



AGENCY, FOOD

Resolution Achieves 50% Lower CPS for E-Commerce Brand Barбора with Taboola

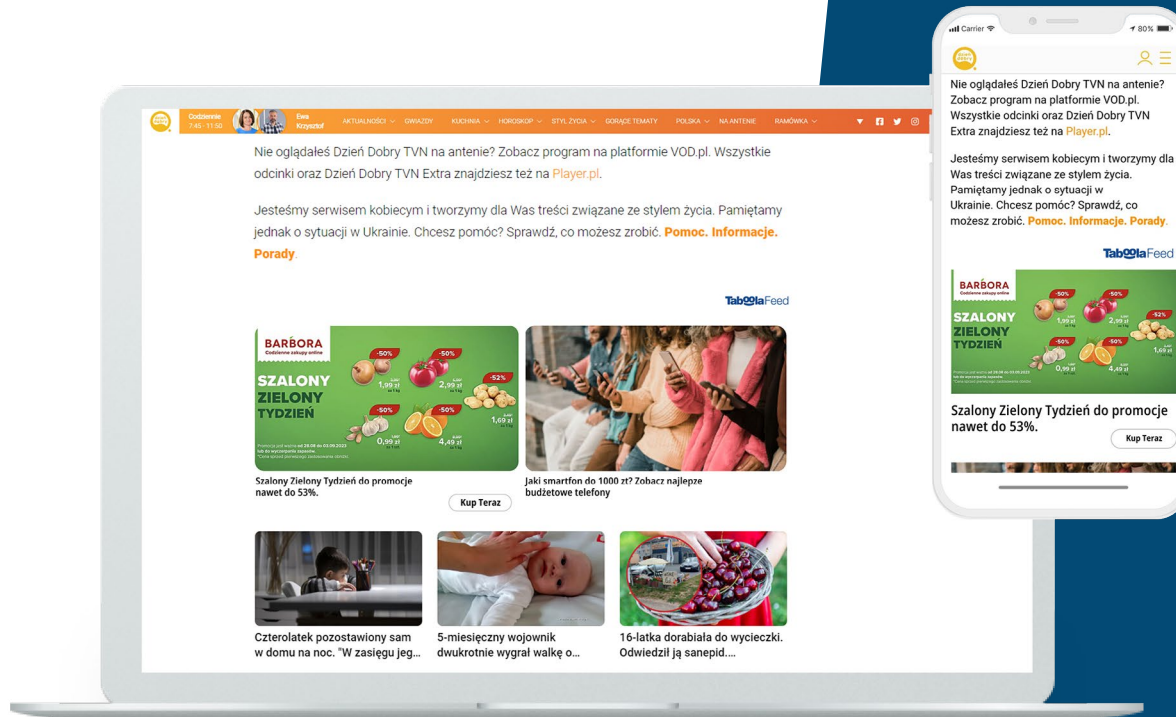
Resolution. **BARBORA**

“Resolution’s company mission is to drive performance, and Taboola helped us achieve that goal through their innovative native ad formats. Compared to standard display creatives, Taboola delivers twice-lower CPS for retargeting campaigns. Their account management team also provided real-time feedback about current issues, best practices, and optimizations.”

- **Arkadiusz Parzyszek**, Head of Display & Video, Resolution

50%

Lower CPS Compared to Standard Display Formats



COMPANY

Resolution is part of one of the largest performance agencies in the world, implementing effective omnichannel strategies to help international brands drive conversions.

Barbora grows the idea of convenient online shopping for household products and general groceries.

CHALLENGE

Help an e-commerce grocery delivery platform in Poland **Barbora** maximize conversions by driving website traffic to acquire new users and to increase sales.

SOLUTION

Use **Taboola** Image Ads and targeting tools to launch prospecting and retargeting campaigns across top publisher sites.

RESULTS

Taboola delivered a **50% lower CPS** compared to standard display formats.

Resolutions Delivers Optimized Native Ads with **Taboola**

Introduction

Resolution is part of **OMD Group**, one of the largest media houses in the world. Their company mission is performance, implementing effective omnichannel strategies to help international brands drive conversions and other digital goals.

Resolution offers a range of digital services and data analytics in-house, along with expertise in strategy, performance marketing, social, search ads, and display and video marketplaces.

Barbora grows the idea of convenient online shopping for household products and general groceries. After successes in the Lithuanian market, **Barbora** moved into the Polish market to quickly and conveniently deliver the highest quality products to their clients' homes.



Resolution Maximizes Conversions with Taboola Image Ads & Attentive Audiences

Resolution needed to help the e-commerce grocery delivery platform **Barbora** maximize conversions and increase sales. While they were already using standard display channels and Meta, they were eager to expand into innovative native advertising formats. The problem was that display DSPs weren't successful in delivering native inventory.

That's when **Resolution** decided to partner with **Taboola**. As a leading native ad platform, **Taboola** helps more than 15,000 advertisers deliver targeted sponsored content across over 9,000 publisher properties.

Resolution was particularly drawn to **Taboola** because of their wide-ranging success stories, AI-powered algorithm, and competitive cost-per-click (CPC) pricing.

With **Taboola** on board, **Resolution** was able to build out two distinct campaigns for **Barbora**: a prospecting campaign to generate website traffic and registrations, and a retargeting campaign to generate sales. Each campaign included custom **Taboola** Image Ads — containing an eye-catching headline, description, visual, and call to action (CTA) — that drove customers to the brand's landing page.

Taboola Ads Outperform Standard Display Channels

Barbora offers grocery delivery in six different Polish cities. So **Resolution** used **Taboola**'s geotargeting capabilities to reach just the right audiences across publisher sites. They also activated the **Taboola** Pixel and Attentive Audiences feature to target people who'd already spent time on the brand's website. The **Taboola** Pixel was able to automatically identify these website visitors and then engage them with retargeting ads, ultimately driving them to convert.

Throughout the entire campaign process, the **Taboola** account management team provided real-time feedback, creative recommendations, and best practices to help **Resolution** optimize performance.

As a result, **Taboola** delivered high-quality traffic and conversions at effective costs. Specifically, they generated a **50% lower cost per sale (CPS)** than standard display channels. Meanwhile the **Taboola** prospecting campaign generated new users and proved to have a high cookie acceptance rate on the brand's landing page.