



289% Higher Volume of Lead Generation\*

196% Higher Spend Opportunity\*

24% Lower Cost Per Lead Generation\*

### **Tab©la** CaseStudy

#### **COMPANY**

One of America's largest financial lenders, helping millions achieve the dream of home ownership.

#### **CHALLENGE**

Increase the volume and profitability of KPIs.

#### **SOLUTION**

Launch native ads on **Yahoo** inventory, powered by **Taboola.** 

#### **RESULTS**

With **Taboola** and **Yahoo**, the finance brand achieved a **289% increase in volume of lead generation, 196%** higher spending opportunity, and **24% lower CPL.** 



Financial Brand Scales Reach with New **Taboola** and **Yahoo** Native Ad Solution



# Accessing the World's Largest Native Ad Marketplace

One financial advertiser was looking to meet two key objectives: increase the volume and profitability of their campaign KPIs. For years, they'd been using **Yahoo'**s DSP to access proprietary ad inventory across **Yahoo'**s vast network of trusted properties, which includes mail, sports, finance, and news platforms.

To meet these new campaign objectives, the finance brand was ready to test a new integration within the DSP: the **Yahoo** Native workflow powered by **Taboola**. As a global leader in native advertising, **Taboola**'s network spans over 9,000 publishing partners and 500M daily active users. Now, as the exclusive native ad partner for **Yahoo**, **Taboola** allows advertisers to access premium inventory across **Yahoo**'s platforms, which reach nearly 900 million readers around the world each month.

Together, **Yahoo** and **Taboola** have built what will be the world's largest native marketplace, giving brands the tools they need to deliver high-quality campaign results.

## Finance Brand Drives 24% Lower CPL with Taboola and Yahoo Native Ads

By combining **Yahoo** inventory with **Taboola**'s technology and native ad expertise, the finance brand was able to exceed their campaign goals — **increasing both volume and profitability** of their KPIs.

Specifically, **Taboola** and **Yahoo** drove a **289% increase in volume** of lead generation, 196% increase in spend opportunity, and **24%** decrease in cost per lead generation (CPL) compared to previous campaigns. **Taboola** and **Yahoo**'s native ads also surpassed Facebook performance — proving the power of this innovative and next-level solution for advertisers.

\*Source: Yahoo internal data