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
AVVA Launches Weekly Taboola Campaigns Across the Open Web

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.
**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.