



AVVA Increases Sales and Revenue Volume by 75% with Taboola Native Ads

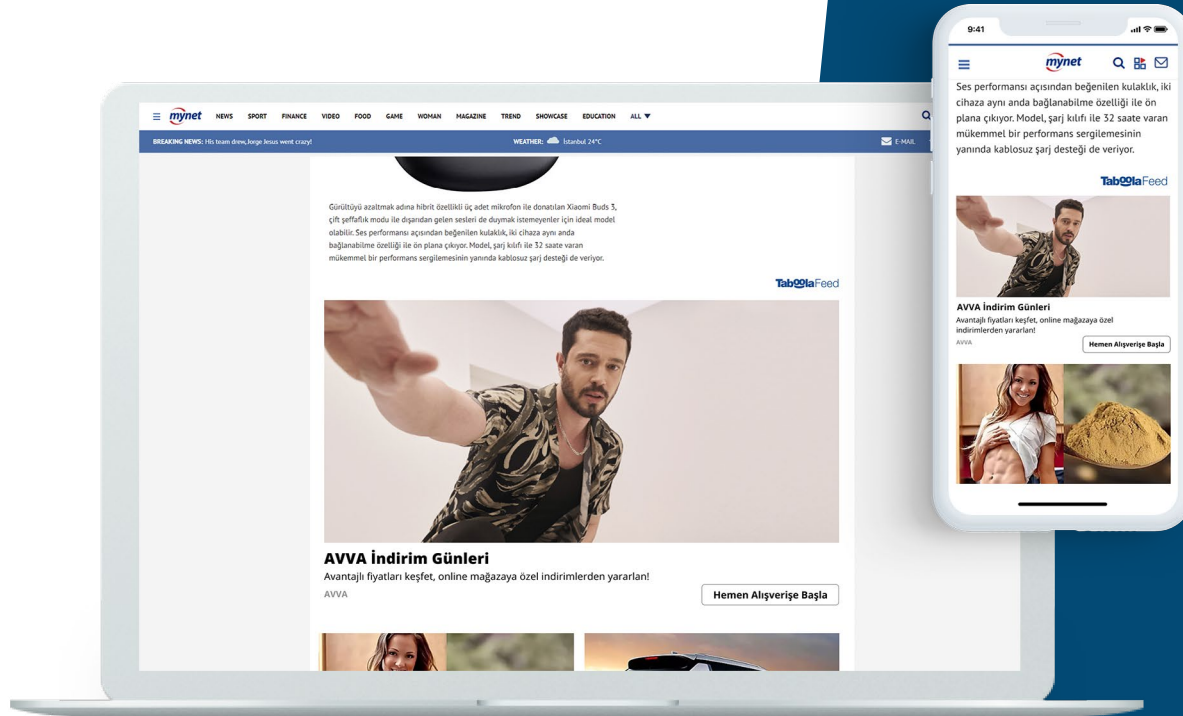


“AVVA was looking for a new traffic channel to increase users and sales, and Taboola delivered. With Taboola native ads, we saw a remarkable increase in purchase volume and revenue. The Taboola team was also responsive and solution-oriented, offering actionable tips to help optimize our campaigns and improve performance.”

- Serkan Saraçoğlu, E-commerce Director, AVVA

75%

Increase in Sales and Revenue Volume



COMPANY

AVVA is a men's clothing manufacturer and seller, providing online and offline services in Europe, the Middle East, North Africa, and Balkan countries.

CHALLENGE

Increase new users and e-commerce sales by diversifying ad channels.

SOLUTION

Use **Taboola** Image Ads and targeting tools to promote discounts across top publisher sites.

RESULTS

With **Taboola**, **AVVA** increased sales and revenue volume by **75%** compared to their previous campaign period. **Taboola** also drove more sales and revenue than traditional media buying channels.

AVVA Launches Weekly **Taboola** Campaigns Across the Open Web

Introduction

AVVA is a men's clothing manufacturer and seller, providing online and offline services in Europe, the Middle East, North Africa, and Balkan countries. **AVVA** meets fashion lovers with 39 concept stores and over 4,000 sales points in 16 countries.

With its young, sophisticated, and up-to-date approach — adopting the motto “**AVVA** in every moment of life — the brand creates a fashion language that reflects the spirit of stylish men.

As of the end of 2021, **AVVA** has reached a sales area of 18,875 m² with 101 stores in 40 provinces of Turkey.



AVVA Reaches New Users with Taboola Image Ads

AVVA was eager to gain new users and increase e-commerce sales for their menswear products. They were already running campaigns on Meta, Google, TikTok and other media buying channels. But they were ready to diversify their reach and try something new.

That's when **AVVA** contacted **Taboola**.

AVVA knew that **Taboola** was a leading native advertising platform, offering innovative ad formats and widespread reach across the open web. So they decided to try Taboola's capabilities for themselves.

AVVA worked with their **Taboola** account team to create weekly and monthly campaigns across a nine-month period. Together, they build Image Ads, consisting of an eye-catching visual, headline, and call-to-action.

For AVVA, Taboola Drives More Sales & Revenue Than Traditional Media Buying Channels

AVVA implemented the **Taboola** Pixel to automatically identify and retarget engaged website visitors with personalized native ads. If someone abandoned their cart, for example, **AVVA** could target them with customized native ads offering a 20% discount on the items they chose. Throughout the entire process, the **Taboola** team also offered actionable recommendations to optimize ad creatives and boost performance results.

Ultimately, **Taboola** helped **AVVA** achieve an impressive **75% increase in sales and revenue volume** compared to their previous campaign period. **Taboola** also **out-performed AVVA's traditional media buying channels**, proving their ability to drive conversions and purchases scale.