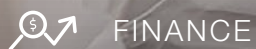




*"We confidently partnered with Taboola to strategically identify and engage with new potential clients in untapped markets. The resulting campaign increased our conversions significantly and even helped improve our conversion rates on other platforms as well."*

- **Maor Falah**, Senior User Acquisition Manager,  
One Zero Bank



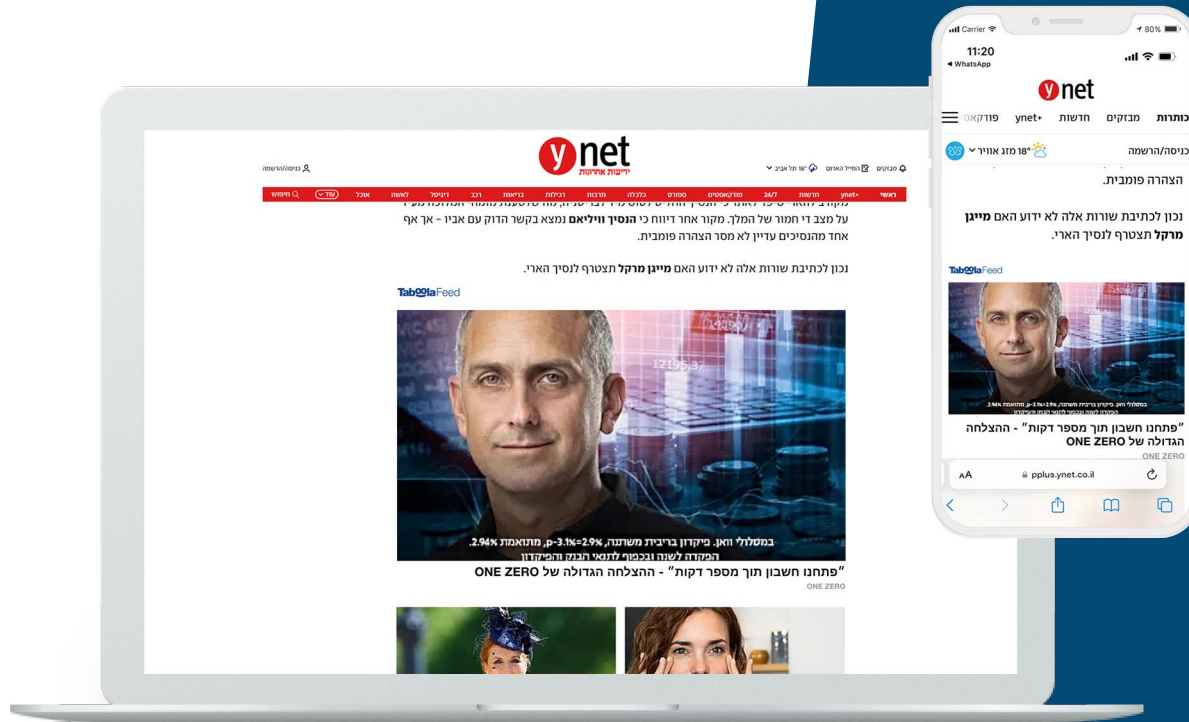
# One Zero Bank Achieve 20% Increase in Conversions with Taboola Motion Ads

20%

Increase in Conversions

40%

Lower CPA Than Target Price



## COMPANY

**One Zero Bank** is the first entirely digital independent bank in Israel, offering flexible and competitive credit solutions, alongside standard banking services.

## CHALLENGE

Reach new and untapped customers, driving high-quality leads at a target price.

## SOLUTION

Use **Taboola** sponsored content funnel and **Enhanced CPC** to drive target audiences to a landing page where they could learn more about **One Zero Bank** and submit their contact information.

## RESULTS

With **Taboola**, **One Zero Bank** achieved a **20% increase in conversions** at a **40% lower cost** than their target price.

**One Zero Bank** Engages Audiences At Scale with **Taboola** Motion Ads

## Introduction

**One Zero Bank** is a leading financial institution based in Israel, renowned for its innovative approach to banking and cutting-edge digital solutions. It is the first entirely digital independent bank in Israel with no physical branches. **One Zero Bank** offers advanced services, including flexible and competitive credit solutions, alongside standard banking services such as current accounts, credit, deposits, and securities management.

**One Zero Bank's** mission is to provide accessible digital banking services to all customers in Israel. The focus is on delivering fast, reliable, and high-quality service around the clock and every day.

**Alios** digital advertising agency is one of the leading performance agencies in Israel, specializing in native advertising.



## One Zero Bank Generates High-Quality Leads with Taboola Sponsored Content

As a new and innovative financial solution, **One Zero Bank** was eager to expand its reach and client base across Israel. The digital bank wanted to generate high-quality leads in untapped markets while maintaining their target costs.

They partnered with **Taboola** and performance agency **Alios** to make this happen. As a leading native advertising platform, **Taboola** powers recommendations for the open web, helping more than 15,000 advertisers reach nearly 600 million daily active users across top publisher sites.

Together, they launched a campaign of **Taboola** Motion Ads and sponsored content, designed to engage readers in brand-safe environments across premium publisher websites. Motion Ads are short video assets, like GIFs, that play on a loop and grab customer attention. They're designed to increase engagement and conversions while maintaining low costs per action.

## One Zero Bank Drive 40% Lower Costs with Taboola

**One Zero Bank** used **Taboola's** advanced targeting tools to make the most of their campaign budget and optimize results. **Taboola's** semi-automated bidding strategy, **Enhanced CPC**, helped the bank optimize their CPCs to drive performance results. **Enhanced CPC** uses proprietary AI and deep learning to adjust bids for the right users at the right moments.

The results of the collaboration were impressive. With **Taboola's** extensive native ad reach, **One Zero Bank** achieved a **20% increase in conversions** compared to their lead generation results before the campaign. They also drove these high-quality leads at a **40% lower cost than their target price** for conversions.

**One Zero Bank** continues to rely on **Taboola** as a lead generating platform. Now, they're working together to build strategies for the next steps of the bank's launch, which will include awareness campaigns and optimizations for closing deals. **One Zero Bank** is also working with **Taboola's** Creative Shop — a global team of expert analysts and strategists — to finalize their ad creatives and further enhance performance results.