



realize:



ART & ENTERTAINMENT, TRAVEL

PortAventura World Achieves 44% Higher ROAS Than All Their Performance Campaigns with Realize



"The Taboola account management team, and specifically Guillermo, consistently monitored our campaigns and their performance, proactively identifying potential optimizations to improve our CPA. Additionally, they kept us informed about important updates and new features of Realize, ensuring we can leverage the latest advancements to maximize our success."

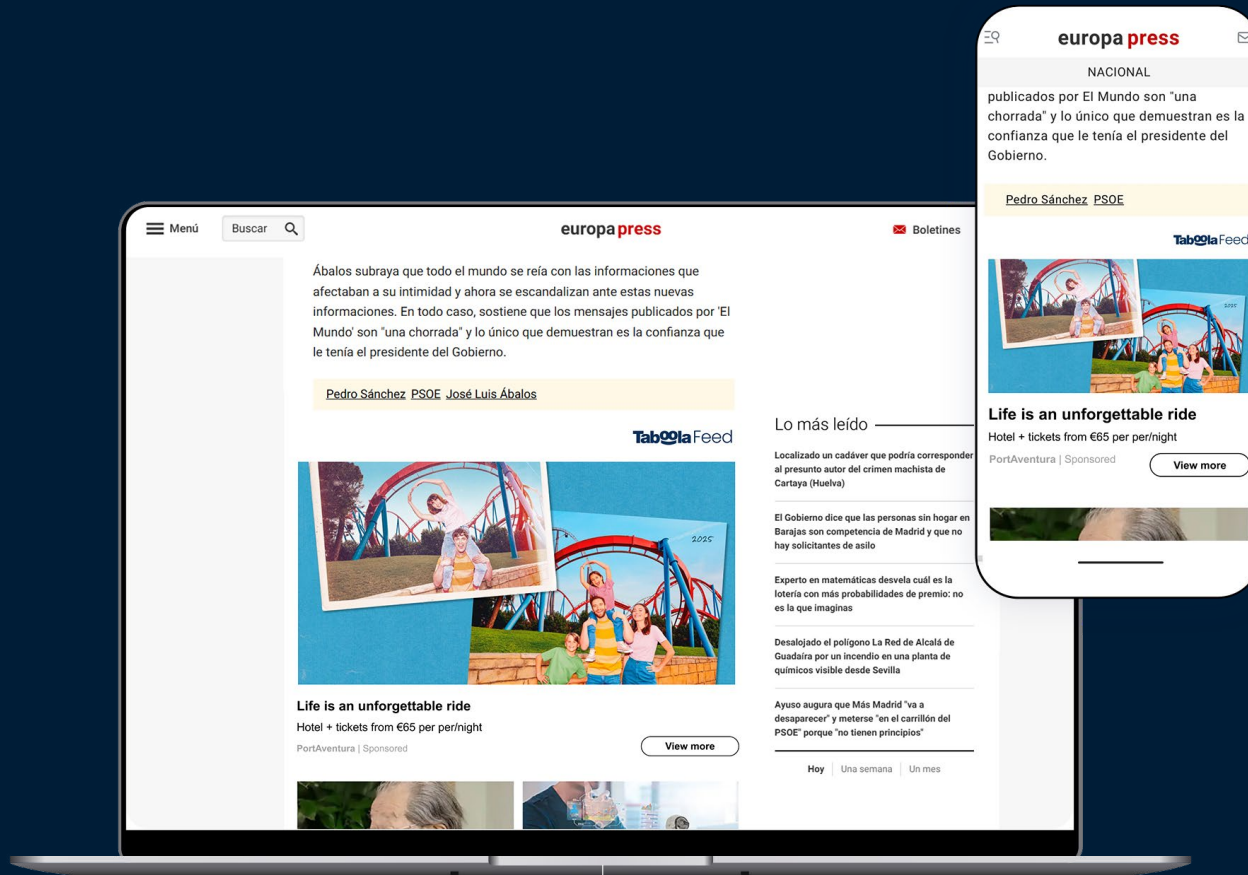
- **Pablo Senabre Pons**, Programmatic & Display Specialist, PortAventura World

+44%

Higher ROAS compared to other performance channels in 2024

-47%

Lower CPA compared to other performance channels in 2024



PortAventura Exceeds Performance Goals with **Realize** Ad Platform

COMPANY

PortAventura World is a tourist resort in Spain that aims to create experiences that have a positive impact on people, the environment, and the planet.

CHALLENGE

Increase hotel bookings by attracting high-quality traffic of users likely to convert..

SOLUTION

Launch **Realize** Image Ads across top publisher sites, using Maximize Conversions to increase conversions.

RESULTS

Realize helped **PortAventura World** increase hotel bookings at a **44% higher ROAS** and **47% lower CPA** compared to other performance channels in 2024.

Introduction

PortAventura World is a tourist resort in Spain that aims to create experiences that have a positive impact on people, the environment, and the planet. As one of the largest family holiday and leisure destinations in Europe, **PortAventura World** consists of PortAventura Park, Caribe Aquatic Park, Ferrari Land, and the Ponient Hotels chain the Golden Coast.

Offering a range of world-class attractions, **PortAventura World** has welcomed more than 100 million visitors over the last 30 years.





PortAventura World Engages & Retargets Customers with Realize Image Ads

PortAventura World aimed to boost bookings within the park's hotel. To achieve this, they needed to expand their reach and drive high-quality traffic to their website.

To achieve their performance goals, **PortAventura World** launched a series of **Realize** Image Ads across premium

publisher sites in Spain and France. Each ad sent users to the **PortAventura World** website, where they could learn more about the brand's offerings and book their hotel stays. After that **PortAventura World** leveraged **Taboola's** Pixel data to retarget site visitors, ensuring they reached high-intent audiences and moved them further down the funnel, eventually converting them into customers.



PortAventura World Increases Conversions at 47% Lower CPA with Realize

PortAventura World strategically utilized the Taboola Pixel's real-time data: they ensured ads reached the right audience at the right time, allocated budgets for maximum impact, and delivered results aligned with business needs. On an instrumental level, they activated retargeting and "Maximize Conversions," a bidding strategy that automatically adjusts bids to meet campaign objectives within a certain budget.

The result? **Realize** helped **PortAventura World** exceed their performance goals at more efficient costs. With **Taboola's** ad solutions, **PortAventura World** achieved a **44% higher return**

on ad spend (ROAS) and **47% lower cost per acquisition (CPA)** compared to all of their performance campaign activity in 2024. In fact, **Realize's** ads didn't just generate direct conversions; they also contributed to conversions from other channels like search and organic content, while simultaneously driving high-quality traffic to **PortAventura World** website.

After the success of this campaign, **PortAventura World** now plans to expand their partnership with **Taboola** and further enhance performance results. Specifically, they hope to leverage **Realize** to increase bookings among audiences in France and launch new campaigns to drive ticket sales to their theme parks.