



"We wouldn't have split our targeting by device if it hadn't been for our Taboola account management team—those types of recommendations help us improve performance."

- **Frederik Meincke**, Digital Director, **PHD** Media Denmark

50%

Lower CPA

20%

Of Total Campaign
Conversions
From Taboola



**With Taboola, PHD Denmark
Helps Client ŠKODA Denmark
Achieve 50% Lower CPA**



COMPANY

ŠKODA Denmark is a Czech automobile manufacturer. Their agency, **PHD**, is an insight-driven innovator in communications planning and media buying.

CHALLENGE

PHD Denmark wanted to drive visitors to **ŠKODA Denmark's** pricing pages with maximum impact at the lowest CPA (cost per acquisition).

SOLUTION

Launch a **Taboola** sponsored content campaign that qualified visitors to explore pricing options for **ŠKODA Denmark** vehicles.

RESULTS

With **Taboola**, **PHD Denmark** saw a 50% lower CPA for **ŠKODA Denmark**, and found that 20% of total conversions came from **Taboola**.

20% of **ŠKODA Denmark's** Total Campaign Conversions Came From **Taboola**

Introduction

Czech automobile **ŠKODA Denmark** and their agency, communications planning innovator **PHD Denmark**, were looking for a way to cost-efficiently drive visitors to pricing pages for **ŠKODA Denmark's** automobiles.

Taboola was a perfect partner for the task as **Taboola** sponsored content campaigns reach a qualified audience; one, in this case, that was qualified to explore **ŠKODA Denmark's** pricing options.

PHD Denmark Utilizes Device Targeting to More Effectively Reach Audiences on Desktop and Mobile for ŠKODA Denmark

Splitting targeting by device was a suggestion that came to **PHD** from **Taboola** as a way to further maximize impact and keep CPA top of mind.

Targeting by device has contributed to **PHD** and **ŠKODA Denmark's** 50% decrease in CPA by focusing on the devices on which consumers are more likely to be receptive to **ŠKODA Denmark's** specific ad.

For their client **ŠKODA Denmark**, **PHD** runs with a varied media mix but finds that **Taboola's** CPAs are consistently the lowest.

Taboola Pixel Helps PHD Denmark Track Success for ŠKODA Denmark

With performance goals in mind, it's been an important part of **PHD** and **ŠKODA Denmark's** relationship with **Taboola** to keep a close eye on campaign success.

For this, the **Taboola** Pixel has been key. The easy-to-implement **Taboola** Pixel efficiently and precisely allows for multiple conversion tracking, events tracking, and custom audience building, rendering it a perfect tool to consistently track results.