

Tadiran Finds High Quality Leads for AIROW™ Campaign with Taboola High Impact Video



TADIRAN

“We were excited when we saw that Taboola High Impact video not only moved the needle on brand awareness KPIs, allowing us to educate the market on our new technology, but also drove the majority of leads across all channels — including search and social.”

- **Nofar Mamrud**, VP Marketing, Tadiran Group

40%

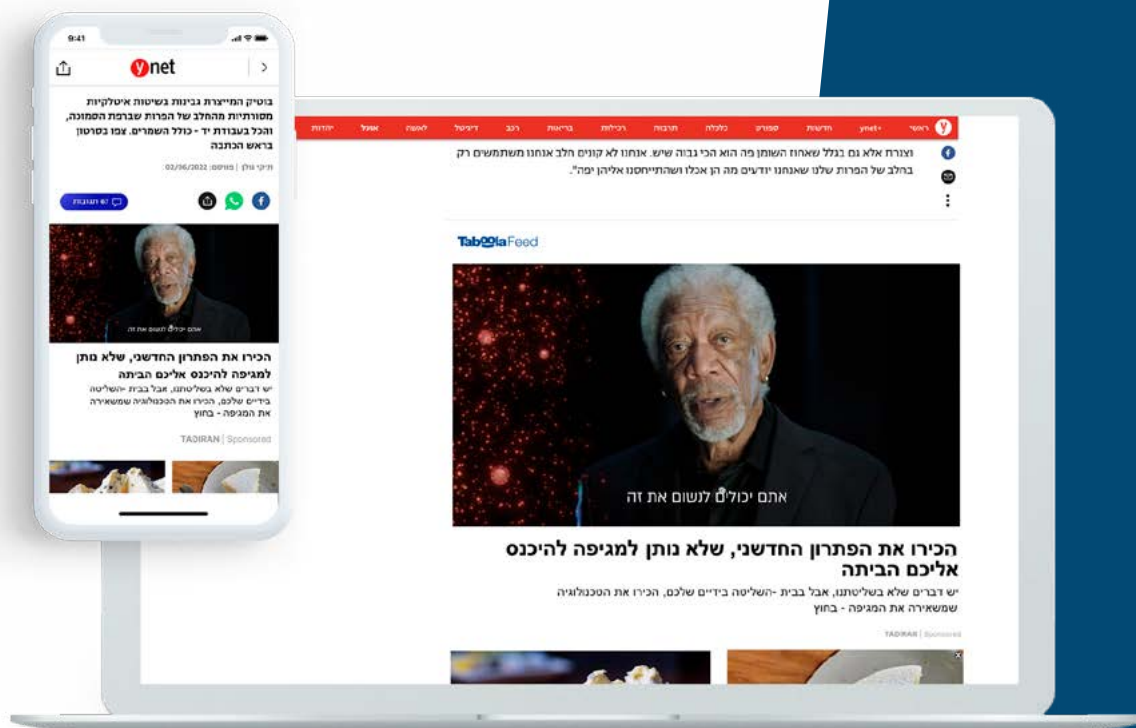
Of Overall Leads Come From Taboola Video and High Impact Placements

68%

Of all Website Traffic Came From Taboola

100%

Improvement in Campaign CTR After Taboola Best Practice Recommendations



COMPANY

Tadiran's vision is to impact health and life through air care, introducing innovative and environmentally friendly solutions.

CHALLENGE

Educate potential customers about **Tadiran's** AIROW, air technology that reduces viruses including Coronavirus by 99.99% in enclosed spaces.

SOLUTION

Work with **Taboola** to promote AIROW™ using video, in the Taboola Feed and High Impact placements, allowing **Tadiran** to access audiences in premium placements like homepage, mid-article and top of **Taboola** Feed on premium publisher sites.

RESULTS

With **Taboola** Video, **Tadiran** saw **40% of all campaign leads** and **68% percent of all website traffic** come from **Taboola**. After **Taboola's** best practice recommendations, **CTR increased by 100%**.

Tadiran Reaches Potential Customers in Highly Impactful Places, Like Homepages, Mid-Article Placements and Top of the **Taboola** Feed

Introduction

Tadiran's vision is to impact health and life through air care, introducing innovative and environmentally friendly solutions.

They believe everyone deserves clean air. It impacts wellbeing, health, and even the ability to sleep soundly at night. The quality of the air we breathe is essential and it's at the foundation of all **Tadiran** does. Today, indoor air is five times more polluted than outdoor air. **Tadiran** is dedicated to making sure that people feel safe about the air they breathe — at home, school, or work, no matter where they live.

For over 60 years, **Tadiran** has applied their engineering knowledge to the development and manufacturing of world class air conditioners. Now, **Tadiran** is putting their air expertise to work to create patent-proven air quality technologies that are easy to use — because there is nothing more important than air.



Taboola Outperforms Search and Social Platforms for Tadiran's AIROW™ Campaign

Tadiran wanted to find new and innovative ways to educate consumers about their newest technological advancement — the AIROW™ — which is able to reduce 99.99% of the viruses including Coronavirus in enclosed spaces.

In order to accomplish this goal, they worked with **Taboola** to distribute a video campaign which ran in places like the Taboola Feed and **Taboola's** High Impact allows advertisers to raise brand awareness in environments surrounded by professionally produced editorial content in placements like the homepage, mid-article and top of the **Taboola** Feed.

The success of this campaign was initially measured by awareness key performance indicators (KPIs) like viewability and completed views, alongside engagement metrics such as visible click-through-rate (vCTR). With that, **Tadiran** also saw a large amount of leads as a result of their **Taboola** campaign.

Taboola was a part of a larger media mix for **Tadiran's** campaign, which also included platforms like Google and Facebook. **Taboola drove 40% of the campaign's overall leads**, and was the **top performing channel for Tadiran**.

In addition, **68% of all website traffic from the overall campaign** came from **Taboola**. Those site visitors stayed on **Tadiran's** site for an average of **01:59 minutes, which was 30% higher than other platforms**.

Optimizing for Taboola's Best Practices Further Increased Click-Through Rate by 100%

While **Tadiran's** video campaign was still in flight, the **Taboola** Creative Shop made several recommendations regarding headlines and video descriptions, to align with the **Taboola** platform best practices.

Initially, **Tadiran's** video was a bit longer than recommended, and their headlines weren't directly speaking to their unique selling point — their new technology. After working with the **Taboola** Creative Shop to shorten their video and make some changes to their headlines, their **CTR improved by 100%**.

Their videos achieved a **viewability rate that was 1.5x higher than average on mobile devices**, and overall, they **reached 6.4 million impressions**.