



"We were excited to test Taboola's new Maximize Conversions feature. With this automated bidding solution, we're able to drive as many conversions as possible under our target CPA. In fact, Maximize Conversions delivered conversions at a 12% lower CPA than our target goal, allowing us to increase performance while decreasing costs."

- Satoru Nagawa, Director, Digital Athlete

27%

Lower CPA Than
Competitor Average

12%

Lower CPA than
Target with Maximize
Conversions

348%

Increase in
Customer Spend

Digital Athlete Drives 12% Lower CPA Than Target with Taboola's Maximize Conversions



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COMPANY

Digital Athlete is a digital ad agency that provides comprehensive marketing services and support to more than 1,800 companies.

CHALLENGE

Drive conversions for the state-of-the-art Loofen trash can that helps reduce kitchen waste.

SOLUTION

Use **Taboola** Sponsored Content and Maximize Conversions tool to send customers to the Loofen landing page, where they can purchase the product.

RESULTS

With **Taboola's** Maximize Conversions tool, **Digital Athlete** drove a **12% lower CPA than their target goal** and **increased spend by 348%**. Overall, the **Taboola CPA was 27% lower than the competitor average**.

Digital Athlete Generates Conversions with **Taboola** Motion Ads

Introduction

Digital Athlete, based in Tokyo, is a digital ad agency that provides comprehensive marketing services and support to more than 1,800 companies across industries. **Digital Athlete**'s team of experts has a track record of leading successful web marketing strategies — from website design and landing page production to cutting-edge campaigns for improved performance.



Digital Athlete Uses Taboola Smart Bidding Tools to Increase Performance Results

Digital Athlete was tasked with helping an advertiser drive conversions for a specific product. The product was Loofen — a state-of-the-art trash can that uses technology to help reduce food waste and smells in the kitchen. **Digital Athlete** didn't just want to drum up engagement for the product, however. Their goal was to drive conversions in the form of completed orders.

Taboola, a global leader in powering recommendations for the open web, had the tools to help **Digital Athlete** deliver this performance within their budget.

Most notably, **Digital Athlete** implemented **Taboola's** new automated bidding technology: Maximize Conversions with Target CPA. Maximize Conversions helps advertisers save time on manual bidding by automatically optimizing bids to generate performance results. Early adopters are already seeing up to 50% boost in conversions with this new solution.

Digital Athlete opted to use Maximize Conversions with the Target CPA option. Meaning, all they had to do was specify their desired CPA goal, and **Taboola's** AI-based algorithm would do the rest — automating their bids to drive as many conversions as possible without exceeding their target CPA cap.

Taboola's Maximize Conversions Drives 27% Lower CPA Than Competitor Average

With **Taboola's** Maximize Conversions enabled, **Digital Athlete** drove a **12% lower CPA than their target goal**. In fact, **Taboola's** campaign CPA was **27% lower than the average of competitor platforms**.

Customer spend also increased by an astounding 348% with Maximize Conversions — allowing Loofen to finally **achieve their goal of over 1 million yen spent per day**.

After the success of this campaign, **Taboola** and **Digital Athlete** now plan to hold a **Taboola Pro** demonstration to help the agency's experts better understand the platform's capabilities and learn how to make the most of their **Taboola** campaigns.

And **Taboola** and **Digital Athlete** will hold a seminar next year after inviting some advertisers.