Spinny

"Working with Taboola's account management team has helped us gain valuable insights and recommendations to optimize our campaigns. They work closely with us to understand our specific needs and develop a customized solution. With Taboola native ads, we were able to drive ROAS and decrease cost per scheduled appointment by 19%."

- **Debashish Jewel Barua,** *Performance Marketing Manager, Spinny*

19%
Decrease in Cost per Evaluation Scheduled

AUTO

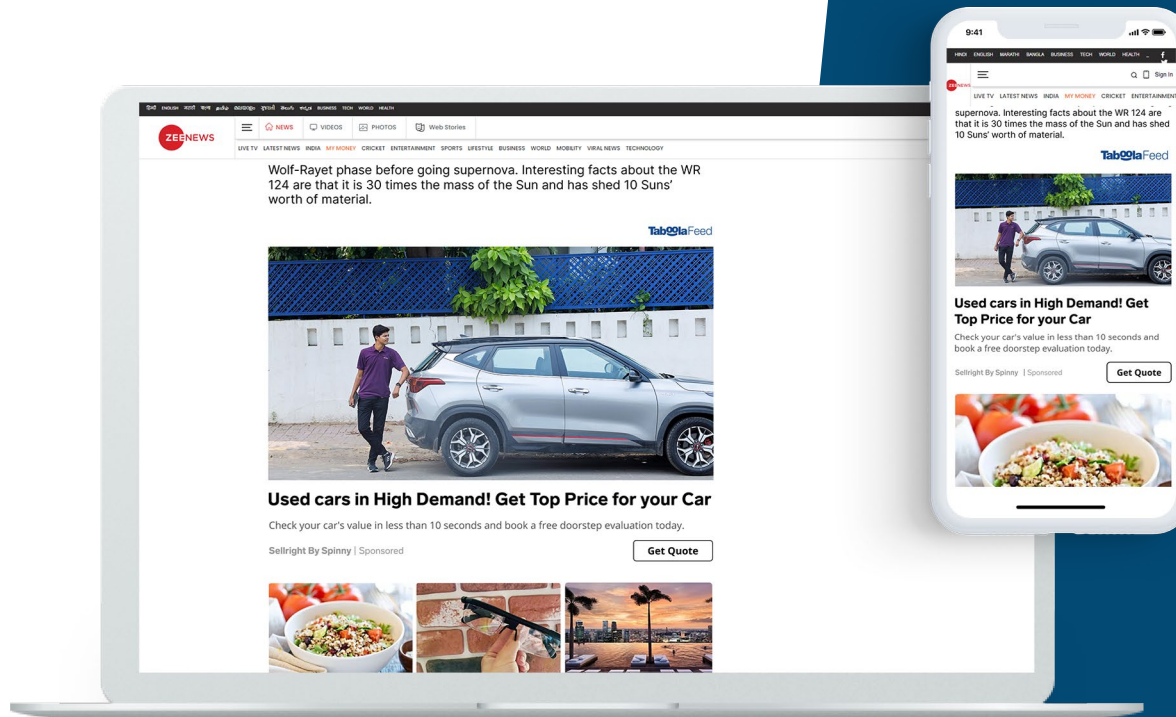# Spinny Achieved a 19% Decrease in CPA with Taboola Native Ads

COMPANY

Spinny is an online used-car retailing platform that aims to bring transparency and convenience to car buying and selling in India.

CHALLENGE

Scale **sell car online** business by generating evaluation appointments.

SOLUTION

Use **Taboola** Image Ads, Video Ads, Motion Ads, and audience targeting to reach interested customers and drive leads on their website.

RESULTS

With **Taboola**, **Spinny** was able to generate online leads and achieve a **19% decrease in cost per evaluation scheduled.**

Spinny Geotargets Audiences with Sponsored Content Across Top Publisher Sites

Introduction

Spinny is an online used-car retailing platform that aims to bring transparency and convenience to car buying and selling in India. **Spinny** caters to both customers who want to purchase pre-owned cars and those who want to sell their old cars.

Spinny customers can choose from over 5,000 fully inspected, second-hand car models. They can simply select their car online and book a test drive at their home or at a **Spinny** Car Hub near them. Every **Spinny** Assured® car comes with a no-questions-asked 5-day money back guarantee and a free, one-year comprehensive service warranty.

Taboola CaseStudy

Spinny Drives Website Leads with Image, Video, and Motion Ads

Spinny was eager to drive leads from their website. Specifically, they wanted to help potential sellers schedule an appointment to have their car evaluated and appraised.

Spinny was already running campaigns on other channels like Google and Facebook. But they chose **Taboola** for their native advertising capabilities and wide network of over 9,000 premium partners.

Spinny worked with **Taboola** to build Image Ads, Video Ads, and Motion Ads for distribution across the open web. These are all forms of sponsored content that reach users when they're already engaged with published content and looking for something new.

The ads are equipped with attention-grabbing visuals and calls to action, which users can click through to learn more. Motion Ads, for example, are eye-catching images that move for up to 15 seconds, like GIFs. They're designed to help advertisers increase conversions while lowering their cost per acquisition (CPA).

All ads within **Spinny**'s lead generation campaign led to a landing page where interested customers could enter their car information and schedule a free evaluation.

Taboola Delivers ROAS On Par With Google Display Campaigns

To reach just the right audiences, **Spinny** tapped into **Taboola**'s Data Marketplace of targeting tools. **Taboola** aggregates data from over 1.4 billion monthly users to build unique audience segments and deliver proprietary insights to advertisers. **Spinny**, for example, used geotargeting to reach audiences near its brick and mortar locations.

Spinny also placed the **Taboola** Pixel on its website to track and retarget people who'd already engaged with their content and would be more likely to convert. Meanwhile, **Taboola**'s account management team consistently provided data-driven insights and proactively monitored campaigns to make sure they were delivering the best possible results.

Finally, **Spinny** employed SmartBid, **Taboola**'s automated bidding tool, to optimize spend in real time. Powered by **Taboola**'s proprietary AI, SmartBid helps advertisers bid on impressions most likely to drive conversions, so they can reach their goals without exceeding their target CPAs.

As a result of its lead generation campaigns, **Spinny** achieved a **19% decrease in cost per evaluation scheduled. Taboola's return on ad spend (ROAS) was also on par with the ROAS from Spinny's Google Display campaigns.**

Now, **Spinny** looks forward to harnessing new and evolving **Taboola** features to continue increasing results. They plan to use custom textual targeting, for example, to improve conversion rates and drive customers down the funnel. They also look forward to exploring more opportunities to grow and scale their campaigns across the open web.