



Case Study



PHILIPS

Garment Steamer

"We partnered with Taboola for its extensive publisher network and robust audience targeting. Leveraging Realize's high-intent user targeting, we achieved optimal engagement and conversion rates, making Realize an indispensable part of our media mix. Realize's ability to align audience insights with ROI optimization has truly enhanced our campaign's success."

- Philips Home Appliances, Marketing Team



HOME, TECHNOLOGY

Philips Home Appliances Engages High-Quality Audiences With Realize First-Party Targeting

25%

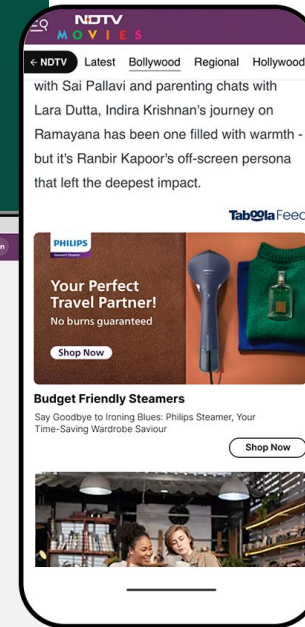
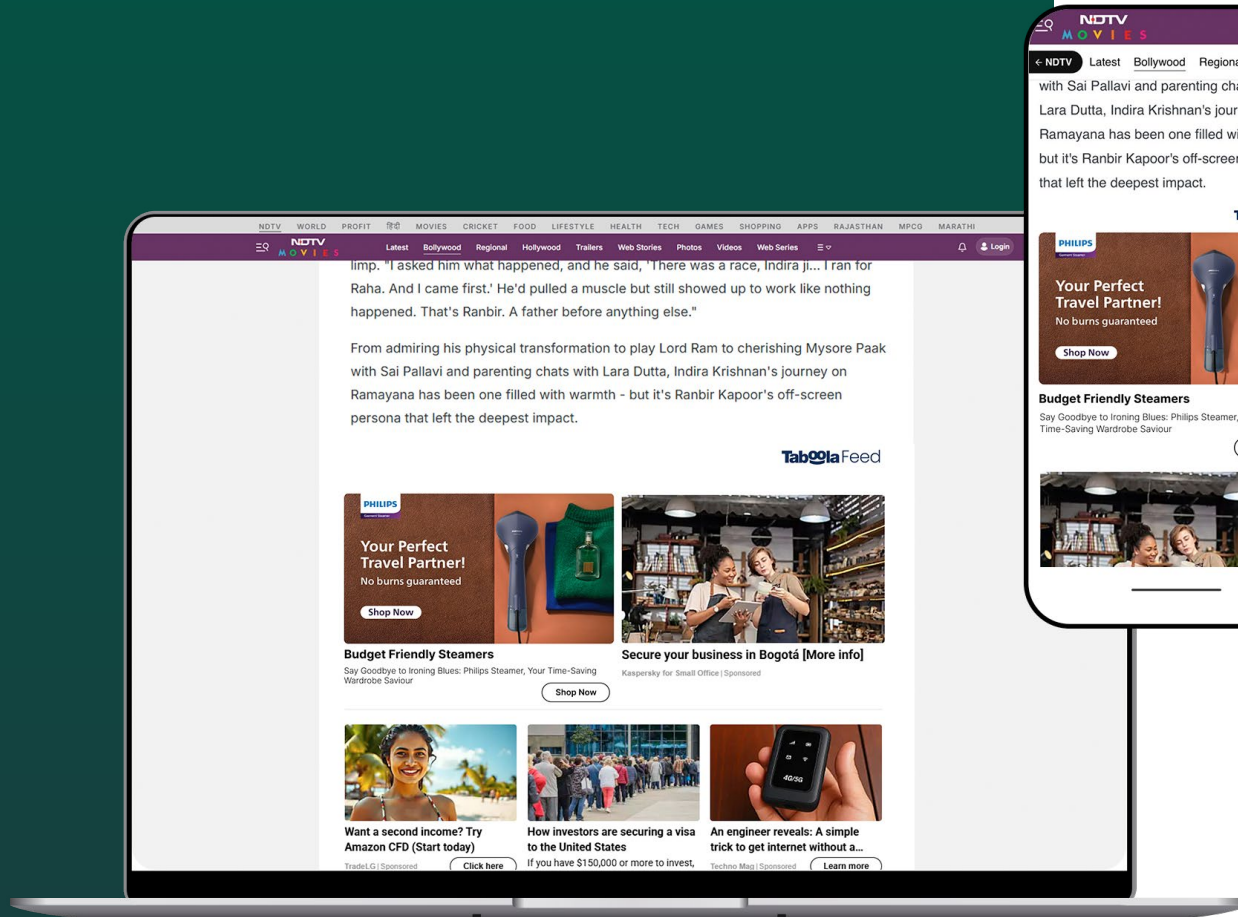
Higher Conversion
Rate vs. Network
Average

