



*“Besides supporting us with setting up the campaign, Taboola’s account team provided us with really helpful insights and optimization tips. Especially since the campaign was live in nine different European countries, they were instrumental in monitoring ad performance and ensuring we met our goals. In fact, Taboola’s native ads outperformed other video formats across key metrics like eCPM, VTR, CTR, and CPC.”*

*- Julia Ruhland, Senior Kampagnen Managerin  
Display & Programmatic*

30%

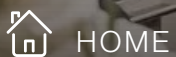
Lower eCPM Than  
Other Video Formats

65%

Higher VTR Than  
Other Video Formats

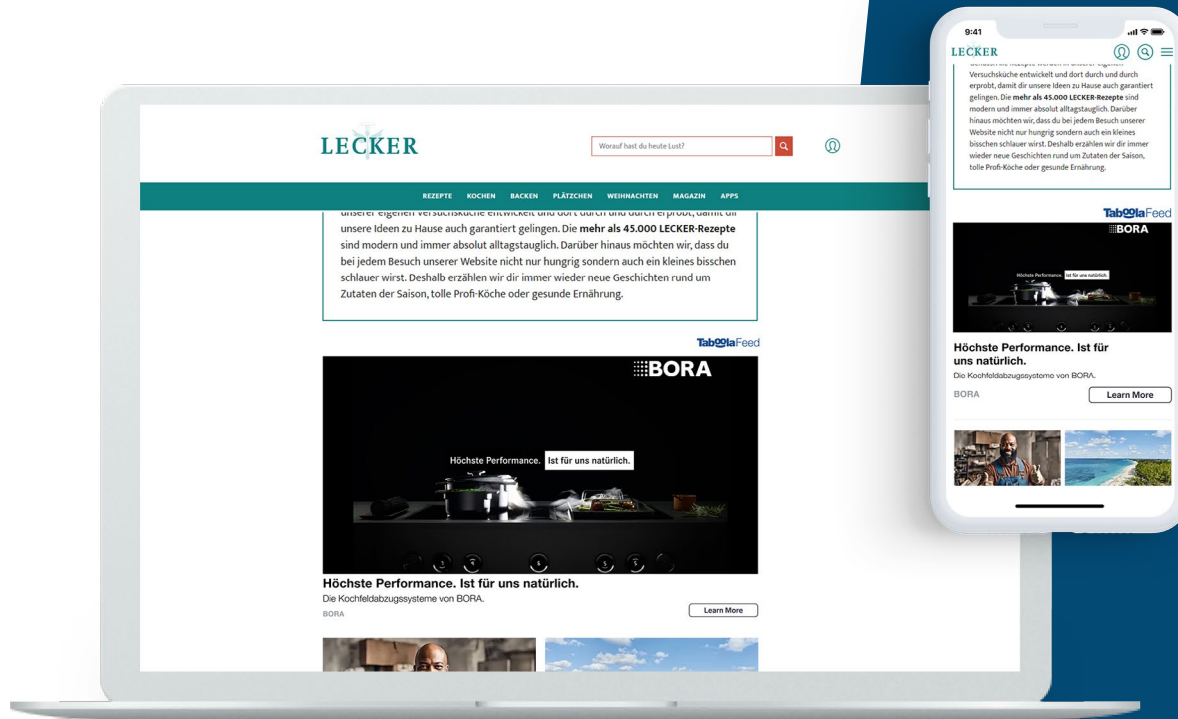
2X

Higher CTR Than  
Other Video Formats



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**BORA & TERRITORY MEDIA Increase Awareness at 30% Lower eCPM with Taboola Video Ads**



## COMPANY

**BORA** is a German company that sells premium built-in kitchen appliances with innovative technology and design. **TERRITORY MEDIA** is a full-service agency that provides holistic, 360° consulting across all media types.

## CHALLENGE

Increase awareness for **BORA's** unique cooktop extractor by launching a video campaign across nine European countries.

## SOLUTION

Use **Taboola** Video and Motion Ads to reach target audiences in native, brand-safe environments.

## RESULTS

Compared to other video formats, **Taboola** Video Ads achieved a **30% lower eCPM**, **65% higher VTR**, and **2X higher CTR**.

**BORA** Promotes Innovative Kitchen Appliances with **Taboola** Video and Motion Ads

## Introduction

**BORA Vertriebs GmbH & Co. KG** is a German company, founded in 2007, that sells premium built-in kitchen appliances like the cooktop extractor system and steam cooking and baking systems. Since September 2023, BORA's product range has expanded to include additional categories: refrigeration and freezing systems, lighting and additional supplies, and accessories. **BORA's** mission is to revolutionize the kitchen as a living space by providing extraordinary products for extraordinary experiences.

**TERRITORY MEDIA** is a full-service media agency that provides holistic, 360° consulting expertise across all media types to increase campaign efficiency and performance.



## BORA Targets Customers in Brand-Safe Environments with Taboola Native Ads

**BORA** sells high-quality, built-in kitchen appliances with impressive design standards. For this latest campaign, **BORA** wanted to put its innovative cooktop extractor system in the creative spotlight. Instead of pulling cooking fumes up into a bulky hood, the cooktop extractor draws them directly from where they originate — be it a pot, pan, grill, or roaster.

To drive awareness for this unique solution, **BORA** was looking to launch a video ad campaign across nine European countries. And they didn't just want to rely on traditional programmatic video campaigns. After all, an innovative product needs an innovative ad campaign. So they tested native video ads, which match the form and function of their surrounding content.

That's where **Taboola** came in.

As a leading native advertising platform, **Taboola** helps more than 15,000 advertisers reach their target audiences across the open web — in environments where they're already engaging with content and ready to consume something new.

With **Taboola**, **BORA** was able to scale their campaign throughout nine European countries while still meeting their high standards for brand safety. They tapped into **Taboola**'s vast network of over 9,000 premium, vetted publisher properties and used the platform's geotargeting capabilities to reach just the right audiences.

## Taboola Video Ads Achieve 65% Higher VTR than other Video Formats

**BORA** and **TERRITORY MEDIA** launched **Taboola** Video Ads to educate potential customers about their products and drive users to a landing page where they could learn more. To grab attention and increase engagement, **BORA** also experimented with **Taboola** Motion Ads. These ads include short, GIF-like videos are designed to increase clicks and conversions while lowering costs.

The results speak for themselves. Compared to other video ad formats, **Taboola**'s native ads achieved a **30% lower effective cost per mille (eCPM)**, **65% higher view-through rate (VTR)**, and **2X higher click-through rate (CTR)**. Overall, **Taboola** helped **BORA** and **TERRITORY MEDIA** increase awareness among their target audience at more efficient costs.