



# Vodafone Turkey Drives 39% Increase in Leads with Taboola Multi-format Campaign



*"We experimented with Taboola's branding video setup for the first time. With this engaging video format and Taboola's extensive inventory, we successfully reached our target audience. After pairing our Video Ads with a retargeting strategy, Taboola took our Residential Broadband campaign to the next level, significantly increasing leads and website visits in less than two months."*

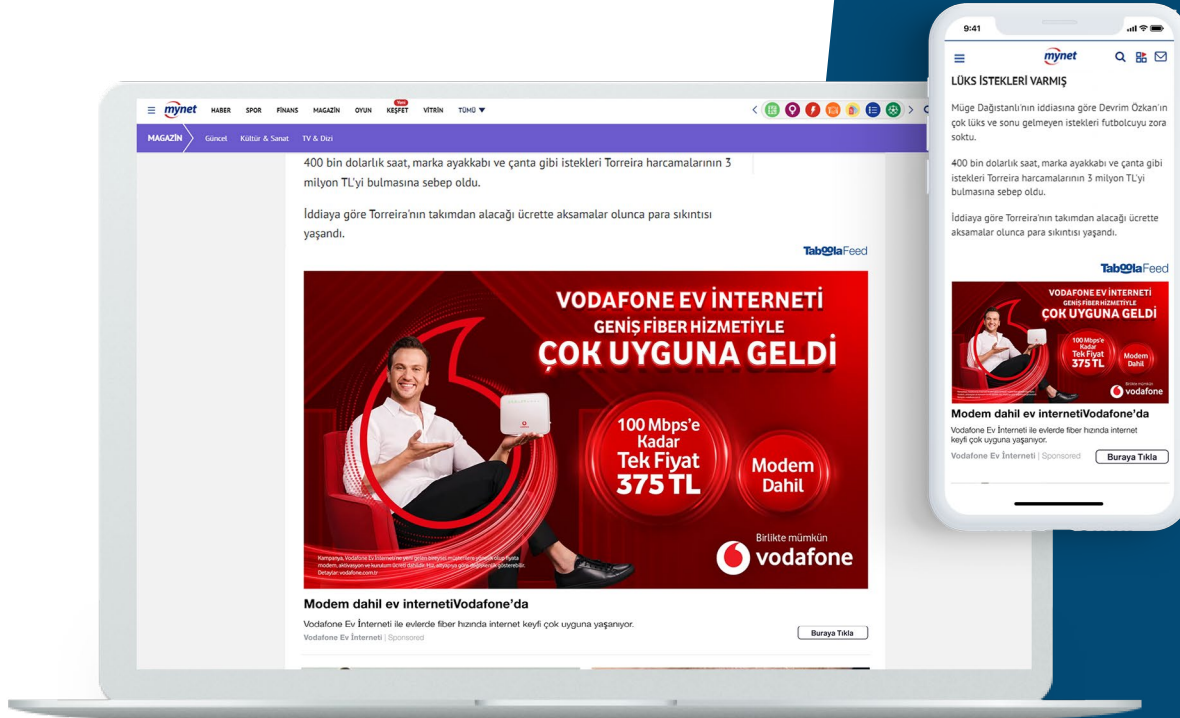
**- Seçil Demiralp**, Head of Brand & Marketing Strategy,  
Vodafone Turkey

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39%  
Increase in Leads

2X  
Increase in  
Clickthrough Rate

24%  
Increase in  
Website Visits



Click to Play

## COMPANY

A part of the **Vodafone Group**, which operates as one of the world's leading technology communications providers, **Vodafone Turkey** offers a range of telecommunications technologies to individuals and enterprises.

## CHALLENGE

Increase visibility in the home internet service market and build top-of-mind awareness among potential customers.

## SOLUTION

Launch **Taboola** Video Ads to educate new customers about home internet services. Then, retarget engaged video viewers with **Taboola** Image and Motion Ads, driving them to the brand website.

## RESULTS

With **Taboola**, **Vodafone Turkey** achieved a **24% increase in website visits**, **2X increase in CTR**, and **39% increase in leads**. **Taboola** emerged as the **second-highest performing channel in terms of lead generation** for the campaign.

**Vodafone Turkey** Experiments with **Taboola** Branded Video Content





## Introduction

A part of the **Vodafone Group**, which operates as one of the world's leading technology communications providers, **Vodafone Turkey** offers a range of telecommunications technologies, including fixed, mobile, and content services to individuals and enterprises, in line with its vision of "building a digital future for everyone."

## Vodafone Turkey Reaches Home Internet Customers with Taboola Video Ads

**Vodafone Turkey** was seeking a distinctive marketing framework that would help increase visibility in the home internet service market and build top-of-mind awareness among potential customers. They were also looking for a high-traffic marketing channel through which to acquire ISP users.

For years, **Vodafone Turkey** had worked with **Taboola** to launch native Image Ad campaigns at scale in brand-safe environments. Powering recommendations for the open web, **Taboola** helps over 15,000 advertisers reach nearly 600 million daily active people across 9,000 publisher sites. So **Vodafone Turkey** had already had success generating high-quality and high-volume website traffic on the platform.

For their EV Interneti (Residential Broadband) campaign, the brand was ready to diversify their ad offerings and experiment with **Taboola's** eye-catching Video Ads for the first time. By adding this new format to their mix, **Vodafone Turkey** hoped to increase traffic volume among potential customers and convey their message to a broad audience.

For this part of the campaign, **Vodafone Turkey** created a 30-second video and an 18-second video, with each providing detailed information about the brand's residential broadband services.

## Vodafone Turkey Achieves 2X Increase in CTR with Taboola Retargeting

**Vodafone Turkey** worked with their **Taboola** account manager to construct an innovative, multi-format remarketing campaign, building off the momentum of the Video Ads.

**Vodafone Turkey** retargeted engaged video viewers with a mix of **Taboola** Image and Motion Ads, composed of short, GIF-like graphics. This way, they could be sure they were reaching only the most interested consumers.

Once users clicked on the ads, they were taken to a landing page for **Vodafone Turkey**'s residential broadband services, where they could learn more about this offering and submit their information for a special discount.

Backed by this powerful retargeting strategy, **Vodafone Turkey** saw a **2X increase in clickthrough rate performance and 39% increase in leads** compared to the previous campaign period.

## Taboola Emerges As Second-Highest Performing Channel for Lead Generation

Running from September 18 to November 30, **Vodafone Turkey**'s multi-format EV Interneti campaign delivered impressive results across the marketing funnel — helping the brand reach their goals of driving awareness and consideration among new customers. In fact, **Taboola** emerged as the **second-highest performing channel in terms of lead generation** for the campaign.

Additionally, with **Taboola**, **Vodafone Turkey** was able to achieve a **24% increase in website visits** and **11% increase in the rate of new visitors** compared to the previous campaign period.

Now, **Vodafone Turkey** looks forward to launching future native ads with **Taboola** and experimenting with **Taboola**'s Generative AI tools for Turkish-language campaigns.