



"We achieved significant success with Taboola by collaborating closely with their product team before launching a new bidding strategy. By implementing the automated approach of Maximize Conversions, we not only saved valuable time and effort but also expanded our reach to previously untapped inventory, showcasing our success in terms of improved efficiency and increased profitability."

- Jos Meier, Founder & Managing Director, Click Crew Media

10X

Increase in Scale with
Maximize Conversions

2X

Increase in ROI with
Maximize Conversions

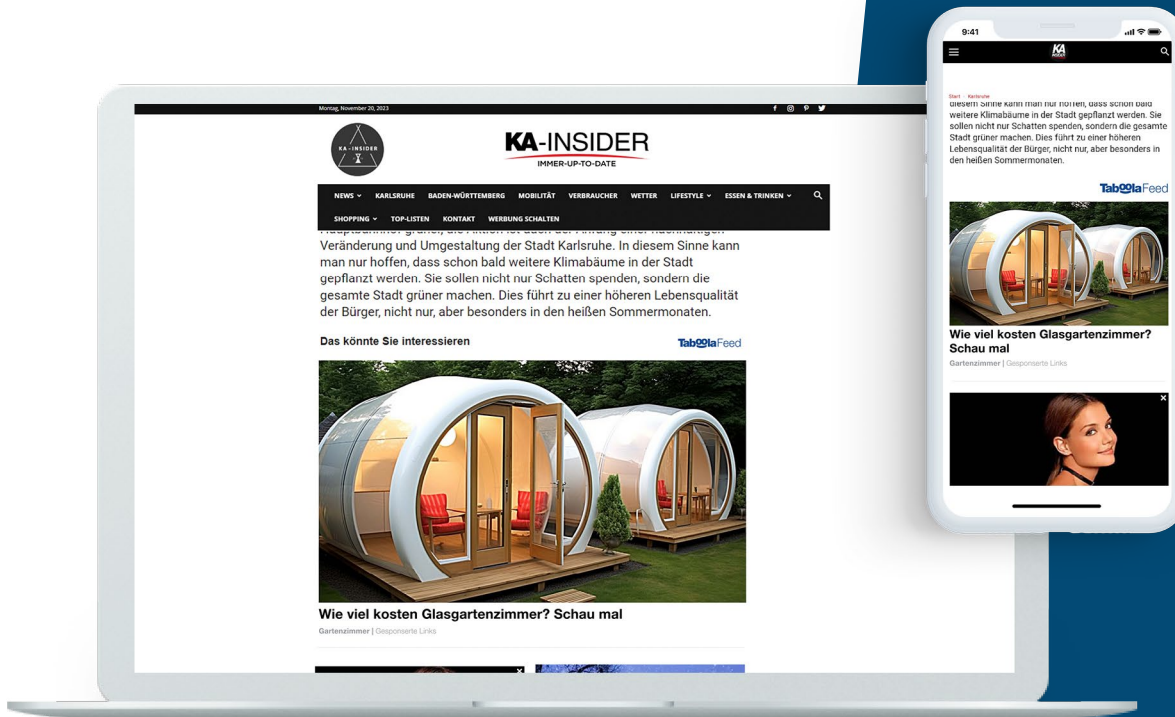
12.5%

Lower CPV with
Maximize Conversions



BUSINESS / B2B

**Click Crew Media Nearly Doubles ROI
with Taboola Maximize Conversions**



COMPANY

Click Crew Media is a performance-based advertising agency with a passion for native and social ads.

CHALLENGE

Help clients deliver high-quality native ads on an automated, data-driven platform.

SOLUTION

Use **Taboola** native ads and Maximize Conversions bidding solution to increase engagement at more efficient costs.

RESULTS

With **Taboola** Maximize Conversions, **Click Crew Media** achieved a **10X increase in campaign scale**, **10X increase in conversions**, **2X increase in ROI**, and **12.5% decrease in CPV**.

Click Crew Media Drives Conversions and ROI with **Taboola** Native Ads.

Introduction

Click Crew Media is a performance-based advertising agency with a passion for native and social ads. Based in Amsterdam, **Click Crew Media** creates media buying strategies and develops their own technology to help drive high-quality, high-volume conversions for international advertising clients.



Click Crew Media Boosts Performance at Efficient Costs with Taboola's Automated Bidding Strategy

Click Crew Media was looking for a high-quality, transparent, and data-driven native ad platform through which to launch automated campaigns for their clients. Specifically, they wanted a solution that would deliver impressive engagement and performance results at efficient costs.

That's where **Taboola** was able to help. As a leading content recommendation platform, **Taboola** helps advertisers deliver personalized native ads in brand-safe environments across over 9,000 publisher properties. **Taboola** also offers a comprehensive suite of tools and capabilities to optimize performance at more efficient costs.

Click Crew Media harnessed **Taboola's** Maximize Conversions solution to increase results while scaling their campaigns. Maximize Conversions is an innovative bidding strategy that automatically optimizes bids to maximize performance; it's part of **Taboola's** suite of SmartBid solutions. Powered by **Taboola's** core machine learning algorithm, this solution allows advertisers to generate as many conversions as possible while staying within a predefined budget or target cost per acquisition (CPA).

Achieves 10X Increase in Scale with Maximize Conversions

By fully automating their campaign bids, **Click Crew Media** didn't have to worry about manually adjusting cost per click (CPC) for each client, ad, or publisher site. Meaning, they could save valuable resources and spend more time strategizing and scaling campaigns across the web. In fact, **Click Crew Media** was able to access previously untapped inventory by using Taboola's Maximize Conversions solution.

The result? With Maximize Conversions enabled, **Click Crew Media** helped one client achieve a **10X increase in campaign scale, 10X increase in conversions, and nearly 2X increase in ROI** — all at a **12.5% lower cost per view (CPV)**. **Taboola's** Maximize Conversions also delivered a greater scale than competitor platforms. In some cases, **Click Crew Media** saw their **scale increase by over 300% within a week**.

Going forward, **Click Crew Media** will continue to expand their campaigns and optimize performance by using **Taboola's** Maximize Conversions bidding solution.