



"We've been able to find both a high-quality blog audience and potential health insurance customers working with Taboola. Their optimization tools and scale across the open web have allowed us to achieve our goals."

-Beatriz Lázaro, Digital Marketing Manager, Aegon Seguros

65,547

Engaged Blog Users in
Just Nine Months

367

Health Insurance Leads in
Just Six Months

65%

Decrease in Cost Per Lead
(CPL) on Performance
Campaign

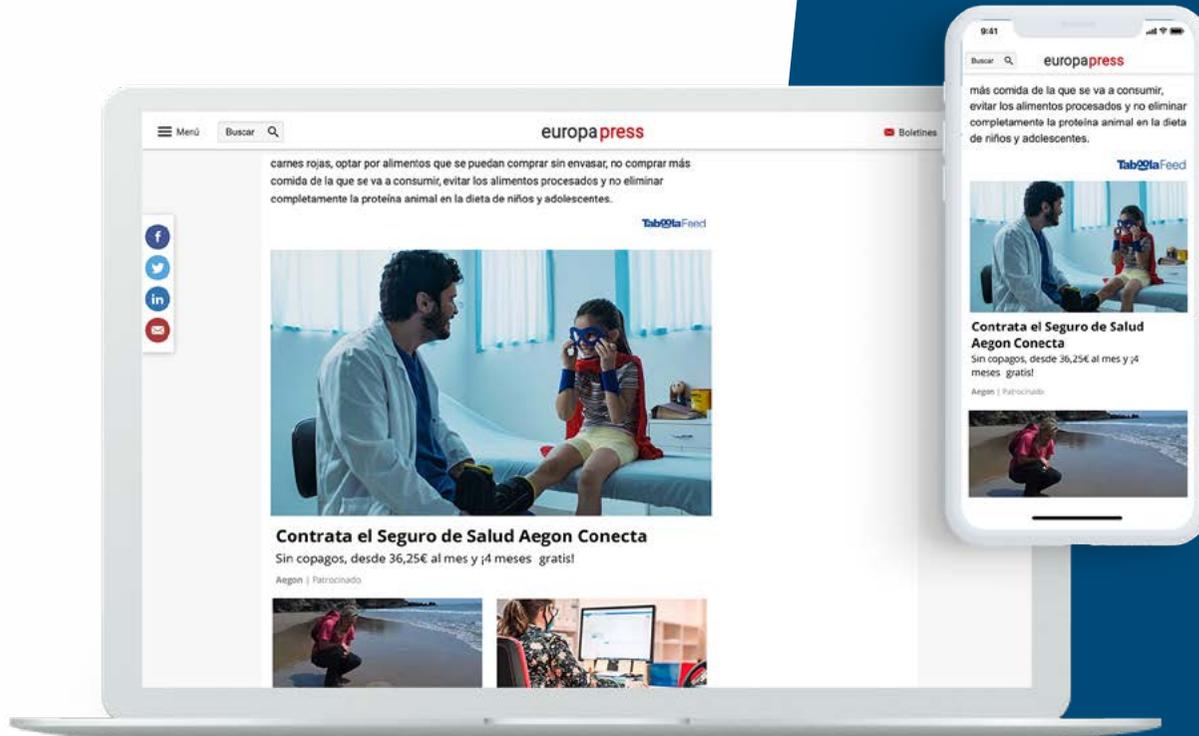
72%

Increase in Conversion Rate
CVR on Performance
Campaign



HEALTH & LIFE INSURANCE

**Aegon Drives More Than
65,000 Conversions in
9 months with Taboola**



COMPANY

Aegon provides health, life and savings insurance in over 25 markets. They consist of more than 28,000 employees spread over more than 25 markets, serving a portfolio of millions of customers around the world.

CHALLENGE

Find new and innovative ways to reach a relevant blog audience and potential customers for their health insurance product.

SOLUTION

Work with **Taboola** to implement Sponsored Content campaigns, allowing **Aegon** to reach relevant consumers across premium publisher sites in Spain.

RESULTS

With **Taboola**, **Aegon** was able to drive **65,547 engaged blog users** and **367 health insurance leads** in just 9 months. Their performance campaigns saw a **65% decrease in CPL** and a **72% increase in CVR**.

Aegon Reaches Potential Health Insurance Consumers on Premium Publisher Sites in Spain with **Taboola**

Introduction

Aegon was founded in the Netherlands more than 170 years ago, and consists of more than 28,000 employees spread over more than 25 markets, serving a portfolio of millions of customers around the world. Their main lines of business are health, life and savings insurance.

Aegon was founded as a provider of small loans to Dutch citizens. Throughout the century, they've extended their activity to insurance and expanded to other countries.



Aegon Drive Engaged Traffic to Healthcare-related Blog Content and Health Insurance Product Pages with Taboola Sponsored Content

Aegon was looking for new and innovative ways to reach relevant potential customers for their health insurance product. They worked with **Taboola** to reach those potential customers outside of search and social channels on the open web — news sites, blogs, online magazines and other digital properties.

Aegon wanted to reach those consumers with two types of campaigns: a traffic campaign that directed people to blog articles about societal health issues like COVID-19 safety measures, or recommended health habits; and a performance campaign that directed them to the **Aegon** website to learn more about their specific health insurance offering.

For both campaigns, **Aegon** used **Taboola** sponsored content ads with a call-to-action (CTA) button ad on for the performance campaigns. The CTA appears as a button alongside the creative, and is designed to catch the attention of users and drive them towards a specific post-click action

Implementing a CTA button on **Aegon**'s sponsored content creatives **decreased CPL for their performance campaigns by 63%**, and **increased conversion rate by 163%**.

Aegon Automatically Optimized Campaigns for Traffic and Cost Per Lead with Taboola SmartBid

In order to measure the effectiveness of their traffic and performance based campaigns, **Aegon** optimized for engaged traffic, or those that stayed on a blog article for at least one minute, and cost per lead, respectively.

Over the course of nine months, the **CPC for their traffic campaigns decreased by 26%**, and their **visible click-through-rate (vCTR) increased by 200%**. Overall, they drove **65,547 visitors to their blog and 11,477 users who spent 1 minute and 20 seconds**, who were on the site for at least a minute

Over six months, **CPL for their performance campaigns decreased by 65%**, and **conversion rate increased by 235%**. Overall, they drove **367 leads for their health insurance product**. Aegon looks forward to continuing to work with Taboola on future campaigns.