30%

Lower Bounce Rate
vs. Network Average



Case Study



COMPANY

Philips Home Appliances, is a global leader in innovative home solutions, operating in over 100 countries.

CHALLENGE

By leveraging **Taboola's** proprietary first-party audiences, the campaign achieved performance that outpaced typical outcomes in the category – a clear indication of how precise targeting can unlock high-value user engagement.

SOLUTION

Launch **Realize** Motion Ads across top publisher sites, and leverage first-party targeting solutions to reach high-quality audiences.

RESULTS

With **Realize's** first-party signals and targeted ad placements, **Philips Home Appliances** achieved a **25% higher conversion rate** and **30% lower bounce rate** compared to the network average.

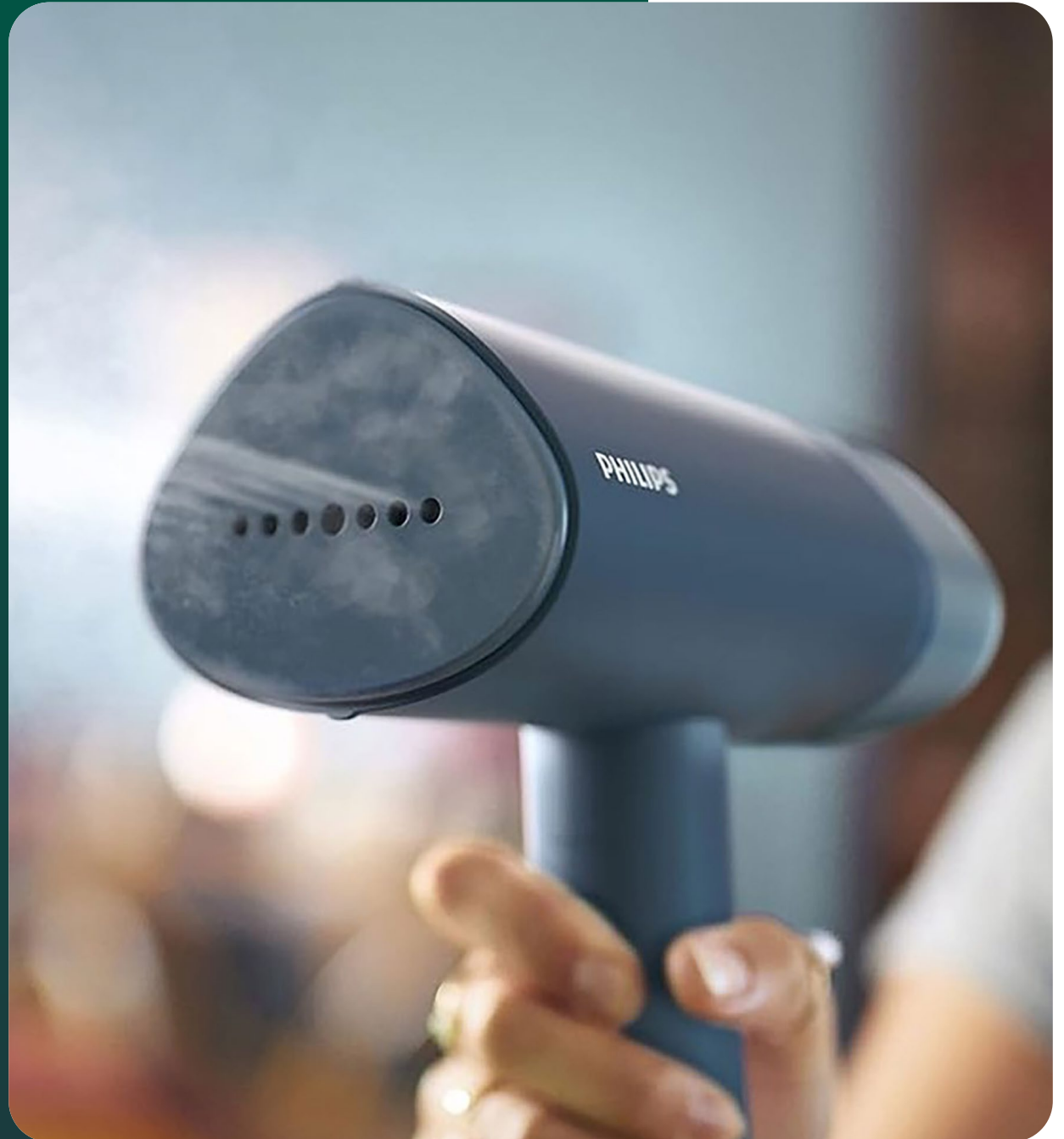


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Introduction

Philips Home Appliances, is dedicated to turning houses into homes with innovative solutions that enhance everyday living. Its portfolio includes globally recognized brands like Philips, Saeco, Gaggia, and Preethi, offering cutting-edge kitchen appliances, coffee machines, air purifiers, and garment care products.

Headquartered in Amsterdam, **Philips Home Appliances** operates in over 100 countries, emphasizing sustainability and customer-centric innovation. The company's mission is to combine technology and design to create products that make life healthier, easier, and more comfortable. Learn more about **Philips Home Appliances** [here](#).





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Philips Home Appliances Engages High-Intent Audiences with Realize Motion Ads

To amplify demand for its innovative Garment Steamer, **Philips Home Appliances** set out to drive high-quality traffic and meaningful conversions, particularly among users actively researching home care solutions. The problem was that results on traditional media channels had plateaued. To achieve their campaign goals, **Philips Home Appliances** had to explore more intent-driven, performance-oriented platforms.

