



**Sirloin & NHN Commerce
Increased ROAS by 2,200%
with Taboola Video Ads**

Sir.LOIN ^{NHN}COMMERCE

“Not many advertising platforms have the tools to actively utilize high-quality video creatives. With Taboola, we were able to share our video ads in innovative ways and distribute them across the open web. Taboola’s deep learning algorithm also made it possible for us to target audiences during high-traffic time periods, such as holiday seasons.”

- **Woojin Kim**, PO team Manager, Sirloin

2,200%

Increase in
ROAS

82%

Average
Viewability Rate

16%

Lower CPA Than
Target Goal



COMPANY

Sirloin is an e-commerce startup company that provides consumers with high-quality meat products. **NHN Commerce** is an advertising agency that offers a suite of e-commerce solutions for businesses of all sizes.

CHALLENGE

Acquire new customers and encourage repeat purchases from existing customers.

SOLUTION

Run **Taboola** sponsored content and video campaigns to increase brand awareness and conversions.

RESULTS

With **Taboola**, **Sirloin** and **NHN Commerce** increased **ROAS by 2,200%** and achieved an **82% average viewability rate** and **45% video completion rate**.

Sirloin & **NHN Commerce** Ran High-Quality Video Campaigns Across Publisher Sites

Introduction

Sirloin is an e-commerce startup company that provides consumers with high-quality meat products. **Sirloin** started its business with Korean beef and is expanding to provide pork “pigloin” and lamb “lambloin” products, along with other product lines in the future.

Sirloin uses a detail-oriented process to ensure the best products come to each customer’s table. They’re also committed to creating rich culinary experiences so everyone can enjoy the same delicious meat — any place, any time.

NHN Commerce is an advertising agency that offers a suite of e-commerce solutions for businesses of all sizes. **NHN Commerce**’s Shopby platform is the first e-commerce solution in Korea to implement fast and reliable services under any circumstances through native cloud technology.

Sirloin & NHN Commerce Drove an 82% Viewability Rate with Taboola Video Ads

Sirloin was eager to acquire new customers and drive repeat purchases from existing customers. Specifically, they wanted to help increase the number of “regular customers,” which they identified as people who’d made three or more purchases.

Sirloin also wanted to showcase their premium food products with high-quality video creatives. The problem was that not many advertising platforms had the tools to help them make the most of those creative assets.

That’s when they found **Taboola**. With a network of over 9,000 vetted publisher properties, **Taboola** helps advertisers reach engaged audiences with seamlessly integrated sponsored content.

Together, **Sirloin** and **NHN Commerce** ran a video and a native display image campaign across **Taboola**’s network. Each ad included an eye-catching visual, headline, and description. **Sirloin** also used **Taboola**’s audience segments — based on data from **Taboola**’s network of over 1.4 billion monthly users — to target audiences during the Lunar New Year holiday season, when people were looking for high-quality food products.

Most notably, **Sirloin** and **NHN Commerce** utilized **Taboola** to drive results across every stage of the marketing funnel — from brand awareness to conversions. First, they implemented video to increase brand awareness on the open web, successfully driving an **82% viewability rate** and **45% completion rate**. Then they pivoted to launch a performance campaign of native image ads. The result? A remarkable **2,200% increase in return on ad spend (ROAS) at a lower cost per click (CPC) than expected**.

Going forward, **Sirloin** hopes to keep working with **Taboola** on future seasonal marketing campaigns.