



 GAMBLING

## SalesTube Considers Taboola it's Top Channel for Traffic for Clients Across Several Industries

**sales** tube

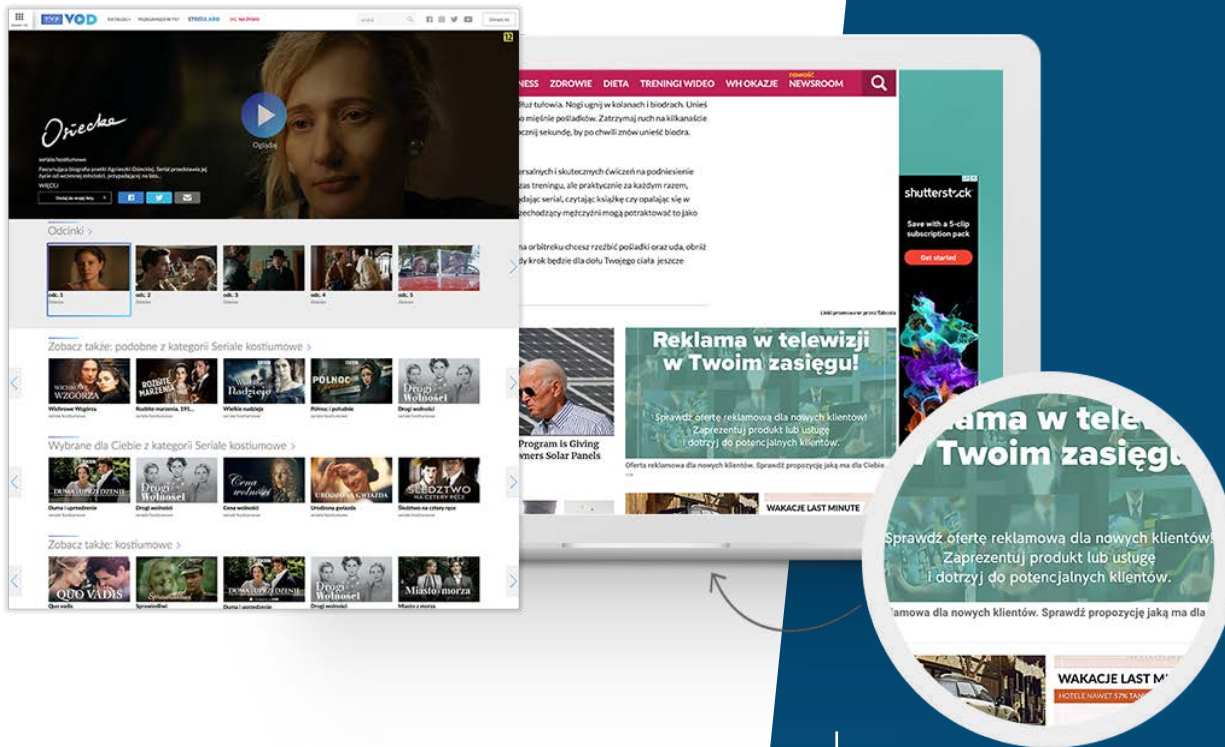
*"Working with Taboola through their integration with Google's DV360 has made it easy to implement because metrics from all channels are all in one place. We've seen good results for our clients thus far, and look forward to continuing campaigns for more clients in the future."*

- **Michal Kukula**, Programmatic Buyer Manager,  
SalesTube

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# 51%

Increase in Click-  
Through-Rate (CTR)  
Across Four Client  
Campaigns



## COMPANY

**SalesTube** is a one-stop-shop for e-commerce in Poland that combines the strongest performing marketing acumen with comprehensive support for e-businesses, including e-commerce platforms, marketing technology and analytics.

## CHALLENGE

Discover new and innovative ways to increase awareness and generate traffic for clients across the board

## SOLUTION

Work with **Taboola** through Google's DV360 integration to increase CTR for client campaigns.

## RESULTS

With **Taboola**, SalesTube saw a **51% in CTR** increase across four client campaigns.

**SalesTube** Increases CTR Across Four Client Campaigns with **Taboola**

## Introduction

**SalesTube** is a one-stop-shop for e-commerce in Poland that combines the strongest performing marketing acumen with comprehensive support for e-businesses, including e-commerce platforms, marketing technology and analytics. Their mission is to introduce a positive business change for their partners.

The **SalesTube** team consists of experts who have gained experience over the years working for the largest Polish and global brands, while developing their own brands within Group One.

## SalesTube Makes a Positive Impact on Both Awareness and Performance Campaigns with Taboola

**SalesTube** is always looking for new and innovative ways to increase awareness and generate traffic for clients across the board.

Using Google's DV360 integration with **Taboola**, **SalesTube** was able to make a positive impact on both branding and performance campaigns in the healthcare, consumer appliances, FMCG and TV broadcast industries.

**SalesTube** was able to easily leverage **Taboola's** reach and exclusive relationships with premium publishers in Poland due to Google's DV360 integration with Taboola, which allows them to keep all of their marketing activities and their respective results in one place.

**SalesTube** now considers their top native display channel for traffic. They look forward to working with Taboola in the future.