beleza
NA WEB

"We worked hand-in-hand with Taboola's account team to manage our content distribution channels and closely monitor all campaigns. As a result, we were able to maintain strong performance, map new opportunities, and execute our strategies quickly."

- **Evelyn Moreto,** *Gerente de Conteúdo, Grupo Boticário*

94%
Increase in Viewable Clickthrough Rate for Beauty Campaign
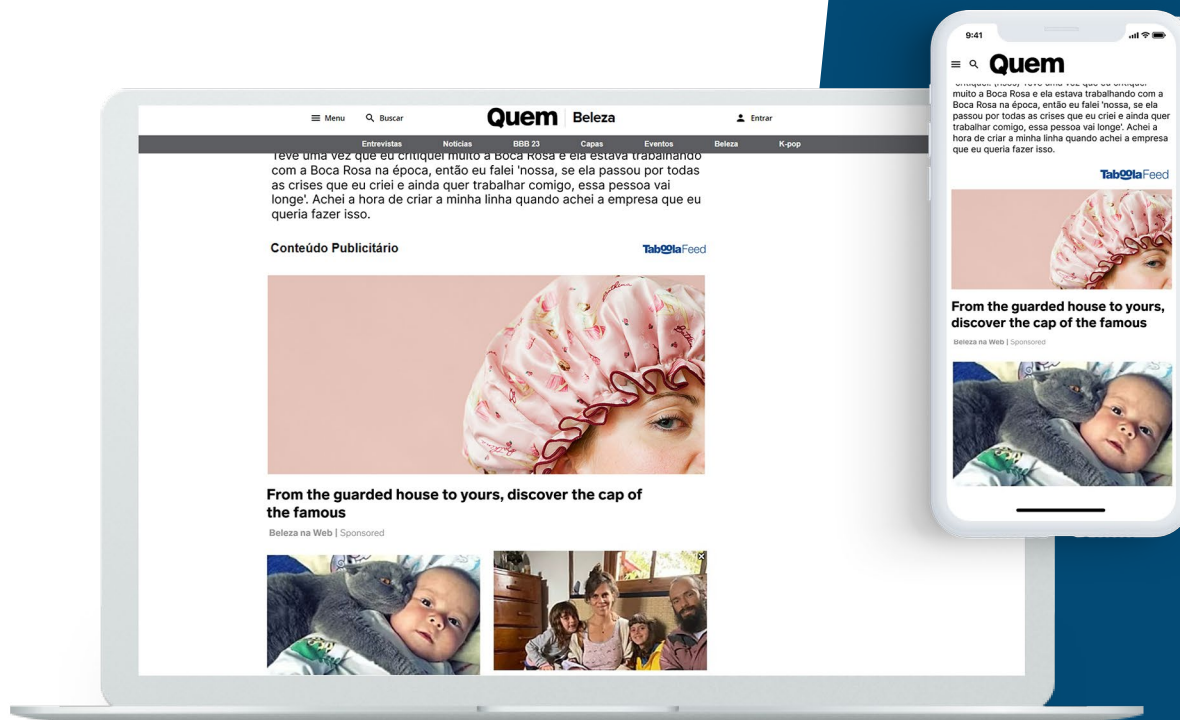
56%
Increase in Average Viewable Clickthrough Rate

17%
Decrease in Cost per Click

BEAUTY

Beleza na Web Increases vCTR by 94% with Taboola Contextual Targeting

TaboolaCaseStudy

COMPANY

Beleza na Web (Beauty on the Web) is the largest beauty platform in Brazil, offering its own technology and products in hair, perfume, makeup, skincare, wellness, and health.

CHALLENGE

Increase traffic to Loucas por Beleza (Crazy for Beauty) blog, using distribution channels other than social media platforms.

SOLUTION

Use **Taboola** native ads and contextual targeting to reach audiences across relevant publisher sites and interest areas.

RESULTS

With **Taboola**, **Beleza na Web** was able to **increase vCTR by 94% for beauty campaigns and 56% overall.** They also **decreased CPC by 17%.**

Beleza na Web Promotes Editorial Beauty Content with **Taboola** Recommendations

Introduction

Beleza na Web (Beauty on the Web), founded in 2008, is the largest beauty platform in Brazil, with its own technology and products in hair, perfume, makeup, skincare, wellness, and health. In addition to its robust e-commerce platform, **Beleza na Web** operates two physical stores, in São Paulo and Curitiba, and plans to expand in 2023.

Beleza na Web provides access to some of the largest beauty and cosmetics brands on the market, including Grupo Boticário, Acquaflora, Balenciaga, and Dior.

Beleza na Web Launches Taboola Native Ads Across Beauty and Fashion Sites

Content creation and curation are important pillars of the **Beleza na Web** brand. Its blog, Loucas por Beleza (Crazy for Beauty), has become a go-to reference in the market, publishing daily articles in partnership with brands, influencers, and industry experts.

To reach more customers with this high-quality editorial content, they wanted to look beyond the usual distribution channels of social and search.

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

As a leading content discovery platform, **Taboola** helps over 15,000 advertisers get in front of 500M+ daily active users across the open web. **Beleza na Web** knew that **Taboola'**s premium publisher partnerships and hands-on service would provide the visibility they needed to drive traffic to their blog.

To start, **Beleza na Web** and **Taboola** launched an always-on campaign, distributing native ads to customers interested in fashion, beauty, and cosmetics. They made sure to only reach readers on industry-relevant sites, such as Revista Quem and Contigo.

The ads included engaging copy like "simple and easy," "learn how," and "discover, ' inviting customers to click through to editorial landing pages. On each page, visitors could learn more about trending beauty techniques like applying fake eyelashes, using satin hair caps, and creating vibrant designs with liquid eyeliner.

Beleza na Web Increases Website Traffic with Taboola Contextual Targeting

Beleza na Web and **Taboola** also launched a specific campaign for audiences interested in "Big Brother Brazil," a popular reality show. With contextual targeting, advertisers can reach people based on the kinds of articles and topics they're engaging with.

For this campaign, **Taboola** distributed native ads across articles relating to "Big Brother Brazil," reaching only those who were clearly interested in the show. As a result, they saw a **56% increase in viewable clickthrough rate (vCTR)** and a **94% increase in vCTR in the "beauty" category** alone. They were also able to **lower their cost-per-click by 17%.**

The brand plans to continue working with **Taboola** in 2023, running the same strategy and budget to further increase website traffic. They look forward to reaching new audiences across even more verticals and finding new opportunities for contextual outreach.