



 FASHION

# Yarn Sees 700% Return on Ad Spend With Taboola Retargeting and Attentive Audiences Campaigns



*"Taboola delivers great results as our key channel for content advertising. Working with the Taboola team is a pleasure, we really appreciate the support and are always able to improve our campaign strategy after our weekly calls. They're always there to share new campaign ideas or suggestions to improve our strategy."*

- Pascal Vida, Director Marketing & Sales, Yarn

## 400%

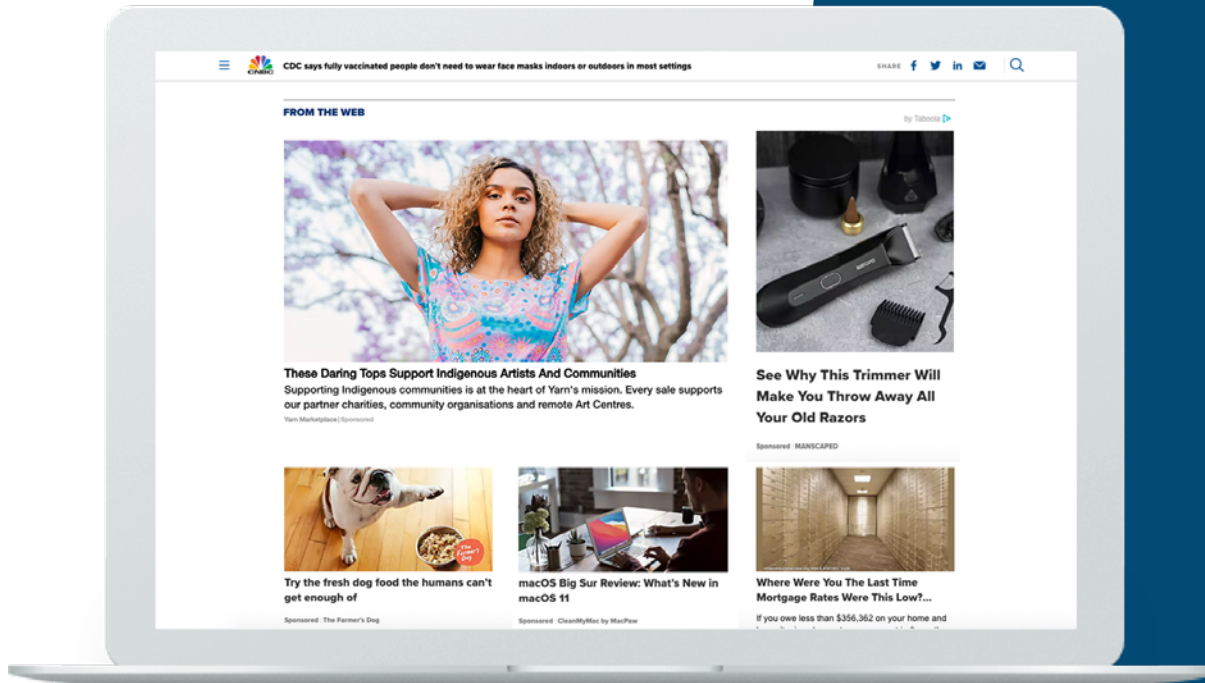
ROAS with Taboola Sponsored Content Campaigns

## 500%

ROAS with Retargeting Campaigns

## 700%

ROAS with Attentive Audience Campaigns



## COMPANY

**Yarn** is a unique community marketplace that features a diverse range of products and brands that showcase authentic Indigenous artwork in Australia.

## CHALLENGE

Get more value from campaigns used to promote the products sold in their marketplace across their entire media mix

## SOLUTION

Work with **Taboola** to distribute product pages using sponsored content, retargeting and attentive audience targeting.

## RESULTS

With **Taboola**, **Yarn** saw a 300% increase in ROAS over time.

**Yarn** Decreases CPA Across Entire Media Mix with **Taboola**

## Introduction

**Yarn** is a unique community marketplace that features a diverse range of products and brands that showcase authentic Indigenous artwork in Australia.

**Yarn** is a platform to help First Nations owned brands to grow and connect with new customers, through the assistance of their logistic infrastructure and marketing expertise.

They showcase one-of-a-kind designs that speak to country, culture, and Dreamtime. Through featuring these beautiful designs and products, **Yarn** is a platform dedicated to supporting First Nations artists, art centres, community organisations and small businesses.



## Yarn Sees Up to a 500% Return on Ad Spend with Taboola Sponsored Content and Retargeting Campaigns

**Yarn** was looking to get more value from campaigns used to promote the products sold in their marketplace across their entire media mix. Specifically, they wanted to close the gap between the content-based campaigns they were running using Google Display, Facebook, and other programmatic channels with the addition of **Taboola's** contextually delivered ads.

In order to accomplish that goal, they partnered with **Taboola** to reach consumers on premium editorial sites across the open web, both with sponsored content campaigns as well as retargeting campaigns.

Within the first 90 days, **Yarn** saw 400% ROAS with **Taboola** sponsored content. Each campaign focused around a single product, for which they would also open a retargeting campaign to ensure that no consumer fell through the cracks. This allowed **Yarn** to reach 500% ROAS with **Taboola** retargeting.

Leveraging **Taboola's** Data Marketplace, **Yarn** focused on categorizing interest groups for new and returning customers using their internal data, to link different personas to the best converting product category.

## Taboola's Attentive Audience Targeting Raises Yarn's Return on Ad Spend to 700%

Upon **Taboola's** recommendation, **Yarn** also leveraged **Taboola's** Attentive Audience targeting feature, which took their campaign to the next level. In just a few months, **Yarn's** ROAS rose to 700% across their Attentive Audience Campaigns.

For **Yarn**, **Taboola** was able to lower the cost per acquisition (CPA) cost of their other channels, and increase their return on ad spend (ROAS) by 300% across all campaigns over time.

An attentive audience is a group of consumers that has spent a significant amount of time on your website, but hasn't yet converted. For **Yarn**, **Taboola's** algorithm took into consideration behaviors like number of recurring visits, time spent on site, scroll depth, and the number of pages a consumer visits within a session. Based on the strength and depth of these behaviors, **Taboola** defined an attentive audience specific to **Yarn's** campaign, resulting in an increase in ROAS.

All of **Yarn's** campaigns are powered by Smartbid, allowing **Taboola** to automatically adjust advertiser's baseline bid, for each impression, to help them maximize the number of conversions based on their campaign goals. Campaign results are tracked using **Taboola** Pixel, which allows advertisers to understand the actions people take on their site and to optimize their marketing campaigns towards desired and valuable actions. quality inventory that would allow them to reach that qualified traffic.