

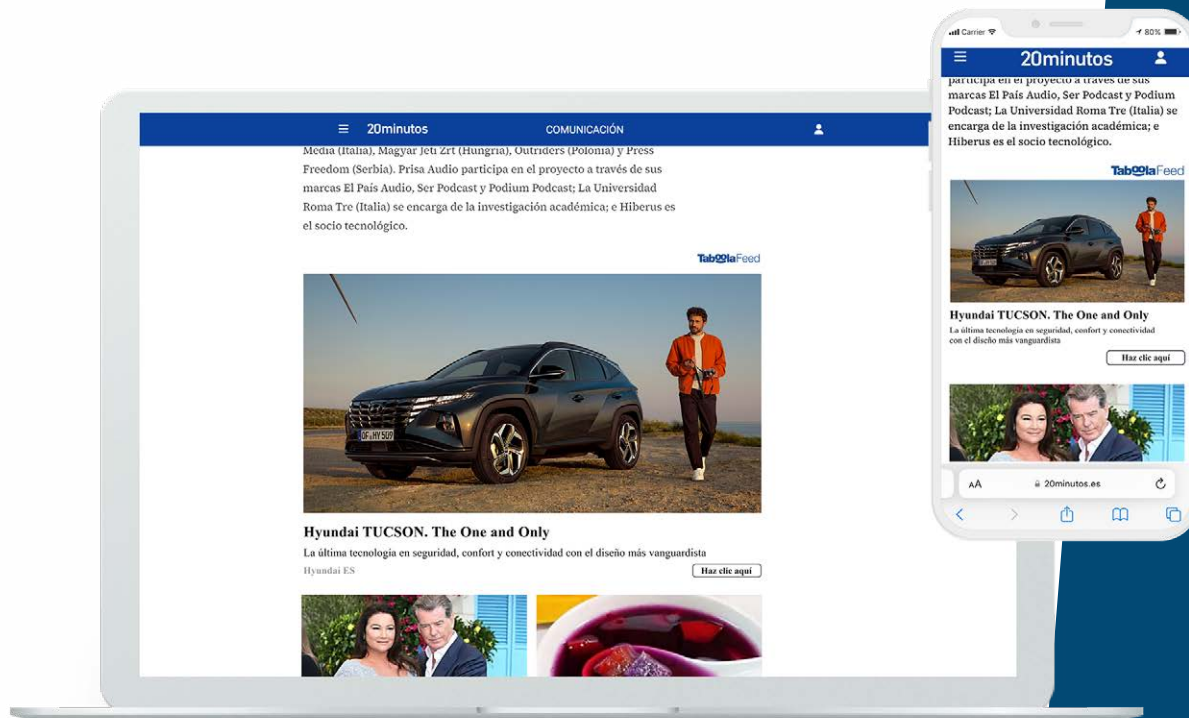
Hyundai & INNOCEAN Drive 30% Lower Cost Per Session with Taboola's Bidding Strategy 'Maximize Conversions'



"In collaboration with Taboola's proficient Account Management and Sales teams, we strategically implemented solutions such as Maximize Conversions, Motion Ads Studio, and the Taboola Pixel, resulting in a remarkable transformation of our campaign performance. Maximize Conversions emerged as a pivotal force, enabling us to reach our target audience at scale and, notably, achieving a remarkable 30% reduction in Cost Per Session (CPS), surpassing our initial targets."

- **Carlos Alonso**, Head of Programmatic, Media Team,
INNOCEAN Spain

30%
Lower Cost Per
Session Than Target



Hyundai Builds Custom Creatives with Taboola Motion Ads Studio in order to show all the **Hyundai Tucson's** new car features

COMPANY

Hyundai Motor Company is a leading automobile manufacturer that designs, develops, and distributes a wide range of vehicles and automotive parts. **INNOCEAN**, launched in 2005 as the marketing vanguard for **Hyundai Motor Group**, evolved rapidly into a true global marketing communications company, with more than 3,000 creative minds and a worldwide network consisting of 41 overseas operations.

CHALLENGE

Drive new Qualified Sessions to the **Hyundai Tucson** landing page among audiences in Spain at a maximum Cost per Session, as well as generating new Leads (Car Configurations) through **Hyundai's** interactive website and reduce the Bounce Rate.

SOLUTION

Our new **Bidding Strategy 'Maximize Conversions'**, powered by our core machine learning algorithm (SmartBid) that automatically optimizes bids to maximize conversions. Our algorithm is able to make continuous adjustments using hundreds of data signals resulting in improved performance.

