



"Since our main traffic came from Google and Facebook, we wanted to diversify the audience that comes to our website. On the Taboola network, we can engage with users through news websites and tell our story with sponsored articles. By working with the Taboola Creative Shop, we were able to drive high-value 'Add to cart' conversions at low CPAs. Overall, Taboola has a major effect across the user journey."

- **Amit Ohayon**, User Acquisition Lead, BlazePod

131%

Return on
Ad Spend

3X

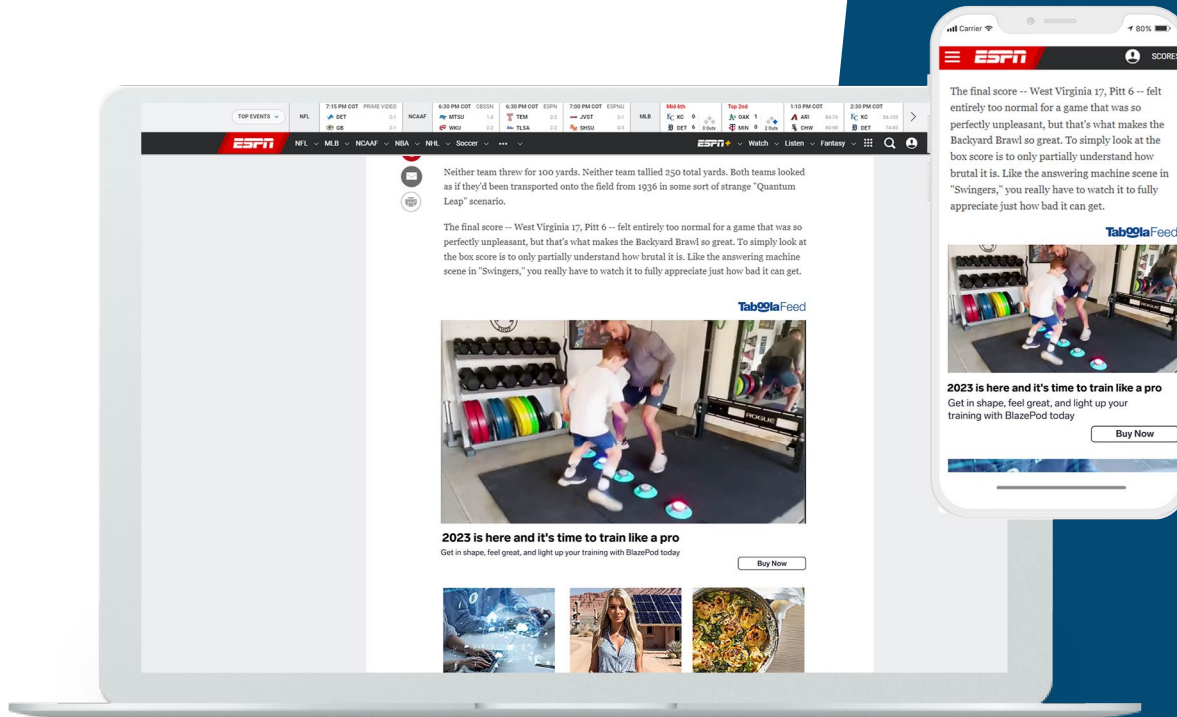
More "Add to Cart"
Conversions Than
Competitive Social
Platform

79%

Lower CPA Than
Competitive Social
Platform



**BlazePod Drives High-Price Holiday
Sales at Low CPAs with Taboola Ads**



Click to Play

COMPANY

BlazePod is a smart reaction training platform, powered by an interactive app and innovative light-up pods that encourage physical & cognitive growth.

CHALLENGE

Drive “Add to cart” conversions and sales by diversifying beyond Google, Facebook, and other social platforms.

SOLUTION

Use **Taboola** native ads, retargeting, and creative recommendations to drive conversions and sales with holiday campaigns.

RESULTS

With **Taboola**, **BlazePod** drove a **131% ROAS**. A **Taboola** campaign also achieved **3X** more “Add to cart” conversions and a **79% lower CPA** than competitive social platforms.

BlazePod Optimizes Sponsored Content with the **Taboola** Creative Shop

Introduction

BlazePod is a smart reaction training platform. Whether you're a pro or a beginner, healthy or recovering, young or old, **BlazePod** unequivocally improves your reaction time & agility in sports performance, fitness, and therapy in the most engaging and exciting way. How? With **BlazePod**'s interactive app and innovative light-up pods that encourage physical & cognitive growth.

BlazePod can be used for a variety of purposes, including sport performance, fitness, therapy, agility, coordination, and speed. **BlazePod**'s main users are personal trainers, therapists, athletes, and sports teams and clubs, but it can also be used by individuals for home workouts or to add variety to their exercise routines.



BlazePod Expands Beyond Facebook and Google with Performance-Driven Taboola Native Ads

BlazePod's advertising campaign with **Taboola** was not just another run-of-the-mill effort but a testament to their distinctive strategy. It can be tough to drive conversions for high-priced products. While many advertisers opt for more conventional platforms like Facebook and Google, **BlazePod** was ready to diversify their reach and build a truly innovative campaign that leveraged multiple engagement points.

That's when they found **Taboola**. As a leading content recommendation platform, **Taboola** offered not just the reach **BlazePod** needed — 600 million daily active users across 9,000 publisher sites — but also the depth of engagement and performance results they were seeking. While hot-button social platforms can drive quick views and clicks, those metrics often fail to translate into substantial purchases. That's where **Taboola** was able to help.

The campaign's challenge lay in educating and captivating **Taboola**'s mature and discerning audience. By launching native ads across **Taboola**'s vast network, **BlazePod** could engage these readers with sponsored content that told their brand story and led to customized landing pages.

BlazePod Expands Beyond Facebook and Google with Performance-Driven Taboola Native Ads

BlazePod started by targeting a broad audience to see how **Taboola** users responded to their native ads. This initial campaign unearthed key insights from **Taboola**'s network data: The initial acquisition cost of reaching this wide audience was high, but the investment paid off when paired with a sophisticated retargeting strategy. By launching a **Taboola** remarketing campaign, **BlazePod** could reach users who were already educated about their high-price products, driving conversions and lowering CPAs.

Ultimately, the campaign's success hinged on **BlazePod**'s ability to instill enough trust in potential customers, helping them transition from the broad campaign phase to the more customized remarketing phase.

BlazePod and Taboola Drive Impressive Engagement Across the Marketing Funnel

Powered by **Taboola**'s retargeting capabilities and creative recommendations, **BlazePod** was able to drive high-ticket sales and "Add to cart" conversions at low costs. Unlike other ad platforms that fixate on last-click attributions, **Taboola** was able to generate performance and in-depth engagement across the customer journey — even with an extended conversion timeline.

Even for campaigns with shorter timelines, **Taboola** — often touted as an "evergreen" platform rather than an event-specific one — delivered impressive results. After a holiday campaign in December 2022, for example, **Taboola** achieved a 131% return on ad spend. Compared to a popular social channel, **Taboola** also generated 3X more "add to Cart" conversions, a 70% lower "Add to cart" CPA, and 5X higher purchase value.

Overall, **BlazePod**'s ad campaigns with **Taboola** transcended norms. They showcased an exceptional understanding of audience dynamics and campaign costs. Perhaps most importantly, they proved that campaign success isn't just about driving quick clicks, but in nurturing a customer journey that spans channels and stages of the funnel. As a result of this masterful approach, **BlazePod** was able to enjoy both short-term conversions and long-term customer engagement — at lower costs.