



kaspersky

"We wanted to work with Taboola because we know they have impressive reach on the open web, and we were interested in their premium publisher partnerships. We quickly saw results from their sponsored content and retargeting tools. With Taboola, we were able to move away from just launching prospecting campaigns and into performance marketing."

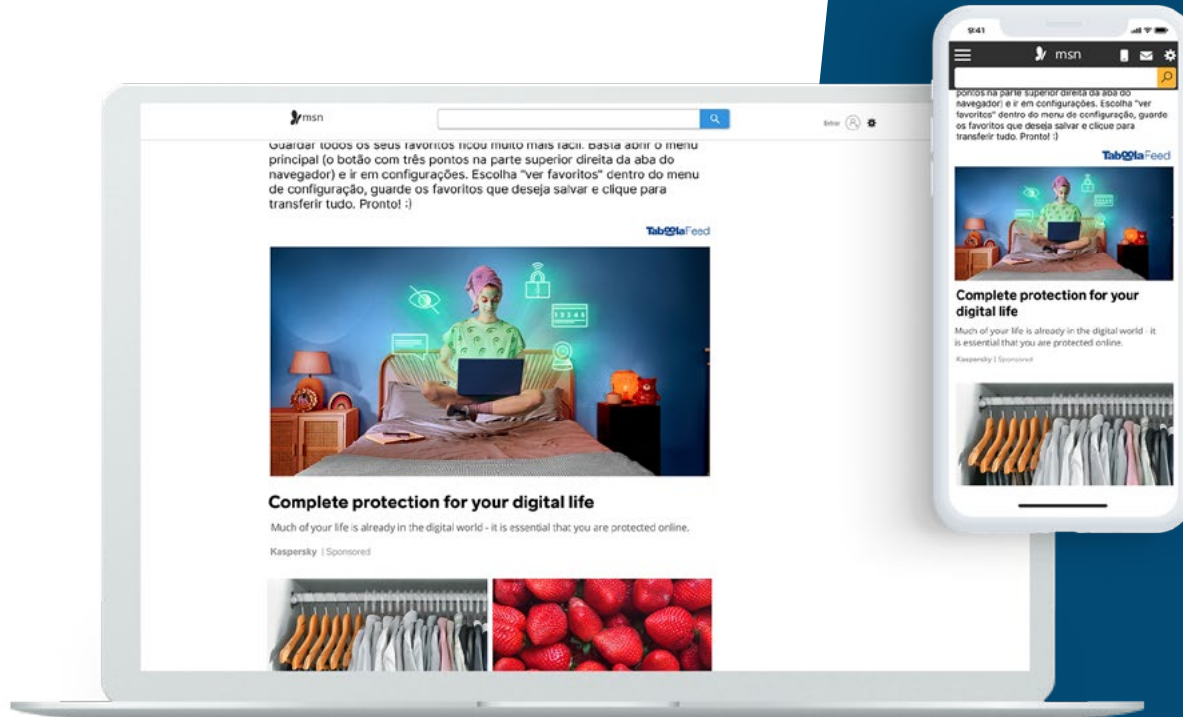
- **William Kawaguchi**, Communications Planning Partner -
Américas, Kaspersky

85%

Lower Cost Per
Acquisition Than Goal

2,522

Conversions in
One Month



COMPANY

Kaspersky, founded in 1997, is a global leader in cybersecurity, protecting more than 400 million users and 240,000 companies across 200 countries and territories.

CHALLENGE

Launch **Kaspersky's** new product portfolio in Brazil, driving traffic to site with the aim of converting visits to subscriptions.

SOLUTION

Use **Taboola** sponsored content to reach and retarget engaged audiences across premium publisher sites.

RESULTS

With **Taboola**, **Kaspersky** beat their **CPA target by 85%**. In only the month of November, **Kaspersky** drove over **2,522** conversions in with Attentive Retargeting and over 7,000 conversion across all campaigns in Brazil.

AdCombo's Kaspersky Promotes New Product with Special Offers in Native Ads

Introduction

Kaspersky, founded in 1997, is a UK-based leader in cybersecurity, protecting more than 400 million users and 240,000 companies across 200 countries and territories. As one of the four leading endpoint security providers, **Kaspersky** is constantly innovating to help build a safer, connected world.

Kaspersky provides next-generation solutions for individual home users, small- and medium-sized businesses, and large enterprises. The company turns its leading security intelligence into real protection, empowering people to use technologies with security and confidence.



Kaspersky Targets Customers in Brazil with Taboola Sponsored Content

Kaspersky was launching a new product portfolio to target audiences in Brazil. But they were looking to find customers and drive sales outside of just search and social channels.

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

Kaspersky knew **Taboola** had partnerships with premium publishers and expansive reach across the open web. So they worked together to build performance marketing campaigns that drove conversions.

With **Taboola**, **Kaspersky** launched native Image and Video Ads targeted towards gamers, families, and people interested in IT. The ads led to custom landing pages, which included helpful information about **Kaspersky's** state-of-the-art protection plans and a special offer for a 49% discount.

Kaspersky also used **Taboola's** targeting tools to reach just the right audiences and optimize campaigns for conversions. With **Taboola** Attentive Audiences and the **Taboola** Pixel, Kaspersky was able to track and target people who'd spend a significant amount of time on their website but hadn't yet made a purchase. **Kaspersky** also used SmartBid, **Taboola's** automated bidding tool, to adjust bids to reach people who were most likely to convert.

Taboola Drives The Best Performance Results Among Display Channels

After running campaigns for just one month in November, **Kaspersky** **beat their cost-per-acquisition (CPA) target by 85%** and **generated over 2,522 conversions with Attentive Retargeting** and **over 7,000 conversions across all campaigns in Brazil**. In fact, **Taboola drove the best performance results among all display channels**.

The ads have been so successful that **Kaspersky** will continue running always-on campaigns with **Taboola** going into this year. They also look forward to expanding their reach by geo-targeting customers in 12 global regions and unlocking potential opportunities for B2B campaigns.