



“As an always-on ad partner, Taboola has helped increase our conversion volume, nurture audiences across the funnel, and achieve a healthy CPA, as well as generate engagement with different audiences through a native, non-intrusive ad format. Five years in, Taboola continues to play a crucial role in Open English’s media plan and content marketing strategy for customer acquisition.”

- **Guillermo Salas**, Senior Digital Channels Analyst for LATAM, Open English
- **Nina Byram**, Director of Performance Marketing for Paid Social, Open English

2X

Higher CVR
Than Average of
Other Channels

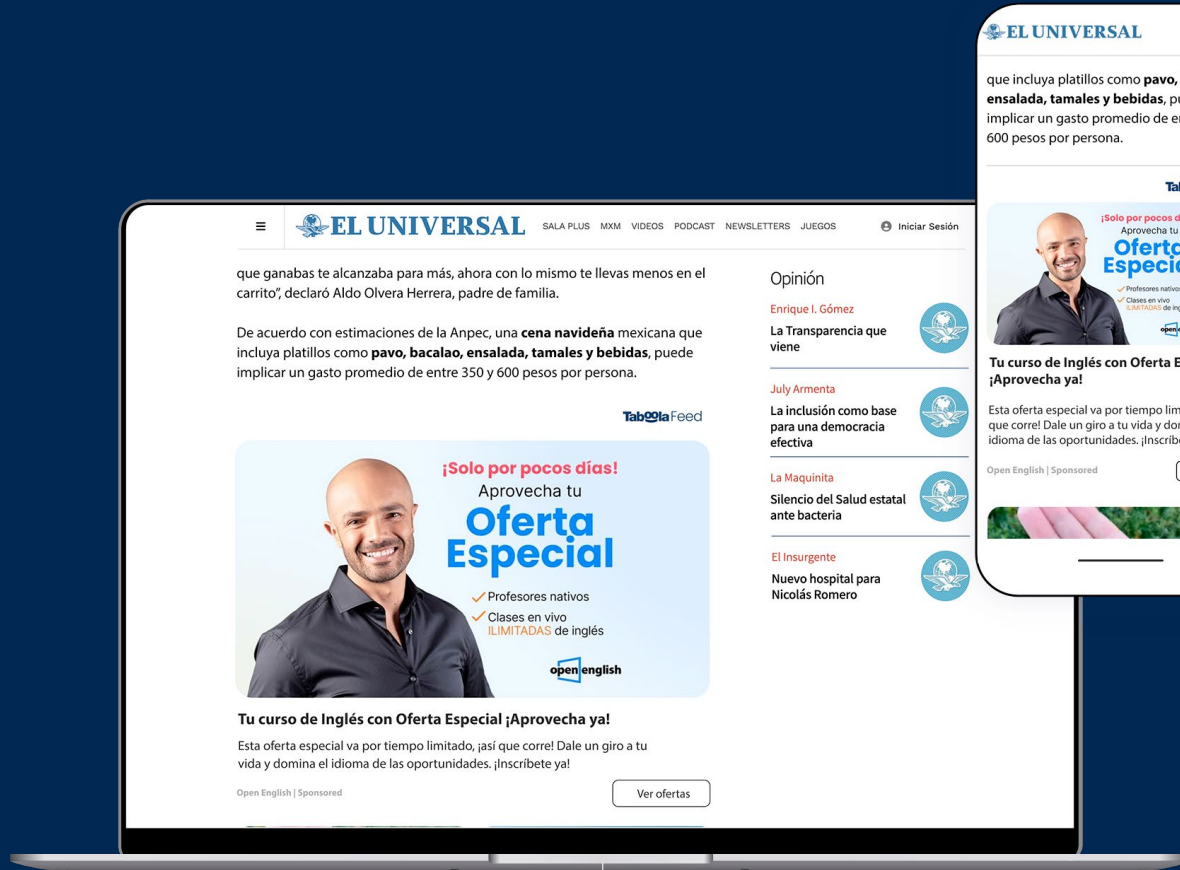
100%

Increase in Taboola
Leads YoY



EDUCATION

Open English Achieves 100% YoY Increase in Taboola Leads with Native Advertising & Retargeting



Open English Engages and Retargets High-Quality Users with Taboola Pixel

COMPANY

Open English is an online platform dedicated to teaching English; it is the leading provider of English language education in Latin America and the U.S. Hispanic market.

CHALLENGE

Increase conversions by diversifying consideration channels and reaching a broader audience.

SOLUTION

Launch Taboola Image Ads to engage and retarget potential customers with high purchase intent across Latin American countries.

RESULTS

Taboola generated a **2X higher CVR** than the average of other channels. Open English achieved a **100% YoY increase** in Taboola leads.

Introduction

Open English is an online platform dedicated to teaching English. It is currently recognized as the leading provider of English language education in Latin America and the U.S. Hispanic market. The platform offers live online classes with native-speaking teachers, along with interactive lessons and educational resources available 24/7.




Open English Reaches High-Potential Customers in Latin America with Taboola Image Ads

Open English was looking to diversify its consideration and conversion channels in order to reach a broader audience and enhance visibility. While **Open English** had been running campaigns on channels such as Meta and TikTok, **Taboola** provided a more innovative and expansive solution.

As a leading content recommendation platform, **Taboola** helps advertisers tap into a network of nearly 600 million daily active users across 9,000 publisher sites. **Open English** first started working with Taboola in 2019 to reach audiences across Latin American countries, such as Colombia, Peru, Ecuador, and Mexico. This allowed them to learn about the behavior of the audiences in each country, and gain insights to optimize future campaigns.

For this campaign, **Open English** launched **Taboola** Image Ads to seamlessly engage high-potential customers across the open web without disrupting their experiences. Since **Taboola** vets each premium publisher partner, the platform also provided the brand-safe environments Open English needed to scale their campaign while maintaining peace of mind.



Taboola Drives 2X Higher CVR Than Average of Other Channels for Open English

Open English also implemented the **Taboola Pixel** to track audience behaviors and retarget segments of people who'd already engaged with their content. Their goal was to drive a high volume of user registrations and convert those users into customers through their sales channels.

Based on performance results from January to June 2024, **Taboola** achieved a **2X higher conversion rate (CVR) compared to the average of Open English's other channels**. Leads on the **Taboola** platform also **increased by 100% year over year** — helping **Open English** achieve their conversion goals.

Going forward, **Taboola** continues to maintain a positive margin, making it an always-on channel for **Open English** and a vital part of their marketing mix. Now, **Open English** is implementing **Taboola's** Maximize Conversions bidding solution to further increase its volume of qualified leads at efficient costs and continue scaling results across the web.