

“Barceló Hotel Group and Jakala Iberia found the perfect mix to develop their content strategy by working with Taboola. Launching native ads across Taboola’s vast network allowed us to set a new path for theusers, where they could be first attracted with interesting content and then redirected to an e-commerce experience. Currently, Taboola’s native ads are getting lower CPCs and better engagement rates than other channels.”

- **Manuela Misuraca**, Performance Marketing Manager, Barceló Hotel Group

4X

Increase in High-Quality Clicks Leading to Path to Conversion

91%

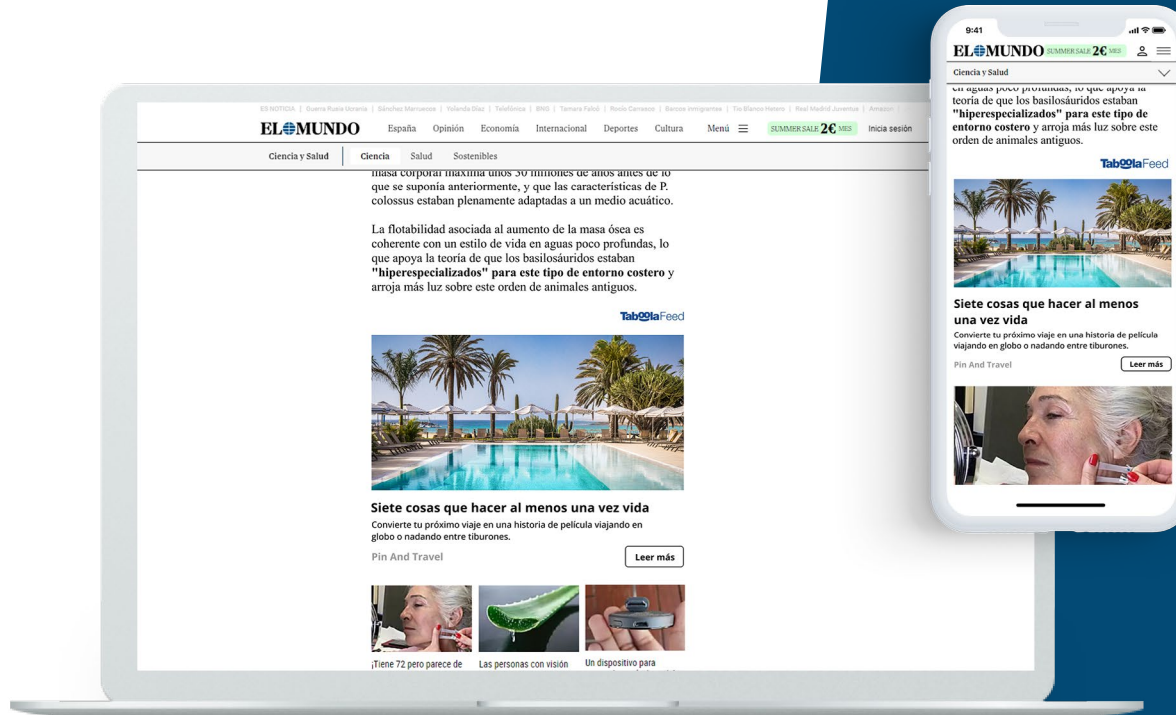
Decrease in Cost Per New Qualified User in Spain

400%

Increase in Average Session Duration in Spanish Market



**Barceló Hotel Group & Jakala Iberia
Achieve 91% Decrease in Cost Per New
Qualified User with Taboola Native Ads**



COMPANY

Barceló Hotel Group is a travel brand that offers exclusive accommodations worldwide. **Jakala Iberia** is a data-driven company that helps brands to meet their goals with programmatic and other online advertising solutions.

CHALLENGE

Increase upper-funnel engagement, helping people in search of their next vacation find **Barceló Hotel Group** and build a relationship with the brand.

