Taboola CaseStudy

AUTO

Arabam.com Reaches Potential Car Sellers at a 65% Lower CPA than Other Native Channels with Taboola

arabam.com

"Taboola is our native advertising channel to reach new and returning customers with high CVR. We hope to improve conversion performance with Taboola's new functions."

- **Başak Pekerbaş,** *Arabam.com - Senior Digital Marketing Specialist*

"After such stellar performance in such a small amount of time, Taboola is now our main native channel."

-**Yasemin Bayar,** *Digital Marketing Team Lead, Ilab Holding*

"We've seen a lower cost per acquisition using Taboola, while still being able to scale, and we look forward to more growth from our partnership in the future."

- **Aybüke Büyükçerçi,** *Digital Marketing Specialist, Ilab Holding, Arabam.com*
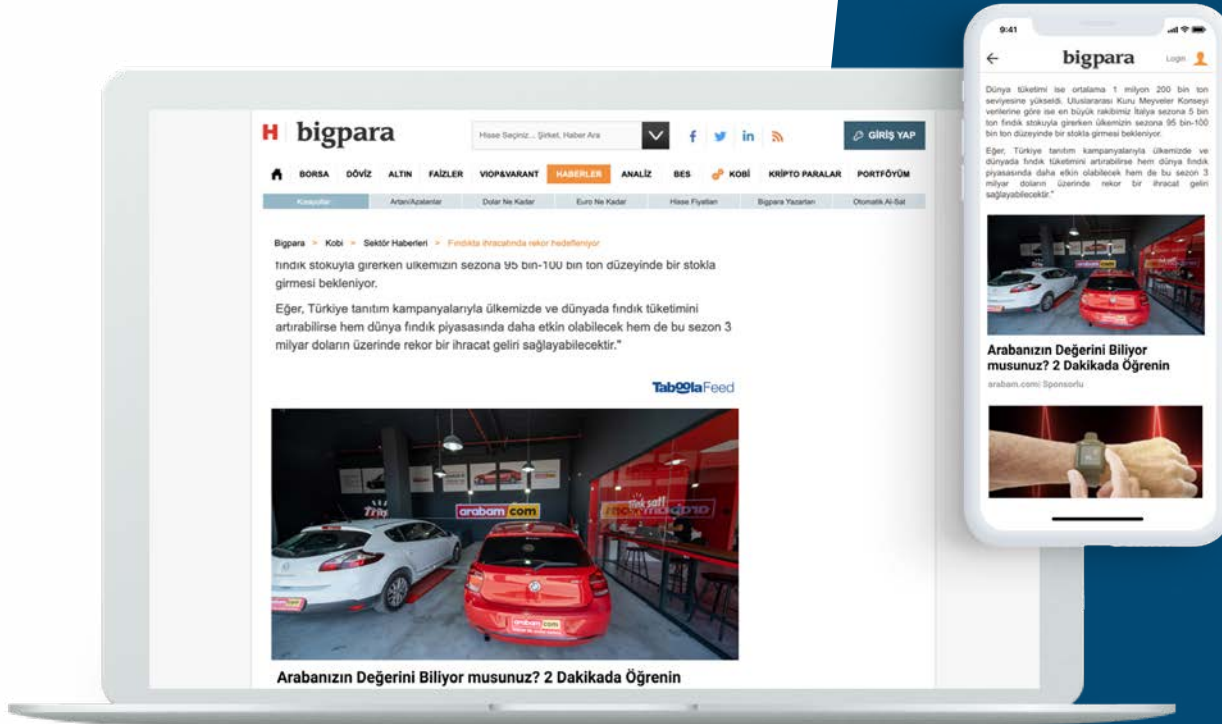
65%
Lower Cost-Per-Acquisition (CPA) than Other Native Channels

45%
Higher Click-Through-Rate (CTR) than display competitors

85%
Higher Conversion Rate (CVR) with "Get Offer" Call-to-Action (CTA) Button Ad

COMPANY

Arabam.com, Turkey's leading online automobile marketplace, was founded in 2000 and joined the iLab Holding family, which includes Sigortam.net, Kariyer.net and Emlakjet.com in 2016.

CHALLENGE

Find more people looking to sell their vehicles in Turkey by prompting them to request a customized quote, targeting a lower CPA goal than competing native and display channels.

SOLUTION

Work with **Taboola** to reach car owners on premium publisher sites using **Taboola**'s CTA button ad format and creative A/B testing recommendations.

RESULTS

With **Taboola**, **Arabam.com** was able to achieve a **65% lower CPA than other native channels**, a **45% higher CTR than display competitors**, and a **5x higher CVR with CTA button** in comparison to former campaigns.

Arabam.com 45% Higher CTR than Display Competitors with **Taboola**

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Introduction

Arabam.com, Turkey's leading online automobile marketplace, was founded in 2000 and joined the iLab Holding family, which includes Sigortam.net, Kariyer.net and Emlakjet.com in 2016.

With the mission to perfect its entire system, to make buying and selling vehicles on the Internet much more reliable, easier and more comfortable, the **Arabam.com** team aims to improve the experience of its users with new functions every month.

Arabam.com Works with Taboola to Build Ad Creatives that Performed 5x Better than Past Campaigns

Arabam.com was looking for new ways to find people looking to sell their vehicles in Turkey. Working with **Taboola**, they launched a campaign to urge potential vehicle sellers to request an automatic, personalized quote, in order to encourage them to list their vehicles with **Arabam.com**.

The campaign's form brought potential sellers through a four-step process, which was ultimately measured with key performance indicators (KPIs) like conversion rate and cost per acquisition.

In order to optimize the campaign as it ran, **Taboola** provided creative recommendations and facilitated creative A/B testing. In past campaigns, **Arabam.com** had used professional photos of automobiles, but to suit the native environment, **Taboola** recommended they use photos of real people selling real cars.

Arabam.com and **Taboola** created those ads using **Taboola**'s CTA button ad format. The CTA Button is a creative add-on available to advertisers to support an increase in conversion performance. The CTA appears as a button alongside the creative, and is designed to catch the attention of users in order to drive them towards a specific post-click action based on the campaign KPI.These creative recommendations resulted in a **CVR that was 5x higher than that of campaigns Arabam.com had run with Taboola in the past.**

Arabam.com Finds Taboola to be more Effective than Competing Display and Native Channels

Arabam.com implemented the **Taboola** Pixel on their landing page in order to be able to optimize for conversion by parameters like site and creative.

The **Taboola** Pixel allows advertisers to understand actions people take on their site, and to optimize marketing campaigns towards desired and valuable actions. When visitors on a site perform a certain action, the **Taboola** Pixel can be activated to report that action. This allows advertisers to optimize their campaigns for the best results possible.

With **Taboola**, **Arabam.com** was able to achieve a **CPA that was 36% lower than display competitors** and **65% lower than other native competitors**. In comparison with display channels which achieved a **65% new user percentage**, Taboola achieved a **78% new user ratio**.

Finally, the **CTR was 45% higher with Taboola in comparison to display competitors**.

Taboola is now a main channel of distribution for **Arabam.com**, which has tripled their budget with Taboola since the start of the campaign just three months ago.