 FINANCE

Muang Thai Life Assurance PCL Achieved 65% Lower CPA with Taboola's Maximize Conversions

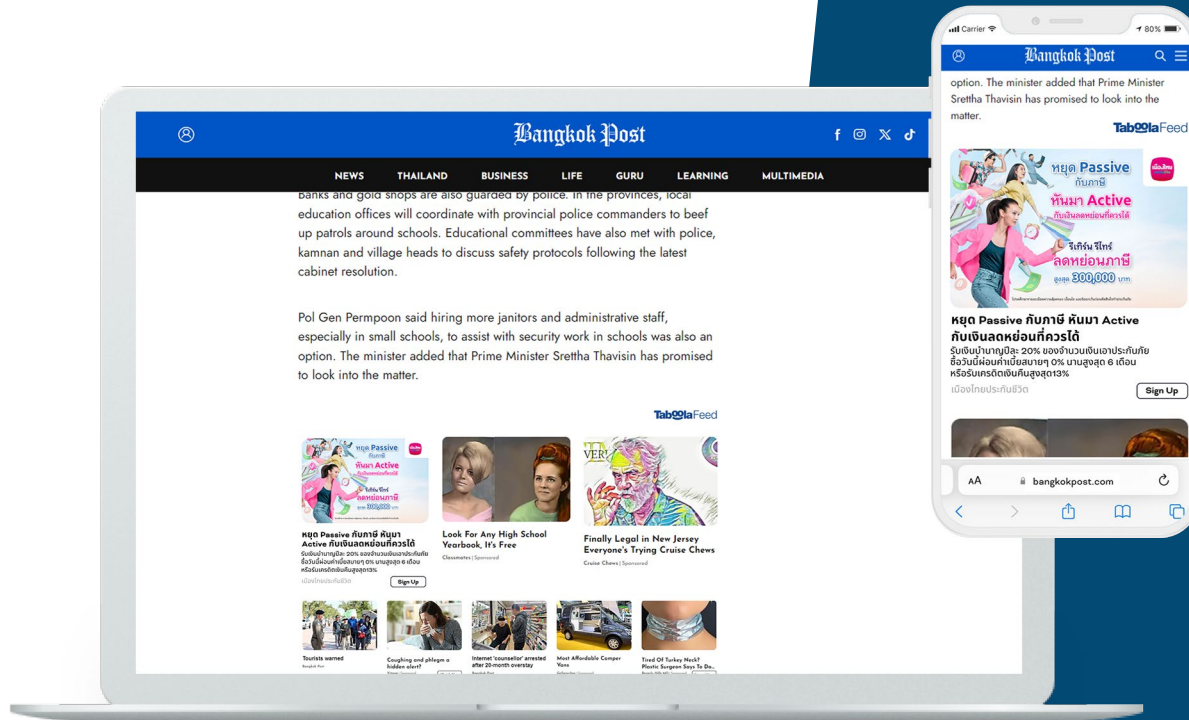


"Having worked with Taboola since 2022, we were proud to be one of the first enterprise accounts to test their new Maximize Conversions solution. We were very impressed with the results. Maximize Conversions helped us reduce the complexities of bid optimization and deliver predictable performance at scale."

- Muang Thai Life Assurance Public Company Limited

65%

Decrease in Cost
Per Acquisition



COMPANY

Muang Thai Life Assurance PCL is a Thai insurance company that offers innovative life, health, and investment solutions.

CHALLENGE

Use new channels to increase sign-ups among target customers in Thailand.

SOLUTION

Launch **Taboola** Image Ads across top publisher sites, targeting audiences by interest. Automate bids with **Taboola's** Maximize Conversions solution to optimize performance while lowering costs.

RESULTS

With **Taboola**, **Muang Thai Life Assurance PCL** increased conversions at a **65% lower CPA**, outperforming social media ads. **Taboola** was one of the campaign's **top-performing channels**.

Muang Thai Life Assurance Targets Unique Audience Segments by Interest with **Taboola** Image Ads

Introduction

Muang Thai Life Assurance Public Company Limited (PCL) is an insurance company that offers life, savings, health, and critical illness insurance, as well as employee benefits and accident protection services. Their mission is to be customers' trusted lifetime partner, providing innovative investment solutions that put customers at the heart of everything they do.



Muang Thai Life Diversifies Their Ad Mix with Taboola Sponsored Content

Muang Thai Life Assurance was looking to increase sign-ups for their services, targeting a nationwide audience in Thailand. Specifically, they were preparing to launch a year-end campaign promoting life insurance options with tax deductions.

The problem was that **Muang Thai Life Assurance**'s existing channels weren't delivering results. They'd failed to help the company scale their reach and meet their KPIs. Evidently, **Muang Thai Life Assurance** had to start exploring new channels if they wanted to achieve their performance goals.

That's when the company found **Taboola**. As a leading native advertising platform, **Taboola** helps over 15,000 advertisers deliver brand-safe sponsored content in a range of formats across the open web.

Muang Thai Life Assurance worked with **Taboola** to develop a variety of personalized Image Ads, each containing a static visual, headline, and compelling call to action. To maximize their reach, the company aligned their campaign with **Taboola**'s best practices for engaging diverse and wide audiences at scale. The ads were distributed across vetted publisher sites in **Taboola**'s network, including Bangkok Post, Thairath, and Manager Online.

Muang Thai Life Assurance Drives Insurance Sign-Ups at Scale with Taboola's Maximize Conversions

Once **Muang Thai Life Assurance** achieved their desired scale, they leveraged the expertise of their Taboola account manager, who suggested refining their target audiences. **Muang Thai Life Assurance** tapped into **Taboola**'s Data Marketplace to access a range of ready-made audience segments, including people interested in Travel & Lifestyle, Music, Shopping, and Saving Money. With these tools, the company was able to hone their campaign and reach potential customers based on their specific interests and lifestyles.

Muang Thai Life Assurance's account manager also suggested implementing **Taboola**'s Maximize Conversions — an advanced bidding solution that automatically adjusts your spend to drive leads under a target budget. Powered by **Taboola**'s SmartBid algorithm, Maximize Conversions helps advertisers increase performance results at more efficient costs.

With Maximize Conversions enabled, **Muang Thai Life Assurance** was able to achieve their campaign goals: They **increased sign-ups at scale** in just three months at a **65% lower cost per acquisition (CPA)**, outperforming other platforms, including social media ads.

After this successful native ad campaign, **Muang Thai Life Assurance** received the **Taboola** Rockstars Award for Best Enterprise Partner. They now look forward to promoting their new insurance solution across **Taboola**'s network in 2024.