

realize:



AUTO

## Chery, part of Freesbe Group, Increases Leads Through Realize Multi-Format Ad Strategy



*"Our Taboola team provided such personalized service and support, setting them apart from many other platforms. After we launched a series of Video Ads based on their suggestion, we were thrilled to see that they showed amazing engagement metrics. On top of that, the videos had a positive impact on overall performance metrics, demonstrating Realize's ability to help generate leads and lower-funnel results."*

**- Tom Zinger**, Digital Marketing Manager  
Freesbe Group

12%

Higher CVR on Days  
When Video Ads Ran

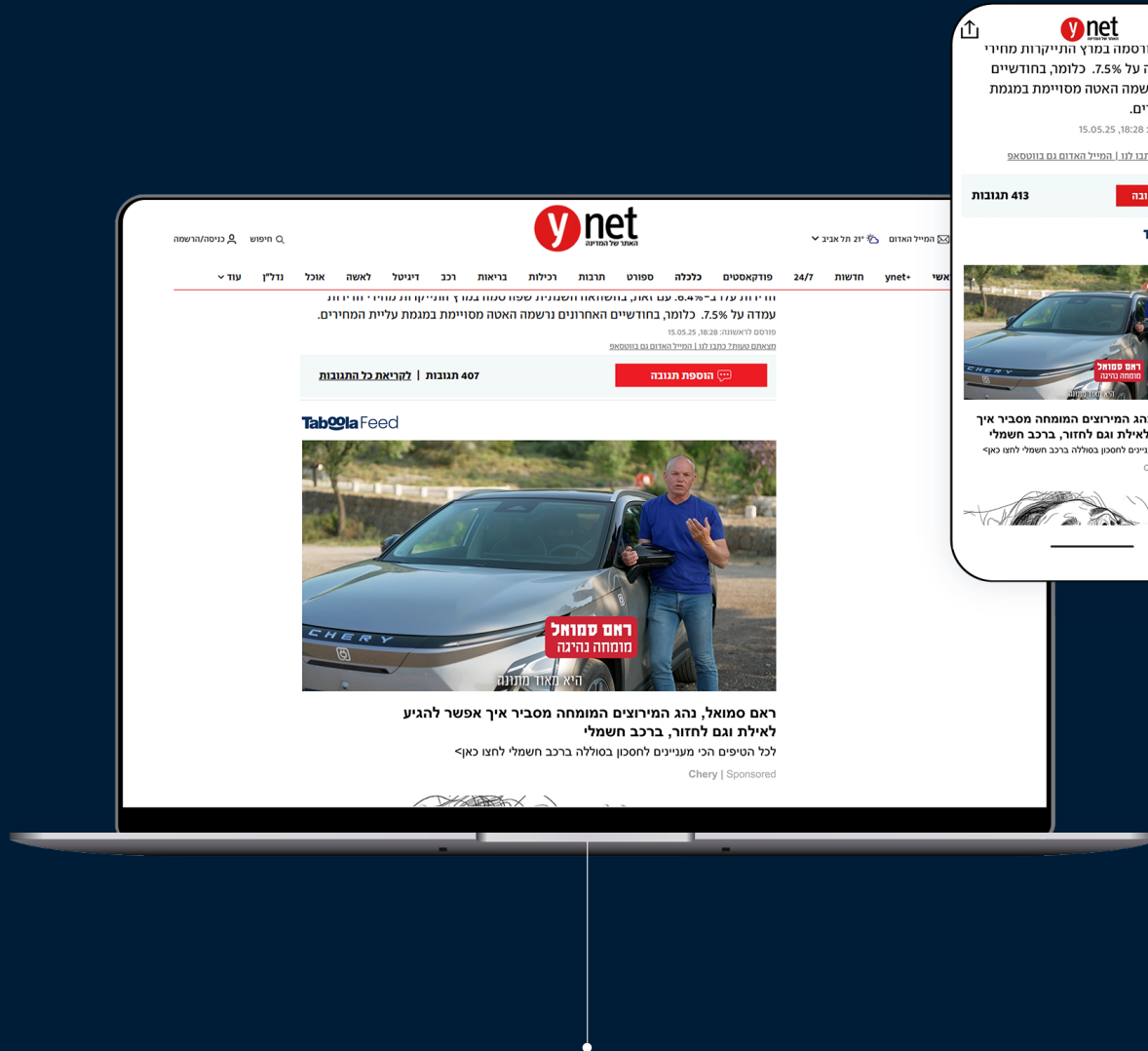
35%

Lower Average  
CPA on Days When  
Video Ads Ran

25%

Higher Average vCTR Than  
The Taboola Benchmark  
for Video Ads

# realize:



**Chery Engages** Their Target Audience with Realize Video Ads Featuring Driving Tips

## COMPANY

**Chery**, part of Freesbe Group, is a leading global automobile brand based in China. **Pigment Creative House** is a leading digital agency based in Tel Aviv, specializing in crafting innovative brands, products, and platforms.

## CHALLENGE

Increase performance results with multi-format content promotion.

## SOLUTION

Launch **Realize** Image and Motion Ads to generate leads and **Realize** Video Ads of drivers' tips to increase engagement.

## RESULTS

The **Realize** Video Ads **positively impacted Image Ad performance**, leading to a **12% higher CVR** and **35% lower average CPA** on days when Video Ads ran. The Video Ads also drove a **25% higher average vCTR** than the **Taboola** benchmark.

## Introduction

**Chery** is a leading global automobile brand based in China, with successful brands such as Arrizo and Tiggo, which have generated over 15 million units sold worldwide. **Chery** is a part of Freesbe Group, one of Israel's largest and oldest vehicle importers, which offers a wide variety of vehicles, including family cars, executive cars, luxury lines, minivans, off-road vehicles, and trucks. Since its establishment, **Chery** has consistently pursued a technology-driven strategy, with the vision of creating an automobile brand that holds international competitiveness and influence.

**Pigment Creative House** is a leading digital agency based in Tel Aviv, specializing in crafting innovative brands, products, and platforms. The agency collaborates with clients worldwide to develop culturally rich, consumer-led strategies that drive tangible business results.







