



AlgaeCal Sees Lowest Cost Per Acquisition with Taboola's Attentive Audiences

AlgaeCal

"We are very pleased with the quality of traffic coming from Taboola. It was the perfect platform to increase brand visibility and drive sales for AlgaeCal."

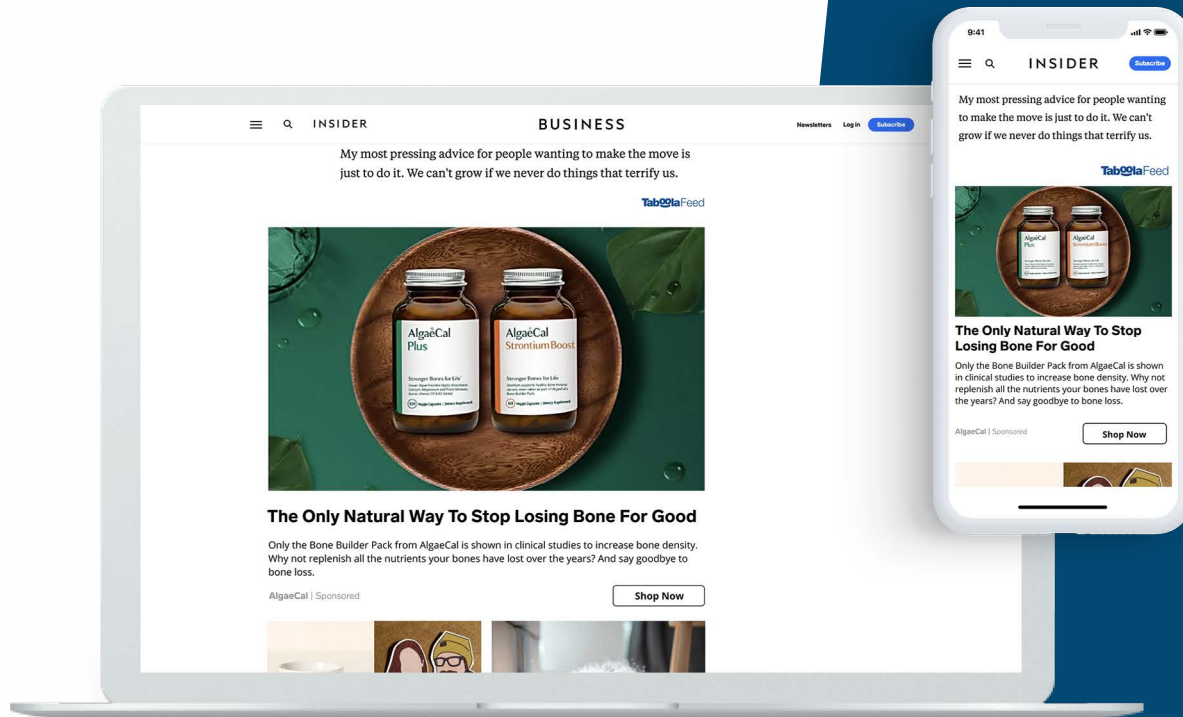
- **Charlie Cameron**, Search Engine Marketer, AlgaeCal

80%

Decrease in CPA with Attentive Audiences

70%

Decrease in CPA with Retargeting



COMPANY

AlgaeCal is the global leader in all things bone health, designing premium calcium supplements to help people live full and active lives, free from fear of bone loss.

CHALLENGE

Build brand awareness and increase sales by launching ads on brand-safe websites and diversifying beyond Facebook and Google.

SOLUTION

Use **Taboola** Motion Ads and retargeting tools to reach engaged audiences across premium publisher websites.

RESULTS

With **Taboola**, **AlgaeCal** was able to dramatically lower its ad costs, **decreasing CPA by 80% and outperforming other channels in purchases.**

Taboola Motions Ads and Retargeting Drive Sales for **AlgaeCal** at a Cost that Lowers Over Time

Introduction

AlgaeCal is the global leader in all things bone health, committed to helping the more than 50 million people experiencing bone-health issues live full, active lives, free from the fear of bone loss or fracture.

With the tagline “Guided by Science, Powered by Nature,” **AlgaeCal** uses plant-based, nutrient-rich formulas to offer premium supplements, resources, and support from its Scientific Advisory Board and Bone Health Consultants.



AlgaeCal Increases Brand Awareness Across Top-Tier Sites with Taboola's Motion Ads Format

AlgaeCal wanted to increase brand awareness but still maintain control over its ad placements. The company was also eager to diversify, moving beyond the restrictions of search and social media channels.

Facebook and Google, for example, don't allow health companies like **AlgaeCal** to retarget on their sites. And Facebook presented issues with the Apple iOS 14 privacy updates.

That's when **AlgaeCal** found **Taboola**.

As the world's leading content discovery platform, **Taboola** helps advertisers launch brand-safe campaigns across our network of over 9,000 premium, vetted publishers.

We worked with **AlgaeCal** to build a campaign using **Taboola's** Motion Ads to highlight key features of the brand's products. We then used geo-targeting to reach younger men and women who might be interested in preventative bone care solutions.

Once viewers clicked through those ads, they were taken to a robust, content-filled landing page for the Bone Builder Pack bundle. There, they could engage with product benefits, links to studies, video testimonials, special offers, community resources, and FAQs.

AlgaeCal Sees 80% Decrease in Cost per Acquired Customer with Taboola Attentive Audiences

With **Taboola**, **AlgaeCal** was able re-engage people who'd already visited their website — a crucial step they weren't able to achieve with Facebook and Google.

AlgaeCal placed the **Taboola** Pixel on their site so they could identify users who'd already completed certain actions, like adding items to a cart. They then launched retargeting campaigns to get in front of those valuable users with new messaging. **AlgaeCal** also enhanced its targeting with **Taboola** Attentive Audiences, which identifies users who've spent a significant time on their site but haven't converted yet.

To ensure they were spending their budget most wisely, **AlgaeCal** used Smart Bid, **Taboola's** automated bidding tool. SmartBid uses campaign data to predict how likely a user is to convert, and then adjust the bid accordingly.

After retargeting users who'd added items to their carts, **AlgaeCal** achieved a **CPA that was 70% lower than their goal**. And after using Attentive Audiences to retarget users who'd spend a lot of time on their site, the brand achieved a **CPA that was 80% below their goal**.

Overall, **AlgaeCal** found that **Taboola drove more retargeting purchases than other channels** — delivering stronger performance across the board.