

realize:

Initiative



*"We are delighted that we have succeeded in setting new standards in digital performance marketing for AIDA with Taboola as our partner. Through the use of innovative technologies, intelligent targeting and data-driven optimisation, we were not only able to achieve a five-fold ROAS, but also reduce the CPO by 26% compared to the competitive environment. This partnership was much more than a campaign – it was a strategic alliance that showed how powerful collaboration and technological excellence can be."*

– **Kim Liebers**, Managing Partner Client Services,  
Initiative



TRAVEL

**AIDA & Initiative Drive 5X ROAS  
and a 26% Lower CPO than Peer  
Set with Taboola's AI-Powered  
Performance Platform**

26%

Lower Average CPO  
Than Peer Set

5x

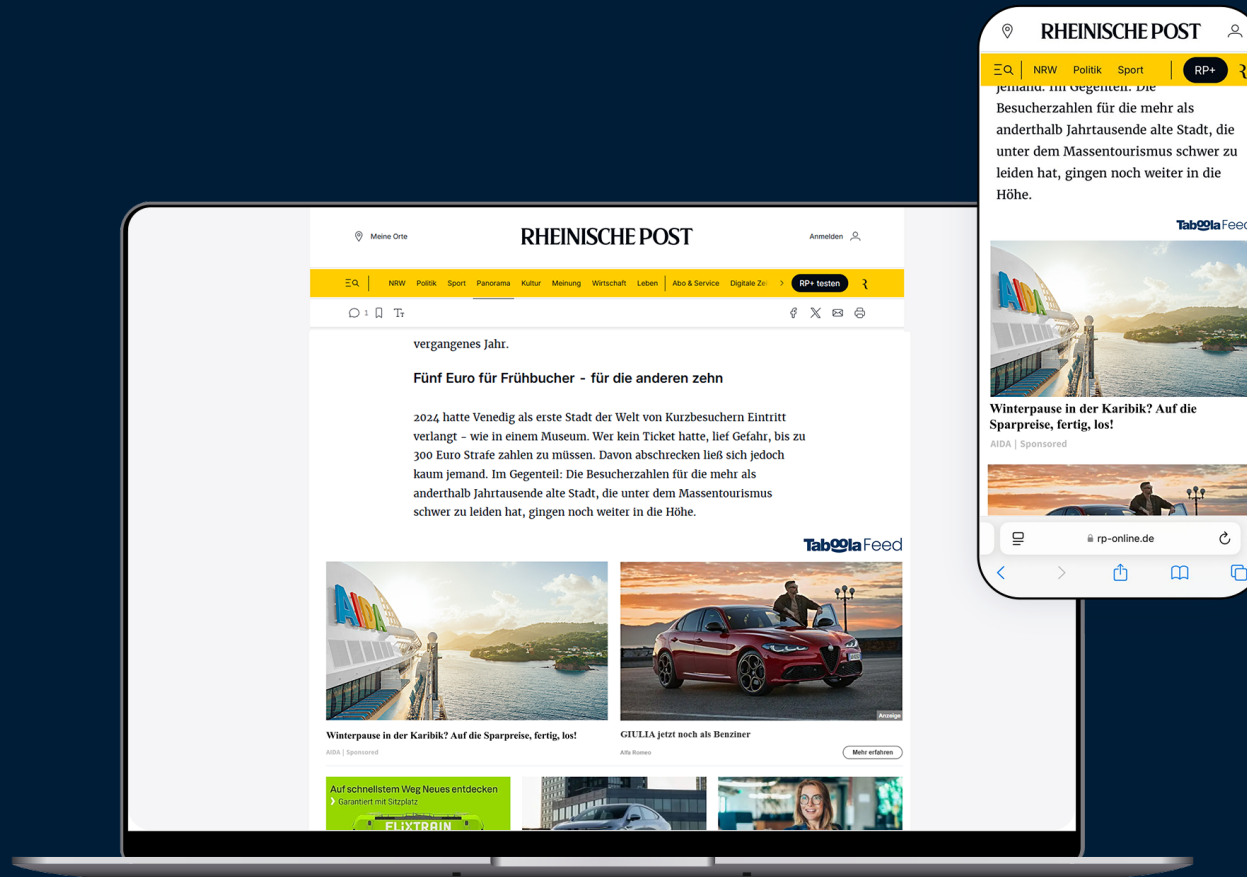
Average Campaign  
ROAS

82%

More Conversions  
Than Campaign  
Start, While Lowering  
CPO by 50%

19%

Higher Campaign  
ROAS Than Peer Set



**AIDA & Initiative** Scale Spend and Decrease CPO with **Taboola** Performance Ads

## COMPANY

**AIDA Cruises** is a leading German cruise line offering voyages to diverse destinations worldwide. As one of the leading global media agencies, **Initiative** unlocks business growth for the world's most ambitious and prestigious brands.

