

A woman with dark hair tied back, wearing a white long-sleeved robe, is shown from the chest up. She is holding a large, white, textured pillow against her face and chest, hugging it with both arms. Her eyes are closed, and she has a peaceful expression. The background is a dark, solid color.

realize:



HOME

Madame Coco & Ingage Drive 36M Impressions with Realize Image Ads

MADAME COCO

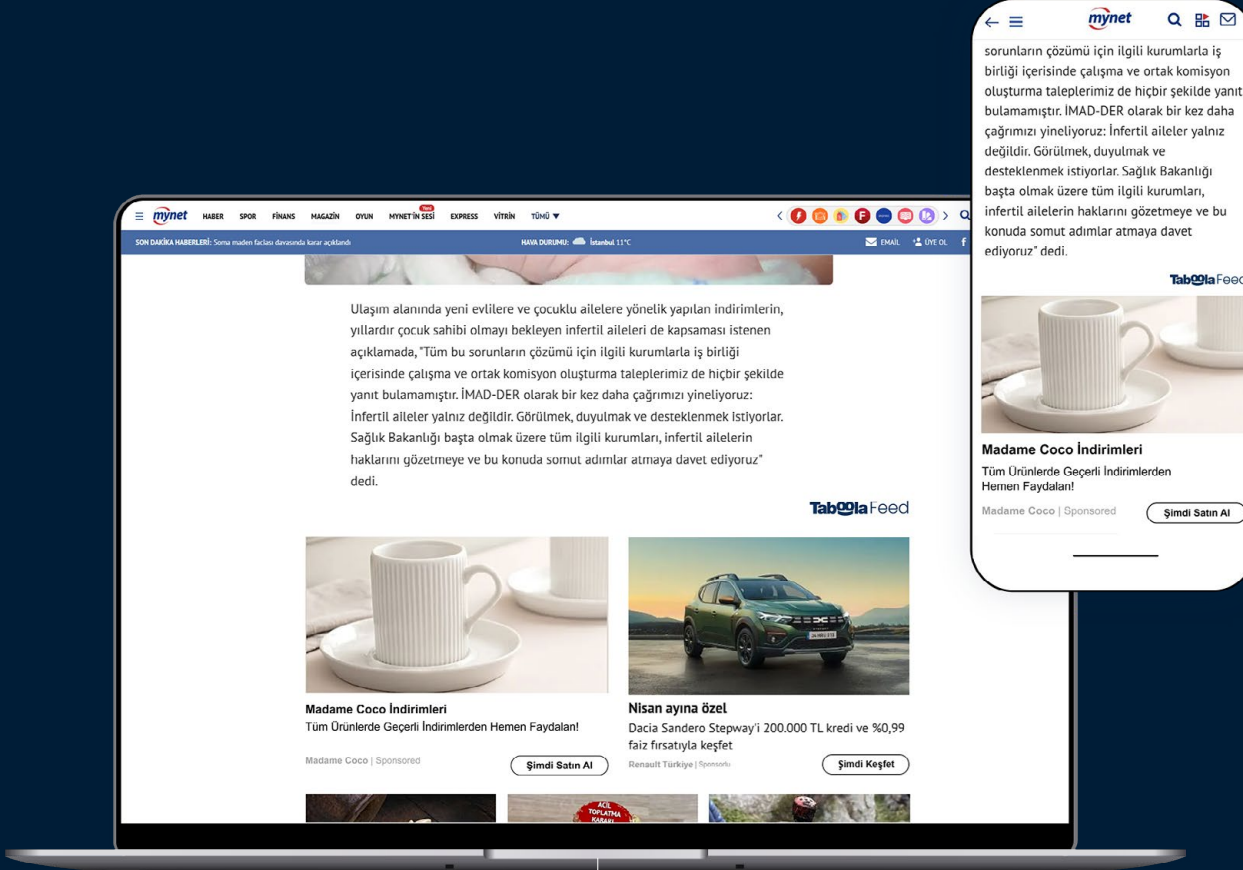
"Taboola's performance and acquisitions are incredibly valuable to our media mix, and we've included them in our strategy for a long time. Taboola has consistently helped expand our audience reach, providing us with new campaign models, recommendations for optimization, and long-term learning to drive enhanced performance."

- Madame Coco Team

36M

Impressions

realize:



Madame Coco Engages Target Audiences with High-Quality **Realize** Image Ads

COMPANY

Madame Coco is a home textile and decor brand, operating more than 900 stores in 33 countries. **Ingage Digital** is a media agency that offers comprehensive digital marketing services and strategic and technological leadership with a data-driven approach.

CHALLENGE

Increase impressions and website traffic before the competitive back-to-school season.

SOLUTION

Launch **Realize** Image Ads across top publisher sites, featuring high-quality lifestyle product visuals and engaging copy.

RESULTS

With **Realize**, **Madame Coco** generated **36M impressions** as well as an **improved bounce rate and increase in revenue**.

realize:

Introduction

Madame Coco is a home textile and decor brand, currently operating more than 900 stores in 33 countries. Inspired by modern lines and the harmony of colors, **Madame Coco** presents unique and simple elegance with its products, offering a range of solutions for textiles, tableware, cooking, lighting, personal care, and cosmetics. **Madame Coco** is the leader in the sector with its trend-setting products prepared according to customer needs and expectations.

Ingage Digital, with the international power of Koç Holding and WPP partnership, is a media agency that offers comprehensive digital marketing services and strategic and technological leadership with a data-driven approach. As a trusted partner, **Ingage Digital** enables clients to reach their full potential through turnkey solutions and exceptional brand experiences on a global scale.





Madame Coco & Ingage Digital Build Awareness Before Back-to-School Season with Realize Image Ads

Madame Coco was looking to generate awareness and hype leading up to the highly competitive back-to-school season. Their goal was to reach a broad audience of users and drive them to the **Madame Coco** website to discover and engage with the brand's home products.

That's where **Realize** came in. As a leading advertising platform, **Realize** is designed to help brands meet their performance objectives with any creative asset. With a vast reach spanning 9,000 premium publisher properties, **Realize** provides the targeting tools and AI-powered insights marketers need to drive measurable results.

To achieve their campaign goals, **Madame Coco** and **Ingage Digital** launched **Realize** Image Ads across top publisher sites in their target market. Each ad was carefully crafted to feature high-quality lifestyle product visuals from **Madame Coco**, complemented by diversified copy of engaging headlines and tailored descriptions. The ads also grabbed audience attention by promoting special discounts, deals, and recommended products just for back-to-school shoppers, using calls to action to drive users to the brand's website.



Madame Coco Increases Impressions with Realize Performance Solutions

The results were outstanding. During the **Realize** campaign period, **Madame Coco** and **Ingage Digital** generated **36 million impressions**, meeting their goals of increasing awareness before the back-to-school season. In fact, even though the campaign wasn't sales-focused, it contributed to a significant increase in revenue for the brand. Adding another layer to their partnership, **Madame Coco** and **Taboola** also launched a customized Brand Lift Study to measure the campaign's impressive ad recall and consideration results.

After the success of this campaign, **Madame Coco** plans to further expand their use of **Realize's** innovative campaign models and continue measuring **Realize's** positive impact on ad performance.