## **Chery Combines Realize Static, Motion, and Video Ads to Boost Performance Results Across the Web**

**Chery** was looking for an ad platform that could not only enhance performance but also deliver mid-funnel results with multi-format content promotion. In fact, the automobile brand already had strong creative assets ready to go. They'd created a series of engaging videos featuring smart driving tips for electric cars. They just hadn't found the right platform on which to share and promote these videos.

That's where **Taboola** came in. A global leader in delivering performance at scale, **Taboola** gives advertisers the tools to engage audiences beyond search and social — and actually generate concrete results. **Realize**, **Taboola's** powerful ad

platform, leverages a unique supply of first-party data and AI technology to deliver campaigns across the world's most trusted publisher sites and apps.

To start, **Chery** and **Pigment Creative House** ran a series of **Realize** Image and Motion Ads with the goal of driving leads through on-site form completions. Alongside these performance campaigns, **Chery** launched a **Realize** Video Ad campaign to promote their existing video assets and boost engagement. In one video, for example, expert racing driver Ram Samuel explains how to save battery power in an electric vehicle.



## Chery Increases Leads at 35% Lower Average CPA with Realize Video Ads

**Chery's Realize** videos didn't just enhance engagement and clicks — they actually contributed to improved metrics for the brand's performance campaigns. To capitalize on this growth, **Chery** and **Pigment Creative House** decided to launch two additional waves of the video campaign.

The results were outstanding. The video campaigns achieved a **25% higher average viewable clickthrough rate (vCTR)** than the **Taboola** benchmark. Most notably, on days when the Video Ads ran, **Chery** measured a significant impact on Image Ad performance metrics, including a **12% higher**

**conversion rate (CVR)**, **35% lower average cost per acquisition (CPA)**, and **30% lower average cost per click (CPC)**. Even though **Chery** didn't explicitly retarget users with **Realize** Video Ads, the placements had enough of an impact on users to keep them moving through the funnel.

After the success of these campaigns, **Chery** now plans to promote two additional videos alongside its current content to further improve performance and drive leads from its target audience.