



PROGRAMMATIC

Top US Fashion, Finance, Retail and Healthcare Brands Outperform Performance Goals with Taboola

2x

Target ROAS Achieved for
Leading US Sunglasses
Brand

53%

Lower CPA Than Target
Achieved for Leading
US Bank

30x

Target ROAS Achieved
for Leading US Discount
Retailer

COMPANY

Taboola works with the world's leading programmatic partners, enabling advertisers to connect to over 500 million daily active users (DAU) on top publisher sites only available within our exclusive exchange.

CHALLENGE

Improve the scale and performance of programmatic sponsored content campaigns.

SOLUTION

Accessed through leading demand-side platforms (DSPs), major US brands used Taboola's sponsored content inventory to achieve ROAS and CPA goals.

RESULTS

Taboola's programmatic offerings exceeded expectations and drove strong performance for leading fashion, finance, retail and healthcare brands in the United States (US).

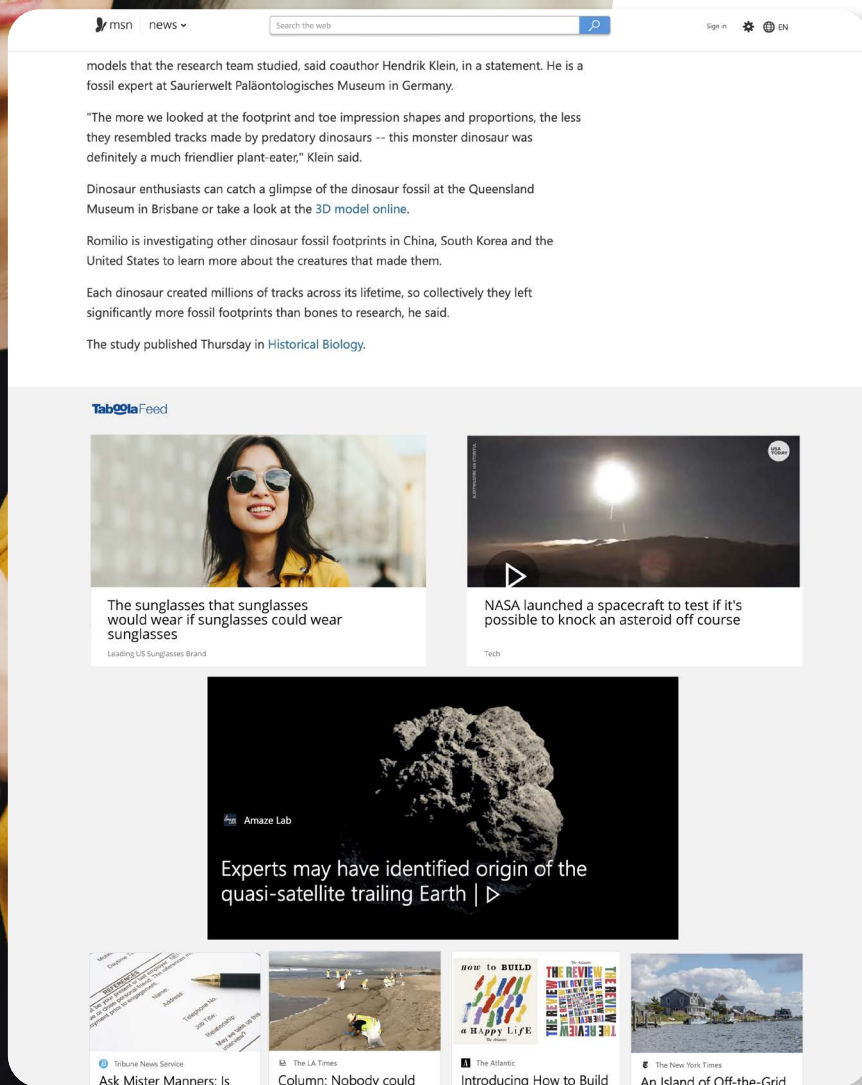
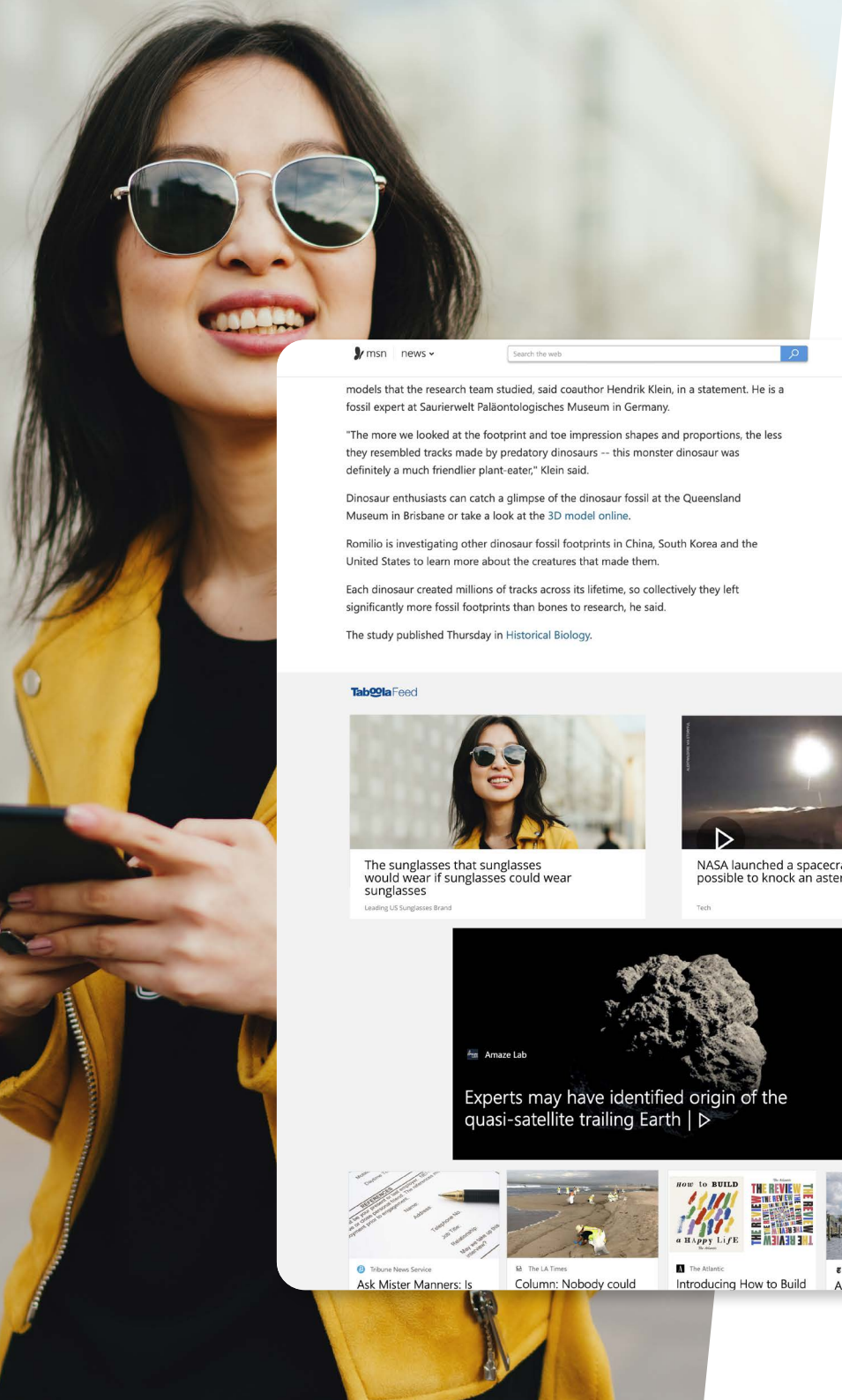
Introduction