## CHALLENGE

Acquire new customers by using the latest and most innovative ad technology to capture audiences on the open web and find the right advertising partners to achieve this with.

## SOLUTION

Launch **Taboola** Image Ads across the open web, implementing the Maximize Conversions bidding tool and audience targeting solutions to optimize results.

## RESULTS

**Taboola** achieved a **5X average campaign ROAS** and a **26% lower average CPO** compared to the peer set for **AIDA**. They also drove **82% more conversions** compared to the campaign start while simultaneously **reducing CPO by 50%**.





## Introduction

**AIDA Cruises** is a leading German cruise line offering voyages to diverse destinations worldwide. Part of Carnival Cruises, **AIDA** operates a modern fleet of 11 ships designed to provide a relaxed and vibrant atmosphere, appealing to a younger, active demographic. As a leading tourism company in Germany, **AIDA** is set apart by its continuous growth, economic success, and pioneering spirit in the use of innovative and sustainable technologies.

**Initiative** is a leading global media agency that unlocks business growth for the world's most ambitious brands. The agency believes in the power of media to reshape their industry and orchestrate a brand's entire consumer experience. **Initiative** builds their trademarked Fame & Flow™ results for brands while focusing on sustainable growth with future-oriented communication strategies.





## **AIDA Reaches Engaged Audiences Across the Open Web with Taboola Targeting Solutions**

**AIDA** was looking to acquire new customers for their vast offering of cruise holidays around the world. Specifically, they were searching for a trustworthy partner to help them reach untapped audience potential on the open web. They also wanted a partner who would help them take a clear, results-driven focus to their campaign strategy and use the latest and most innovative ad technology.

**AIDA's** agency **Initiative** collaborated closely with **Taboola** to set up their campaigns, beginning by analyzing user quality and testing a broad spectrum of ad formats.

**Taboola** provides the advanced solutions that advertisers need to scale their reach across the open web and boost performance results.

After their initial testing phase, **Initiative** and **AIDA** leveraged key insights to optimize their strategy. With data-driven decision-making, they implemented a wide array of audience targeting mechanisms, including **Taboola's** first & third-party marketplace audiences, while staying brand safe by using Brand Safety and Suitability Pre-Bid solutions by Double Verify. Additionally, **AIDA** made retargeting part of their always-on media strategy by connecting their in-house DMP to Taboola's ad platform and adding the possibility to retarget 30+ different travel-specific first-party audiences.



## **AIDA Achieves 26% Lower Average CPO Than Peer Set with Taboola Maximize Conversions**

**AIDA** and **Initiative** also leveraged **Taboola**'s advanced bidding solution, Maximize Conversions. Powered by AI, Maximize Conversions automatically adjusts bids to engage high-quality audiences on the open web and optimize performance results.

In order to assess the success of **Taboola** as a partner, **AIDA** and **Initiative** continuously evaluated and assessed results against a defined peer set of comparable performance partners. After 1.5 years of scaling across 120 campaigns and 600 ads, **AIDA** and **Initiative** achieved impressive results with **Taboola**'s ad platform. While consistently increasing spend, **Taboola** generated a **26% lower average cost per opportunity (CPO) compared to the peer set for AIDA**.

**Taboola** also achieved a **5x average campaign ROAS — 19% higher than the peer set**. Additionally, **Taboola** and **Initiative** generated **82% more conversions at a 50% lower CPO** for **AIDA** compared to the start of their partnership.

In order to keep building on the remarkable success of the mutual partnership to date, **AIDA** and **Initiative** plan to test new **Taboola** ad solutions, such as Motion Ads and Dynamic Creative Optimization (DCO). They also hope to build deeper engagement with **AIDA**'s existing customer base to drive long-term brand loyalty and deep funnel results.