

ABOUT YOU[®]

"We were excited to test Taboola's new Dynamic Creative Optimization E-Commerce solution. As the performance of our first campaign improved heavily over time, we now integrated DCO to ABOUT YOU's performance marketing mix."

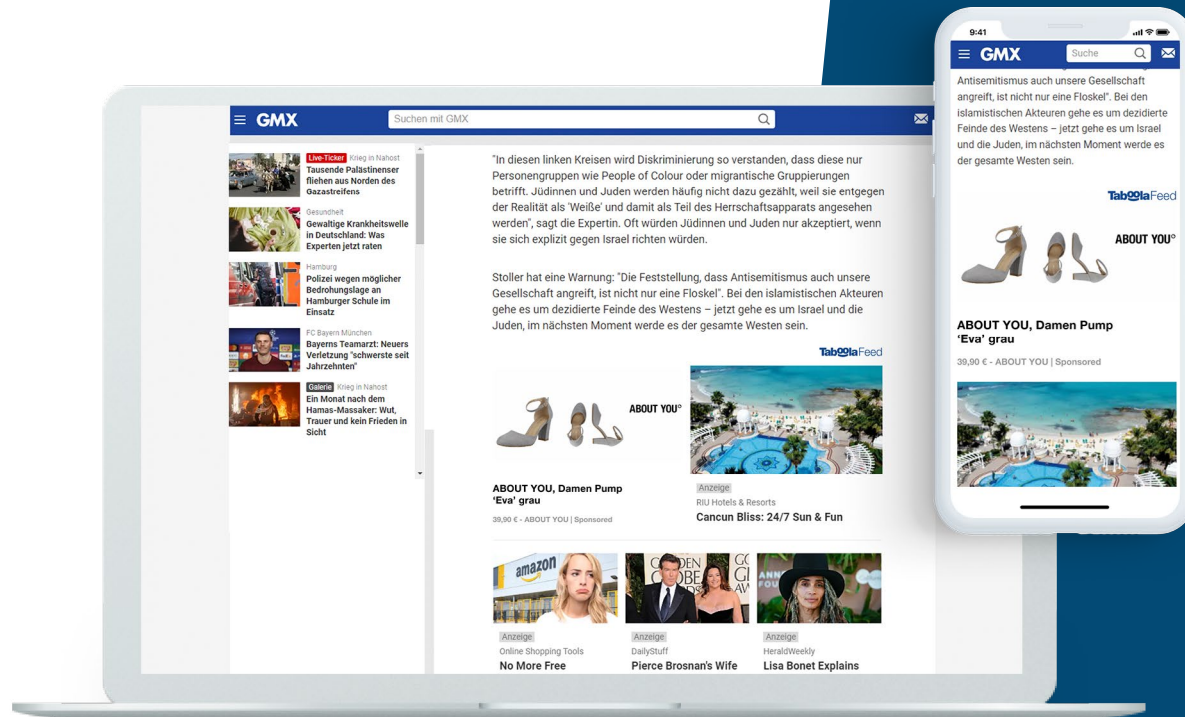
- **Florian Glashoff**, Team Lead Display & Video, ABOUT YOU
- **Lina Zeiss**, Performance Marketing Manager, ABOUT YOU



FASHION

**ABOUT YOU Achieves 679%*
Average ROAS with Taboola
Dynamic Creative Optimization**

679%
Average ROAS



COMPANY

ABOUT YOU is one of the largest fashion and lifestyle stores in Europe, digitizing the classic shopping stroll by creating an inspiring and personalized shopping experience on the smartphone.

CHALLENGE

Drive incremental e-commerce sales on the open web by retargeting past website visitors with personalized content.

SOLUTION

Use **Taboola** Dynamic Creative Optimization to customize and optimize ad creatives for users in real time, driving increased clicks and conversions.

RESULTS

With **Taboola** Dynamic Creative Optimization, **ABOUT YOU** achieved a **679% average ROAS** and delivered more personalized customer experiences.

ABOUT YOU Delivers Personalized Ad Creatives at Scale with **Taboola**

Introduction

ABOUT YOU digitizes the offline shopping stroll by creating an inspiring and personalized shopping experience on the smartphone. At **ABOUT YOU**, the focus is on the customers, who are supported in expressing themselves individually through fashion. On the website aboutyou.com and the multi-award winning **ABOUT YOU** app, customers find versatile inspiration and over 600,000 items from around 3,800 brands. With more than 45 million unique active users per month, **ABOUT YOU** is one of the largest online fashion stores in Europe. It is active in all key markets in Continental Europe and in total provides worldwide shipping options to around 100 countries.



ABOUT YOU Re-Engages Website Visitors with Taboola Retargeting

ABOUT YOU aimed to increase e-commerce sales on the open web and retarget people via native ads who would have already visited their site. As a leading native ad platform, **Taboola** helps people discover things they may like by reaching them with recommended content on top publisher sites. Powered by a massive dataset and artificial intelligence, **Taboola** works with over 15,000 advertisers to reach millions of users across the open web.

Taboola is constantly building innovative, forward-thinking tools to help advertisers improve performance and meet their goals. Offering **ABOUT YOU** a risk-free test of their new capability, **Taboola** Dynamic Creative Optimization (DCO), helped both sites.

DCO is an ad technology that builds customized ad creatives for users in real time, increasing clicks and conversions. Basically, **Taboola** tracks the brand's website interactions with the **Taboola** Pixel. So any time someone views a product, adds something to their cart, or goes to check out, **Taboola** can retarget them with relevant offerings that match their interests. Meaning, one shopper might see an ad for sportswear while another sees an ad for ankle boots — all based on their past interactions.

ABOUT YOU Drives Incremental E-Commerce Sales Across the Open Web

ABOUT YOU tested DCO with their biggest market: Germany. They were able to capture attention by optimizing a variety of ad elements in real time, including images, pricing, and banner sizes. **Taboola** also seamlessly adapted the tool to **ABOUT YOU**'s needs, aligning with the brand's target KPIs and attribution model, as the optimization and reporting was based on what **ABOUT YOU** wanted to achieve.

With **Taboola**'s new capability, **ABOUT YOU** generated an **679% average return on ad spend (ROAS)***. And, most importantly, they were able to retarget and re-engage already active users on environments they could not be fully reached before, to drive them further down the funnel to complete their purchases.

After the success of this test campaign, **ABOUT YOU** is now using DCO to further test strategic markets on the **Taboola** network. They're also working hand-in-hand with **Taboola**'s e-commerce team to build optimization tactics and strategize new ways to improve performance.

* in Q4/2022