 HOME GOODS

Taboola Drives Quality Traffic and New Users to AJ Produkte Editorial Content



We've invested a lot of time and resources into growing our brand in Germany. With this campaign, we were looking to leverage that strong brand awareness and use it to drive more visits to our website, Taboola allowed us to surpass our goals."

- **Tatjana Richter**, E-commerce and Digital Marketing, Germany & Austria

10%

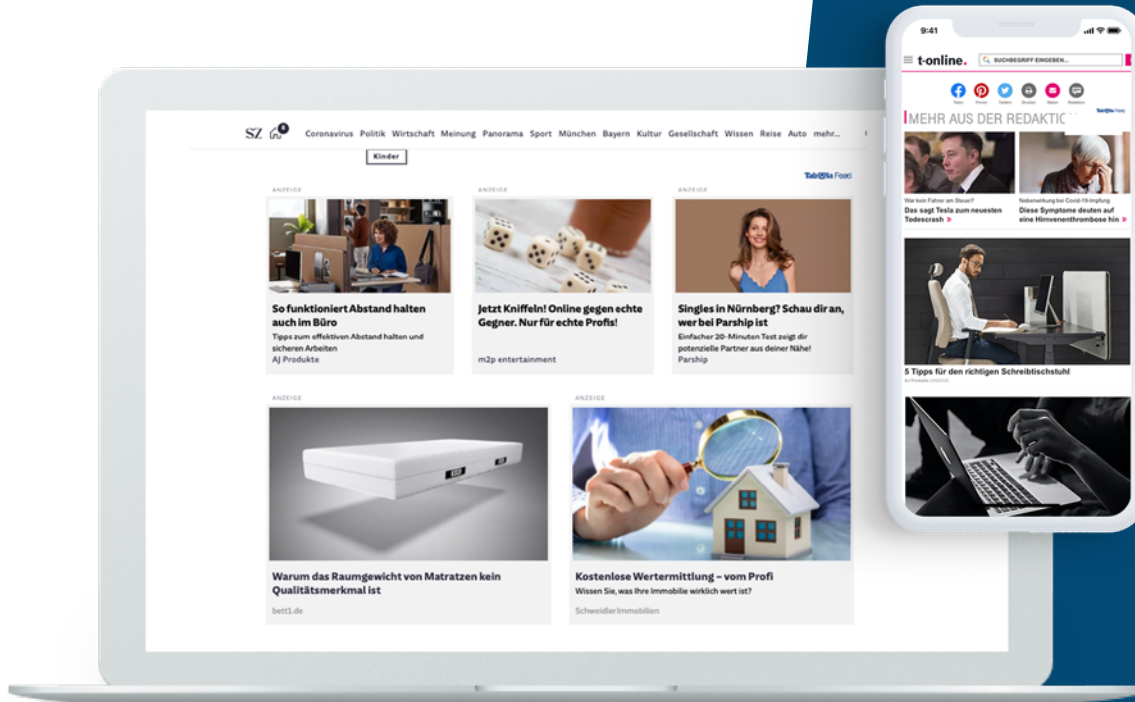
Increase in Traffic

14%

Of Unique Website Users Come From Taboola

3x

Higher Click-Through-Rate (CTR) Using Taboola Data Marketplace



COMPANY

AJ Produkter has delivered furnishings to offices, schools, warehouses and companies of all sizes in Sweden for 40 years. **AJ Produkte** is a subsidiary in the German and Austrian markets.

CHALLENGE

Increase brand awareness and engagement with editorial content in Germany and Austria.

SOLUTION

Use **Taboola** to distribute CTA-packed editorial content, with a variety of targeting capabilities powered by **Taboola's** Data Marketplace and formats that include ad descriptions.

RESULTS

With **Taboola**, **AJ Produkte in Germany** saw an **10% increase in traffic**. **14% of their unique website visits came from Taboola**, and those **Taboola** campaigns that relied on **Taboola's Data Marketplace** saw **3x the CTR**.

AJ Produkte in Germany Saw a 3x Higher CTR When They Used **Taboola's** Data Marketplace

Introduction

For 40 years, **AJ Produkter** has delivered furnishings to offices, schools, warehouses and companies of all sizes. The concept has been the same since the start: to be a leading company that offers first-class and attractive products at the right price.

With thousands of products to choose from, **AJ Produkter** delivers straight to their customer's doors. All products are easily accessible via their inspiring catalog, e-commerce website, or by phone.



AJ Produkte Successfully Sells Office Supplies By Distributing Editorial Content with Taboola

AJ Produkter is well known throughout Sweden. After a highly impactful brand awareness campaign that included activities like sports sponsorships and event activations, they were poised to be successful with more targeted outreach measures by performance goals.

In addition, after COVID-19 was declared a global pandemic, many consumers were looking for office supplies to outfit their home offices as they worked from home. **AJ Produkte in Germany** offered premium and innovative home office solutions like ergonomic desk chairs, desk treadmills, and countless more products to service this need.

In order to connect consumers with the right products for them, the German subsidiary partnered with **Taboola** to distribute editorial content in the form of blog articles, which featured roundups of some of their most popular products in different categories.

The articles also include calls-to-action (CTAs) throughout, which prompted consumers to make a purchase when they found something they liked.

AJ Produkte used the **Taboola** Pixel to track and manage their campaign's results. With **Taboola**, **AJ Produkte** saw an **10% increase in traffic**. **14% of their unique website visits came from Taboola**, and those **Taboola** campaigns that relied on **Taboola's Data Marketplace saw 3x the CTR**.

"With Taboola, we managed to have regular meetings to get the best support on optimizations and besides the team support, Taboola has so many possibilities towards optimizing such as by creative, by site optimizations.

We were able to optimize our campaigns effectively, but also, we used different targeting opportunities and used specific data audiences to find the right people we are looking for."

Tatjana Richter, E-commerce and Digital Marketing, Germany & Austria

Taboola also helped **AJ Produkte** test **Taboola's** new ad formats, like those with descriptions, in order to achieve the best results for their campaigns.