Another key strategy pillar was our **Creative Strategy**: a combination of **Static Images** and **Motion Ads** created through **Motion Ads Studio** (a free tool found within your Taboola Ads dashboard that allows advertisers to convert their existing Static Ads into Motion Ads), which allowed the user to discover all the Hyundai Tucson's car features.

RESULTS

With **Taboola**, **Hyundai increased Qualified Sessions** at a **30% lower Cost per Session than target**. **Hyundai** also achieved a **26% lower Cost per Lead** as well as a **10% lower Bounce Rate** compared to other channels like Display and Social.

Introduction

Hyundai Motor Company is a leading South Korean automotive company globally recognized for its innovation, quality, and commitment to sustainability. Founded in 1967, **Hyundai** produces a wide range of vehicles, from compact cars to SUVs and 100% electric vehicles. **Hyundai** is distinguished for being the only brand leading five electric technologies: hybrid, hybrid electric, plug-in hybrid, 100% electric, and hydrogen fuel cell, which reflects its leadership in electrification and its commitment to sustainable mobility.

Hyundai strives to provide freedom of movement to everyone by investing in mobility services, building close relationships with leading mobility service providers and expanding their role beyond the automotive transportation sector.

Founded in Seoul, South Korea in 2005, **INNOCEAN** is a global creative communications network with 41 overseas operations across 22 countries and over 3,500 employees that provides a brand experience solution for customers.



Hyundai Reaches Target Audiences at Scale with Taboola's Bidding Strategy 'Maximize Conversions'

Hyundai and **INNOCEAN** Spain were seeking to promote the **Hyundai Tucson** car model in a two-month campaign. Specifically, their goal was to drive new **Qualified Sessions** to their Tucson landing page at a maximum Cost per Session. Hyundai was also looking to increase Car Configurations (Leads), inviting website visitors to build and submit their own Hyundai car model.

Hyundai had previously partnered with **Taboola** to expand their reach across top publisher sites and deliver Native Ads to their target audiences. As a global leader in powering recommendations for the Open Web, **Taboola** helps more than 15,000 advertisers engage nearly 600 million daily active users.

Hyundai Drives with Taboola 26% Lower Cost per Lead compared to Display and Social

Hyundai had previously used **Taboola's** Enhanced CPC targeting strategy to automatically adjust campaign bids that won impressions most likely to convert. For this campaign, however, **Taboola's** Account Management and Sales teams suggested following the new Maximize Conversions Bidding Strategy to automatically increase conversions at more efficient costs. Powered by Smartbid, Taboola's core machine learning algorithm, Maximize Conversions drives as many conversions as possible, in this case landing page Qualified Sessions, within a predefined budget.

Hyundai also placed the **Taboola** Pixel on their site to track and retarget people who'd already engaged with their campaign. With just a simple

line of code, this made it possible to automatically launch personalized campaigns that reached users who were in the funnel and more likely to convert.

Over the course of their two-month **Taboola** campaign, **Hyundai** and **INNOCEAN** Spain effectively increased new Qualified Sessions and Leads among their target audience. Thanks to our advanced solutions like Maximize Conversions, **Hyundai** achieved a **30% lower Cost per Session** than the target. In addition, **Taboola** helped **Hyundai** achieve a **26% lower Cost per Car Configuration** as well as a **10% lower Bounce Rate compared to other channels like Display and Social**.

During the course of this campaign, **Hyundai** and **INNOCEAN** ran **Taboola** Image Ads, which included an eye-catching visual, headline, description, and call to action (CTA). Going further, **Taboola's Account Management and Sales teams** recommended Hyundai to test another of our features: **Taboola Motion Ads**. This is an innovative format of short, GIF-like videos that are displayed on a loop. Motion Ads are designed to help advertisers meet their conversion goals while lowering costs.

With the purpose of increasing the Click-Through Rate and lowering the Cost Per Session and the Cost Per Lead, **Hyundai** tested **Taboola's** free **Motion Ads Studio** tool to quickly convert their existing static creatives into moving visuals that grab user's attention. Each ad placement teased the features of the Tucson — including the latest technology in safety, comfort, and connectivity — and invited viewers to click through to a dedicated landing page.

After the success of this campaign, **Hyundai** and **INNOCEAN** Spain now intend to expand the relationship with **Taboola** in 2024 and to continue driving performance results at scale.