



"We're excited about the amount of engaged traffic we saw interested in our business content coming from Taboola. Planit's work with them allowed us to scale our campaign much further than we expected, and we look forward to working with them on more Taboola campaigns in the future."

- **Benjamin Porteous**, Senior Manager Demand Generation, Vodafone Business

71,000

Content Reads on Vodafone Business Content

58%


Reduced Cost Per Click (CPC)*

*49% Lower than Direct Competitors

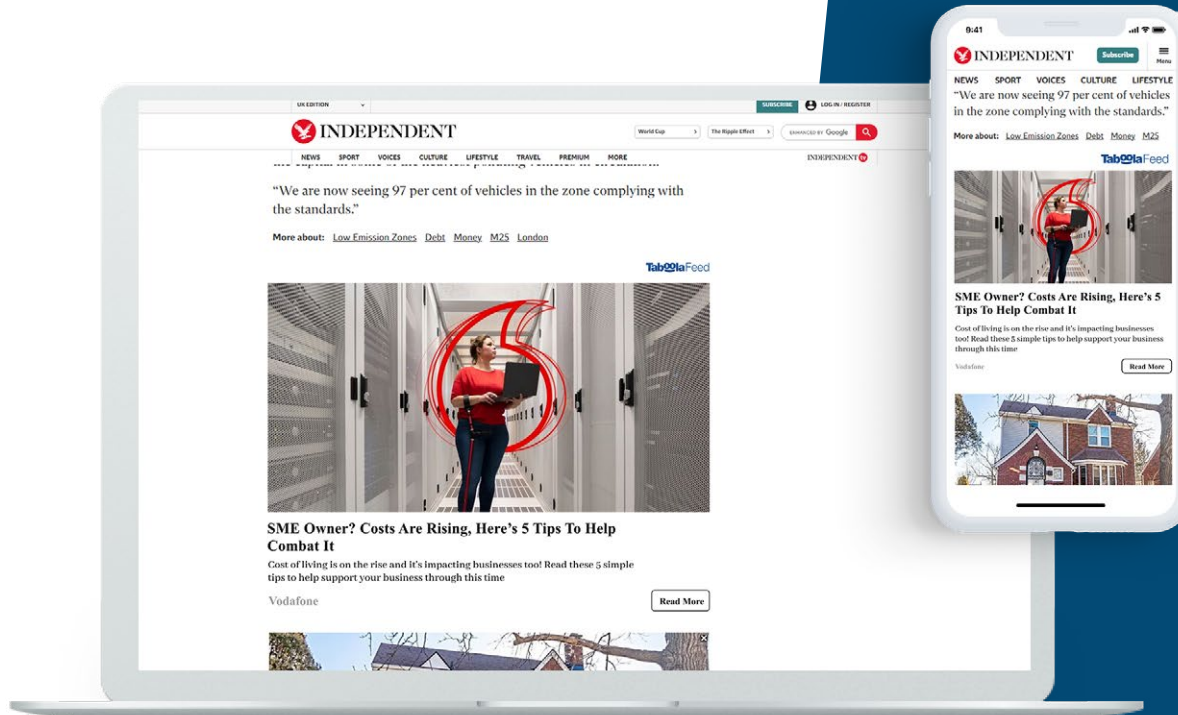
242%

Increase in Click-Through-Rate (CTR)*

*363% Higher than Direct Competitors
*Mobile: 253% Above Benchmark
*Tablet: 333% Above Benchmark

 BUSINESS/B2B & TECHNOLOGY

Planit Beats Vodafone's B2B Campaign Targets by Over 250% with Taboola



COMPANY

Vodafone is the largest mobile and fixed network operator, running the biggest and fastest-growing 5G network in Europe. They operate fixed networks in 21 countries, and partner with mobile networks in 48 more.

Planit is a strategic, digitally minded agency that leads revolutions for national and global clients.

CHALLENGE

Find new and creative ways to find potential customers by testing several different marketing angles; including ads targeted at a business-to-business (B2B) audience

SOLUTION

Work with **Planit** to launch a **Taboola** campaign, using products like SmartBid and **Taboola's** brand safety integration with IAS.

RESULTS

Throughout the course of the 12 week campaign, **Planit** decreased **CPC by 58%** and **increased CTR by 242%**. **Taboola** drove a **363% higher CTR** and a **49% lower CPC** than direct competitors.

Taboola Drives a Higher CTR and Lower CPC than Direct Competitors Across the Open Web



“Taboola’s unique offering empowers advertisers to connect with new audiences at the funnel’s apex. With low CPCs and premium placements, it provides advertisers the perfect opportunity to educate customers on the benefits of their product or service.”

- Steve Cox, CEO & Founder of Planit LGPM

Introduction

Vodafone’s purpose is to connect for a better future. They’re the largest mobile and fixed network operator and run the biggest and fastest-growing 5G network in Europe. They operate fixed networks in 21 countries, and partner with mobile networks in 48 more.

They work with 300 million mobile customers, more than 27 million fixed broadband customers, and over 22 million TV customers.

Vodafone connects more than 118 million internet of things (IoT) devices and is a leading global IoT connectivity provider.

In addition, they’re a fintech and mobile payments leader in Africa, enabling 42 million people to benefit from access to mobile. Finally, **Vodafone** operates one of the biggest and most successful digital TV platforms in Europe and runs a cloud-based television platform in 10 markets across the continent.

Planit is a strategic, data-focused performance marketing agency that specialises in building holistic user acquisition programmes for SME and enterprise clients. Whether that’s through content amplification, e-commerce, lead generation, or performance campaigns, **Planit** excel in showing the incremental value of each piece of activity.

That’s why clients including **Vodafone**, Domestic & General, Gett, NBC Universal and Lemonade Dolls continue to trust **Planit**, and why they’ve been shortlisted for Best PPC Campaign of The Year at the UK Growth Awards 2023, and previously scooped the prestigious best integrated campaign at the Performance Marketing awards .

Planit Attracts Potential Customers Interested in Vodafone Content 71,000 Times with Taboola

Vodafone is always looking for new and creative ways to find potential customers. In order to capture their relevant audience, **Vodafone** and **Planit** developed several different marketing angles for their campaign; which included ads targeted at a business-to-business (B2B) audience. Some ad creatives spoke directly to startup-sized businesses, whereas others focused on mid-market or enterprise segments.

Planit then chose to work with **Taboola** to reach potential **Vodafone** customers outside of search and social channels; across premium news sites, online magazines, blogs and relevant niche sites on the open web. As the campaign ran, **Vodafone** and **Planit** redirected ad spend to support those angles that were the most successful, by optimizing for CTR. The B2B segments were the most successful of all.

Working with **Taboola**, **Planit** was able to attract potential customers interested in reading **Vodafone** business content **over 71,000 times**.

Throughout the course of the 12 week campaign, **Planit decreased CPC by 58.14%** and **increased CTR by 242%**. Their **mobile campaign CTR was 253% above benchmark**, while their **tablet campaign was 333% above benchmark**.

Taboola Outperforms Direct Competitors for Vodafone Using Brand Safety Integrations

To keep **Vodafone's** brand safe, **Planit** also leveraged **Taboola's** IAS partnership, the first-ever integration to directly apply pre-bid brand safety within a native discovery platform.

This integration, as well as both **Planit's** and **Taboola's** ad creative and optimization expertise, led to **Taboola** outperforming direct competitors for **Vodafone's** campaign. **Taboola drove a 363% higher CTR and a 49% lower CPC than direct competitors**.