



"By running Taboola Motion Ads for two of our games, we've been able to reach more U.S. mobile users across both iOS and Android devices and drive app downloads. Most importantly, Taboola has also helped us track and target high in-app spenders on both Apple and Android devices, generating a greater ROI and higher player value over time."

- Daniel Tendler, User Acquisition Team Leader, SciPlay

8%

Increase in ROI

4.5%

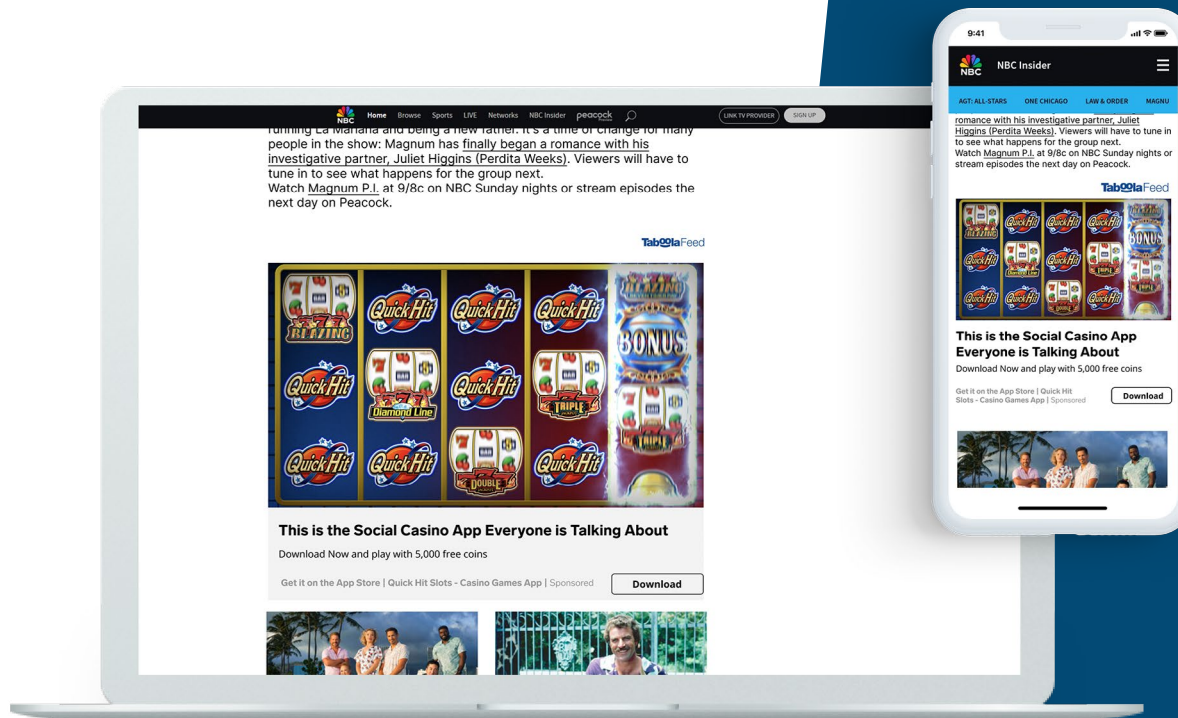
Higher Player Value Than
Other Platforms

6%

Decrease in Cost Per
Install Over Time



SciPlay Increases iOS and Android Downloads and ROI with Long-term Taboola Partnership



COMPANY

SciPlay is a leading global developer and publisher of mobile games.

CHALLENGE

Increase mobile app downloads and player value across Apple and Android devices.

SOLUTION

Launch **Taboola** Motion Ads with contextual targeting across mobile devices, directing users to download the **SciPlay** app.

RESULTS

With **Taboola**, **SciPlay** was able to **increase app downloads and player value** among Apple and Android users, **beating their ROI goals by 8%**.

Taboola's Eye-Catching Motion Ads Drive Mobile App Downloads

Introduction

SciPlay (NASDAQ: SCPL) is one of the world's leading mobile gaming companies. The company has seven main studios in six countries and 800 employees. SciPlay brings the most engaging social casino, casual and bingo mobile games to audiences worldwide.

SciPlay combines a data-driven approach and advanced game economy with high-quality content to provide extremely entertaining free-to-play games. The majority of SciPlay's portfolio is in the social casino category offering games that stay true to the authentic spirit of some of the world's biggest casino brands including: Jackpot Party, Goldfish Casino, Quick Hit Slots, 88 Fortunes, Hot Shot Casino, and Monopoly Slots. Its casual games include Bingo Showdown, Backgammon Live and Solitaire Pets Adventure. SciPlay has an active community of more than 34 million players worldwide.



SciPlay Increases High-Quality Installs with Taboola Motion Ads

SciPlay was eager to increase mobile app downloads and in-app revenue — specifically across Apple and Android devices. They were easily able to focus on iOS users with Taboola, which hasn't been affected by iOS14 updates.

SciPlay wanted to further engage iOS and Android users and encourage them to convert — generating a positive return on investment (ROI). They just needed the tools to make it happen.

A global leader in powering recommendations, **Taboola** helps advertisers reach engaged audiences across top publisher sites. With **Taboola's** extensive network of partnerships, advertisers like **SciPlay** can tap into a pool of over 500 million daily active users.

SciPlay worked with **Taboola** directly to run campaigns for two games. Together, they built a series of Motion Ads — consisting of an eye-catching graphic, added description for more information, and call-to-action like "Download Now." **SciPlay** also partnered with Taboola's Creative Shop, a global team of expert writers, designers, analysts, and strategists who pull from billions of data points to optimize creative assets.

SciPlay's ads were distributed across U.S. mobile devices, reaching audiences when they were already engaged with relevant content. Once a user clicked through, they could download the app advertised.

With **Taboola** Motion Ads, SciPlay was able to **increase app downloads as well as in-app revenue**. Ultimately, **Taboola drove installs from higher-value players than other platforms**.

SciPlay Increases ROI with Taboola Contextual Targeting

SciPlay used **Taboola's** targeting and bidding tools to get in front of the right mobile users and increase conversions.

To start, **SciPlay** implemented contextual targeting to engage readers across certain verticals, including topics like household, sports, and lifestyle. Contextual targeting was the driving force behind targeting the right people with the right message.

With SmartBid — **Taboola's** automated bidding technology — **SciPlay** was able to optimize its bids to increase conversions. SmartBid matches the right bid to the right user in real time, helping advertisers reach people who are most likely to convert.

After partnering with **Taboola**, **SciPlay beat its ROI goal by 8% and decreased cost-per-install (CPI) by 6% over time**.

SciPlay continues to engage and reach more audiences across iOS and Android devices, and expand its passionate, global community of game players.