Taboola's programmatic video and native offerings exceed expectations and drive strong performance for leading technology, finance and fashion brands in the United States (US).

Accessed through leading demand-side platforms (DSPs), major US brands used Taboola's video inventory to increase viewability and awareness and native inventory to increase performance while also driving efficiency across the board.

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Leading US Sunglasses Brand Achieves 2x Their ROAS Goal with Taboola Retargeting

This **popular US sunglasses brand** was founded on one principle — sunglasses that can take a beating. They were looking to increase sales within the US market by reaching audiences outside of search and social channels by purchasing inventory through a private marketplace (PMP).

They worked with **Taboola** through The Trade Desk to capture people who had seen or interacted with ads previously, and retarget them to achieve their ROAS goals. In addition, they used Taboola's contextual targeting abilities, reaching people who are interested in their brand.

With Taboola, this leading sunglasses brand achieves a **return on ad spend (ROAS) of 700%**



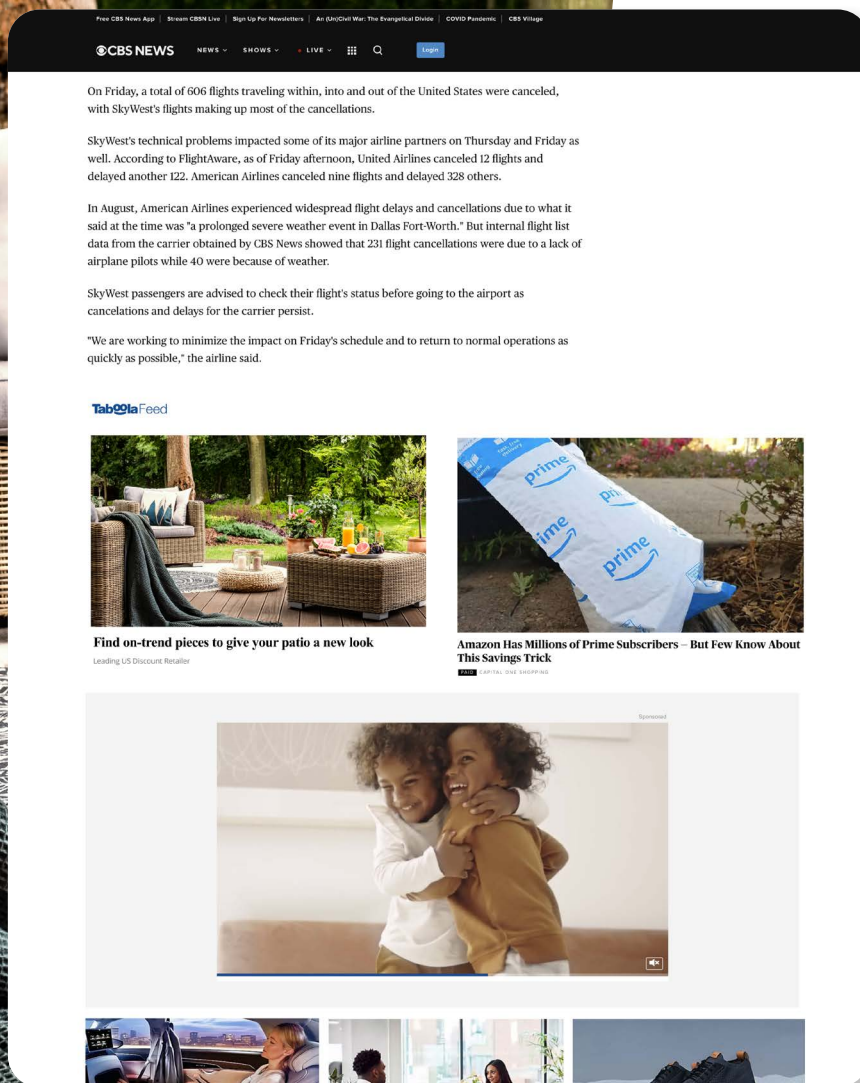
Leading US Banking Institution Achieves a 53% Lower CPA for than Their Target with Taboola

One of the **US's leading banking institutions** was looking to reach relevant consumers with their credit card offerings on premium publisher sites through a PMP.

This leading banking institution started working with **Taboola** through DV360 to drive credit card applications, leveraging **Taboola's** direct relationships with premium publisher sites. With Taboola, they were able to achieve a **53% lower cost per acquisition (CPA)** than their goal.

After achieving these results, this leading banking institution launched a separate campaign to promote their savings account offer, measured by viewability. Taboola achieved a **67% higher viewability rate** than their intended goal.

The screenshot displays the USA TODAY website interface. At the top, there are navigation links for "LISTEN HISTORY MONTH", "Trailblazers to know", "FLU SHOTS + COVID", "Everything to know", "HALLOWEEN MOVIES", "25 scary films to watch", "TEST YOUR KNOWLEDGE", "Take our news quiz", and "SUBSCRIBE NOW \$4.99 per Month". Below the navigation bar, there are several article teasers with images and headlines. The "Taboola Feed" section is prominently featured, containing three main articles: "Save On Interest Brand: Leading US Bank" with a credit card image, "American Dog Owners are Ditching Kibble for this" with a dog image, and a video titled "RUGGABLE" showing a man sitting on a chair. Below these are three smaller image thumbnails: a row of perfume bottles, a modern house, and a mountain landscape. The background of the entire image is a close-up of a credit card with the text "VALID FROM MONTH/YEAR" visible.



Leading Discount Retail Outlet Achieves up to 30x ROAS Goal After Implementing Taboola's Creative Recommendations

This **leading discount retail** outlet was looking to reach a specific ROAS goal for several lifestyle products.

They worked together with **Taboola** through Xandr to launch campaigns in the fashion, outdoor, indoor, and utility tools categories. Collaboration with the **Taboola** team led to creative recommendations to optimize the campaign as it ran.

With **Taboola** sponsored content, this leading discount retailer achieved **12x their ROAS goals for the fashion category**, and **30x their ROAS goals for the outdoor, indoor and utility goals category**.



Taboola Outperforms Leading pharmaceuticals Brand's Expectations

This leading healthcare brand wanted to advertise over-the-counter (OTC) medications in the US with Taboola, through The Trade Desk.

They started by launching a campaign for outdoor allergy relief medication, and achieved their goals. They then launched a nasal congestion relief medication campaign, and soon planned to also launch a campaign for pain relief medication. Here's what this brand had to say:

"...the results for native beat expectations beyond anything I could have imagined! This is soon to become a third priority channel just like Video and Social!"

After achieving these results, this leading banking institution launched a separate campaign to promote their savings account offer.

