



LIFE STYLE

Seven.One Entertainment Group Achieves 12% Higher CVR with Taboola's Maximize Conversions Tool



"We were excited to test Taboola's new Maximize Conversions solution to promote our series, Paula kommt on the SIXX TV channel. Maximize Conversions allowed us to save time and increase efficiency by automatically optimizing bids while staying within our budget. In just a four-week testing period, we were able to increase our conversion rates by 12 percentage points across all campaigns."

- **Zhe Sheng Lu**, Performance Marketing Manager,
Seven One Entertainment Group

12%

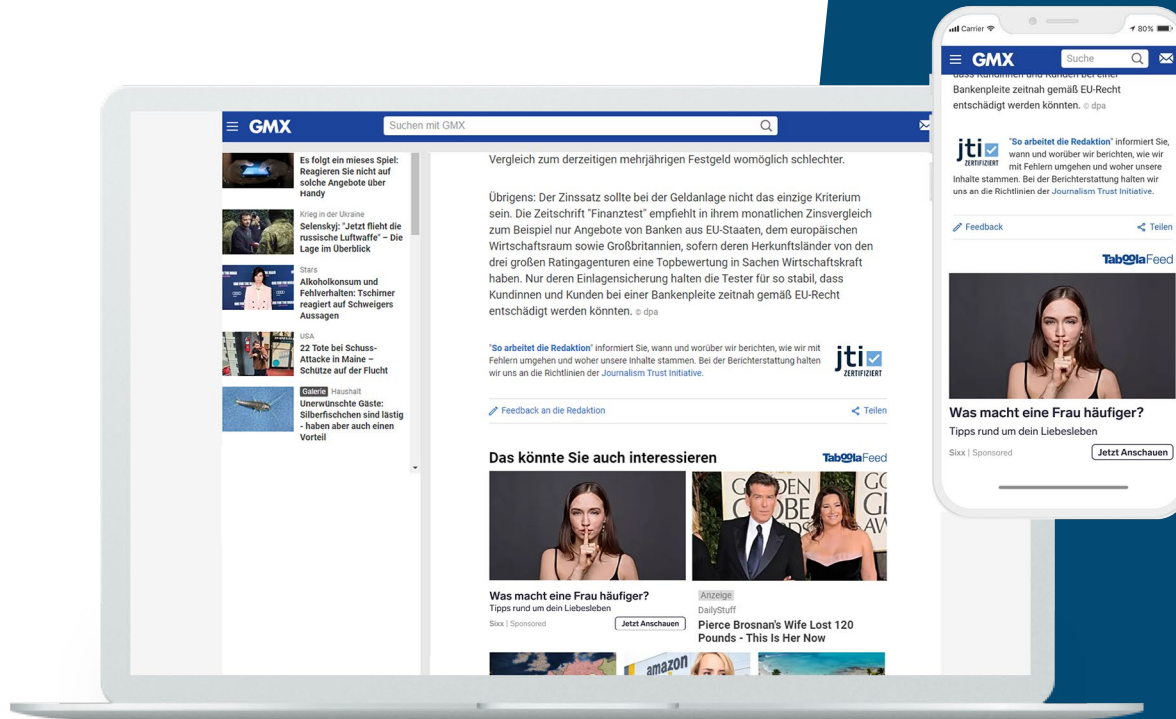
Increase in
Conversion Rate
Across Campaigns

11X

Increase in Desktop
Conversions

13%

Lower Conversion
Costs on Mobile



COMPANY

Seven.One Entertainment Group is leading creator and distributor of premium entertainment, inspiring millions with their content.

CHALLENGE

Achieve cost-effective conversions in the form of video views.

SOLUTION

Use **Taboola's** new Maximize Conversions solution to promote the TV series, Paula kommt across premium publisher sites.

RESULTS

After a four-week testing period, **Seven.One Entertainment Group** achieved a **12% increase in CVR** with **Taboola's** Maximize Conversions feature.

Seven.One Entertainment Group Promotes TV Series with **Taboola** Image Ads

Seven.One Entertainment Group Optimizes Performance Results with Taboola's Maximize Conversions Tool

Seven.One Entertainment Group is leading creator and distributor of premium entertainment, reaching over 31 million people with their digital content each month. For this campaign, they were eager to drive cost-effective conversions for their TV series, Paula kommt on the SIXX channel. SIXX is a German TV channel geared towards women aged 14-39 years old, enriching their lives with multiplatform experiences and diverse stories.

So, how could **Seven.One Entertainment Group** help more women across Germany discover the sensational series, Paula kommt?

With **Taboola** native ads. As a content recommendation platform, **Taboola** helps over 15,000 advertisers reach nearly 600 million daily active users with sponsored content across top publisher sites.

For this campaign, **Seven.One Entertainment Group** created custom Image Ads to promote their series. Each Image Ad consisted of an eye-catching visual, title, description, and call to action — in this case, “Watch Now.” Once users clicked through, they were taken to the SIXX website, where they could learn more about Paula kommt and start watching.

Still, **Seven.One Entertainment Group** wanted to take their performance results even further. So they opted to run a test campaign with **Taboola's** new automated bidding solution: Maximize Conversions.

Maximize Conversions automatically optimizes bids to drive as many conversions as possible within an advertiser's target budget. It's all powered by SmartBid, **Taboola's** core machine learning algorithm that uses historical data to predict conversions and make adjustments accordingly.

Seven.One Entertainment Group Achieves 6X More Mobile Conversions with Taboola Bidding Strategy

For many advertisers, performance results are more crucial than ever. They want to know that — beyond just fast clicks and low CPCs — their campaigns actually deliver conversions and keep customers moving through the funnel.

That's where Maximize Conversions can help.

After just a four-week testing period, **Taboola's** Maximize Conversions solution delivered tangible results for **Seven.One Entertainment Group**. With this new feature enabled, the brand generated 6X more mobile conversions at 13% lower costs and 11X more desktop conversions. Across all campaigns, **Seven.One Entertainment Group** achieved a 12% higher conversion rate (CVR).

The success of this test run proved that **Taboola** has the power to help advertisers drive conversions within their budget, make the most of their campaign spend, and, ultimately, maximize performance at scale.