bedrop

"Taboola's native ads allowed us to reach customers we couldn't on other platforms like Meta and Google. Our Taboola Account manager was also instrumental to our success. He provided strategic recommendations for our creatives and advertorials, as well as practical tips to improve our AOV and CVR. He always went the extra mile, and we really appreciated that."

– Florian Bein, *Co-Founder, Bedrop*

BEAUTY

Bedrop Achieves 35% Higher AOV than Meta and Google with Taboola Native Ads

35%
Higher Average Order Value with Taboola Than Meta & Google

77%
Increase in Revenue with Native Ads

33%
Increase in Website Sessions with Native Ads

Taboola CaseStudy

COMPANY

Bedrop, based in Germany, is a family start-up that sells natural, bee-based cosmetics and beauty products.

CHALLENGE

Reach new customers beyond search and social channels

SOLUTION

Use **Taboola** Native Ads, Maximize Conversions, and tracking and attribution to reach engaged audiences across top publisher websites.

RESULTS

With **Taboola,** Bedrop achieved a **35% higher AOV than Meta and Google Bedrop.** Native advertising in general saw a **77% increase in revenue and 33% increase in website sessions.**

Bedrop Engages Customers with Native Advertorials Across **Taboola**'s Vast Network of Publishers
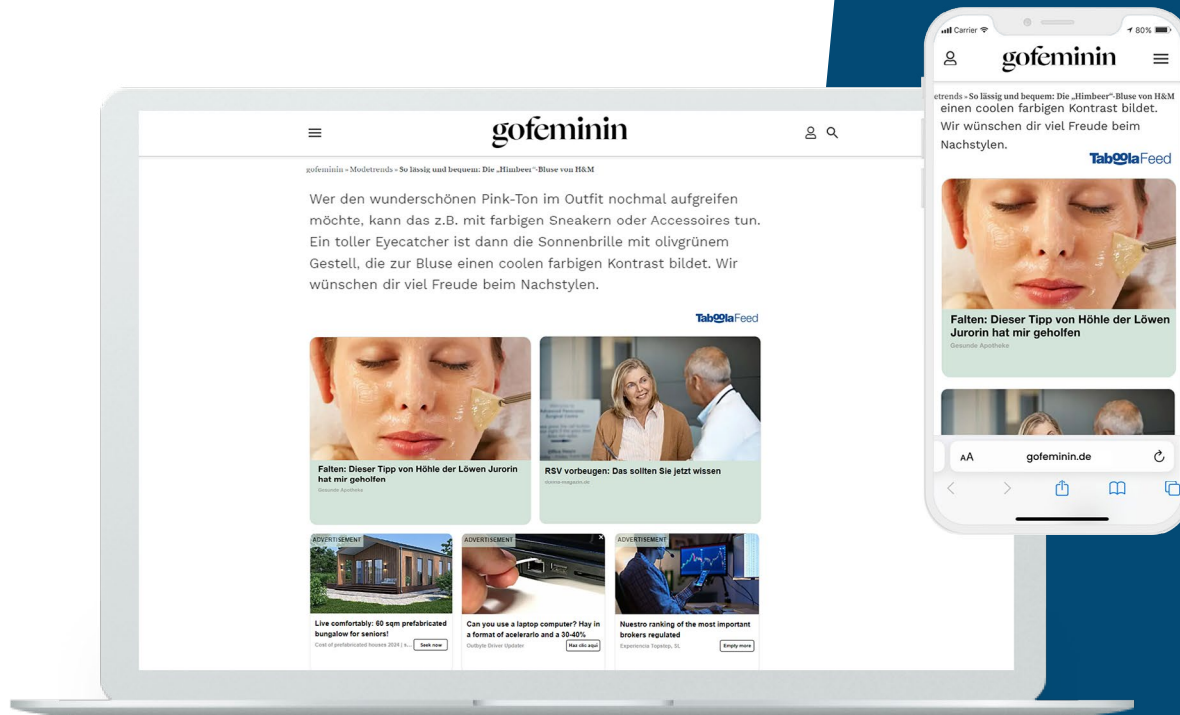
Introduction

Bedrop, based in Germany, is a family start-up that sells natural, bee-based cosmetics and beauty products, such as creams made with manuka honey, propolis, and bee venom. **Bedrop**'s products all are certified organic and sustainability sourced, providing natural and environmentally friendly alternatives for today's beauty and cosmetics customers.

Bedrop Finds New Audiences on the Open Web with Taboola Native Ads

Bedrop was looking to reach new customers beyond their usual channels of search and social. While they'd been running ads on platforms like Meta and Google, their growth on those channels had plateaued. To achieve their goals, they needed to diversify their marketing mix with new and innovative strategies.

Taboola had just the solution: native advertising on the open web. Unlike the walled gardens of search and social, **Taboola** helps advertisers expand their reach across a network of over 9,000 premium publisher properties — tapping into audiences not available on other platforms**. Taboola**'s native ad formats are also designed to not just promote products but actually inform customers with high-quality storytelling that match the editorial content on publisher sites.

To make the most of **Taboola**'s capabilities, **Bedrop**'s account manager recommended a media buyer who specializes in working with D2C brands. With this team, **Bedrop** was able to build their own **Taboola** Image and Motion Ads — which include short, GIF-like visuals — and test creatives to find the most effective solutions for their audience.

For example, **Bedrop** discovered that simple and direct ad titles, as well as visuals with men, drove more clicks. Meanwhile, for their landing pages, long-form advertorials with videos and customer testimonials drove more conversions. One landing page, for instance, provided an in-depth look at how bee venom can help soften fine lines and wrinkles, with a testimonial from celebrity investor Judith Williams.

Bedrop Drives 77% Increase in Revenue with Native Advertising, Including Taboola Sponsored Content and Maximize Conversions

Bedrop leveraged **Taboola'**s Maximize Conversions solution to optimize their spend. Powered by **Taboola**'s core machine learning algorithm, Maximize Conversions automatically adjusts bids to drive as many conversions as possible within a predetermined budget — so advertisers can increase results while lowering costs.

In addition to maximizing conversions, **Bedrop** recognized the value of native advertising and **Taboola** as a form of press. With native advertising, they acquired articles on premium publishers using their native budget, further amplifying their reach and impact.

Functional tracking and attribution played a significant role in **Bedrop**'s success on the **Taboola** network. As they've focused on native advertising, their sales on their Amazon store have seen a notable increase.

The result? Native ads led to a 7**7% increase in revenue** and **33% increase in website sessions**. In fact, **Bedrop** drove **67% more orders since launching native ads** in general. Overall, **Taboola's top campaigns exceeded Bedrop's return on ad spend (ROAS) goal by up to 50%.**

Going further, **Bedrop** was able to see that **Taboola** ads contributed to **35% higher average order value (AOV) than Meta and Google ads.** Evidently, target audiences across native channels were willing to spend on more expensive products. Customers responded to a native ad, for example, that promoted a set of three products with a special discount.

Following the success of this sales-oriented campaign, **Bedrop** is considering launching a branding campaign with **Taboola** to increase awareness across the open web, as well as expand their reach to international audiences.