SOLUTION

Use **Taboola** Image Ads to promote **Barceló Hotel Group's** inspirational travel content, reaching target audiences in the UK and Spain across top publisher sites.

RESULTS

With **Taboola** and **Jakala Iberia**, **Barceló Hotel Group** drove a **2X increase in CTR**, **4X increase in high-quality clicks**, **75% decrease in cost per new qualified user** in the UK market, and **400% increase in average session duration** in the Spanish market.

Barceló Hotel Group Targets International Travelers Across Leading Publisher Sites

Introduction

Barceló Hotel Group is a travel brand that offers exclusive accommodations worldwide. With more than 90 years of experience in the national and international tourism sector, **Barceló Hotel Group** runs more than 250 hotels across over 25 countries. The company operates across four international brands: Royal Hideaway Luxury Hotels & Resorts, Barceló Hotels & Resorts, Occidental Hotels & Resorts, and Allegro Hotels.

Jakala Iberia is a data-driven company that helps brands to meet their goals with end-to-end advertising solutions. **Jakala Iberia** lays the foundations to activate personalized experiences at scale with a focus on delivering value through a consulting process specialized in business, data, technology, and design.



Barceló Hotel Group Inspires & Engages Travelers with Taboola Image Ads

Barceló Hotel Group uses a full-funnel strategy to increase their engagement and boost their digital sales. Having covered the lower parts of their funnel, they were looking for an innovative way to engage customers at the beginning of their path to purchase. Specifically, **Barceló Hotel Group** wanted to reach people in Spain and the UK who were in search of their next vacations.

Instead of just promoting their services with traditional ads, **Barceló Hotel Group** decided to take an inspirational approach — sharing content to help people establish a relationship with their brand. They just needed the right tools to make it happen.

That's where **Taboola** was able to help.

As a leading content recommendation platform, **Taboola** helps advertisers reach nearly 600 million daily active users with native ads across the open web. Meaning, **Barceló Hotel Group** could use **Taboola's** expansive reach and innovative ad formats to target audiences with inspirational content. Together, they carefully selected articles from the brand's "Pin and Travel" online magazine, and crafted a **Taboola** Image Ad around each one.

The **Taboola** account management team helped **Barceló Hotel Group** build more robust ads by including call-to-action (CTA) buttons and descriptions. These features provided users with more pre-click information, inspiring them to click through and learn more. **Taboola** also provided real-time creative recommendations to help improve viewable clickthrough rate (vCTR) and traffic volume.

Barceló Hotel Group Drives 2X CTR Increase with Taboola and Jakala Iberia

To reach just the right audiences, **Barceló Hotel Group** and **Jakala Iberia** used **Taboola's** travel audience segments and distributed ads across top publisher sites like MSN.com and ElMundo.es. Each ad led to its corresponding "Pin and Travel" article. Once users clicked through, they could receive travel advice and inspiration, and then explore **Barceló Hotel Group's** hotels to book their stay.

Backed by **Barceló Hotel Group's** travel content, **Jakala Iberia's** data expertise, and **Taboola's** distribution platform, the campaign drove significant improvements across several key metrics. **Taboola's** native ads generated a **2X higher clickthrough rate** than **Barceló Hotel Group's** promotional creatives. They also generated a **4X increase in high-quality clicks**, leading more users to the **path to conversion**.

Going further, the **Taboola** campaigns drove higher-quality traffic, generating a **91% lower cost per new qualified user in the Spanish market** and **75% lower cost per new qualified user in the UK market**. They also led to a whopping **400% increase in average session duration in Spain**.

Not only did **Taboola** outperform promotional advertising channels; they also outperformed **Barceló Hotel Group's** other native ad channels. **Taboola's** native ads drove **lower cost-per-click (CPC) results and better engagement rates**.

After the success of the Spain and UK campaigns, **Barceló Hotel Group** now plans to launch future **Taboola** campaigns in new markets. They also look forward to retargeting their "Pin and Travel" audiences with promotional content, driving them further along the path to purchase.