



TRAVEL

# Travel Company Achieves 77% Lower CPA with Taboola and Yahoo Native Ads



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77%

Lower Cost Per Acquisition Than Target Goal

36%

Lower Cost Per Acquisition Than Next-Best-Performing Channel



## COMPANY

A leading international hotel group.

## CHALLENGE

Increase high-quality website visits at a more efficient CPA.

## SOLUTION

Launch native ads powered by **Taboola** across **Yahoo**'s expansive inventory.

## RESULTS

With **Taboola** and **Yahoo**, the travel company achieved a **77% lower CPA than their target goal** and **36% lower CPA than the next-best-performing channel**.



## Travel Company Drives High-Quality Website Visits from the World's Largest Native Marketplace

A leading international hotel group was looking for new ways to drive high-quality website engagement at more efficient costs. Specifically, they wanted to lower the cost per acquisition (CPA) for each qualified site visitor.

**Taboola** and **Yahoo** had just the solution. The two advertising powerhouses recently joined forces to create what will be the world's largest native ad marketplace. It combines **Yahoo**'s vast inventory, which reaches nearly 900 million global readers, with **Taboola**'s premium native ad supply and industry-leading targeting technology — offering advertisers an unprecedented opportunity to scale their reach on the open web.

That meant this travel company was able to deliver personalized **Taboola** Ads to targeted audiences across **Yahoo**'s vast network of premium sites, including **Yahoo** Finance, **Yahoo** News, and **Yahoo** Sports.

The result? By combining the power of both **Taboola** and **Yahoo**'s native ad capabilities, the travel company was able to far exceed their campaign goals: They achieved a **77% lower CPA than their target** and **36% lower CPA than the next-best-performing channel**.