees a 30% Higher Click-Through Rate than the Campaign Average With **Taboola**

## Introduction

Founded in 1881, **Banco Sabadell** is one of Spain's main banking groups. From the outset, **Banco Sabadell's** aim has been to help people and companies to make their projects a reality, anticipating and ensuring that they make the best economic decisions. This is done through responsible management and commitment to the environment and society.

When **Banco Sabadell** set out to find more consumers who were the right fit for their mortgage product, and direct more traffic to their website that was likely to convert, **Taboola** was the perfect solution.

**Jellyfish** is a digital partner who works with clients all over the world, with the goal of creating perfect digital journeys. Through their close partnerships with platforms like **Taboola** and Google, they successfully help brands scale.



## Jellyfish Incorporates Native Advertising into Campaign Media Mix to Find New Customers for Banco Sabadell Mortgage Product

**Jellyfish** was looking to increase the volume of high-quality traffic to **Banco Sabadell** landing pages to increase the number of leads generated. The campaign as a whole included a robust media mix, which meant the different tactics, channels, inventory and ad formats all needed to be properly attributed in the buyer journey.

Incorporating native advertising with **Taboola** allowed **Jellyfish** to serve landing pages in an environment like news, entertainment, weather and niche sites where people expected to discover new content, and placements were guaranteed viewable with **Taboola** vCPM programmatic buying.

### Jellyfish Works with Taboola Through DV360

Programmatic buyers can bid on **Taboola**'s native in-feed publisher placements in real-time through our direct connection with DV360. **Jellyfish** used Google's DSP (DV360) in order to consolidate all media purchases. They use Campaign Manager as an adserver and a key tool to analyze attribution between the different players and channels, as well as the phases of the display funnel and a cookie overlap control between the different prospecting players.

To ensure they were attracting new audiences, **Jellyfish** implemented audience exclusion from **Banco Sabadell** to maximise the search for new customers and prospects for the bank.

**Jellyfish** saw a **30% higher click-through-rate (CTR)** with **Taboola** than other campaign channels and **126% higher than other PMPs with display standard formats**.

In fact, **Taboola** brought **38% of the PMPs prospecting leads** (programmatic direct) for the entire campaigns.

### Jellyfish Concludes that Taboola was the Campaign's Most Valuable Channel

Amongst the PMPs that **Jellyfish** used, **Taboola** was the best to drive leads when analyzing with a first-touch attribution model.

**Taboola** is in the campaign's **top 10 paths to conversion**, and drove **17% more conversions using a first-click attribution model** as opposed to a last-click attribution model.

Additionally, **Taboola** brought the most value to the campaign when analyzing performance using the homepage visit conversion pixel. It brought the most qualified traffic to **Banco Sabadell**'s homepage.

When diving into native advertising for prospecting, **Jellyfish** used one creative version adapted to the product and audience, taking into account that the format would be visible in an environment integrated into the content. They wanted a channel that would guarantee a visible CPM with quality inventory that would allow them to reach that qualified traffic.

To guarantee that prospecting, **Jellyfish** excluded those customer audiences from their DMP to maximize the search for new and prospective users for the bank.