Enter **Taboola**, a global leader in delivering performance at scale for advertisers. With **Taboola's** innovative advertising platform, **Realize**, brands can expand their reach across a publisher network of over 9,000 properties and 600 million daily active users. They can also leverage **Realize's** unique supply of first-party data and advanced targeting solutions to reach precise, high-intent audiences. In a privacy-centric world, **Realize's** first-party audiences are proving to be the new performance engine, driving measurable impact for brands seeking smarter reach.

For their campaign, **Philips Home Appliances** worked with **Realize** to target audiences using demographic, location, and behavioral signals. For example, **Philips Home Appliances** engaged users across relevant categories like Home, Appliances, and Lifestyle. The brand also focused its campaign on metro hubs including Mumbai, Delhi, and Bengaluru, where urban consumers increasingly seek efficient and modern household tools.

Realize's Motion Ads format, designed for thumb-stopping engagement, allowed the brand to showcase the Garment Steamer through short-looping videos across premium editorial environments. Once engaged, users were seamlessly guided to a customized landing page where they could learn more about the product's features.



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Philips Home Appliances Generates Qualified Leads & Conversions With Taboola **First-Party Targeting**

Philips Home Appliances implemented **Realize's** automated bidding solution, Maximize Conversions, to ensure they were reaching engaged audiences at the most efficient costs. Instead of changing bids manually, Maximize Conversions uses **Taboola's** AI algorithm and historic data to automatically adjust bids to drive conversions within a specific budget.

The results validated the strategy, demonstrating strong performance across multiple key metrics. By leveraging **Realize's** proprietary first-party audiences, **Philips Home Appliances** achieved a **25% higher conversion rate and 30% lower bounce rate than the network average**—a clear indication of how precise targeting can unlock high-value user engagement. The campaign also delivered a **notable lift in qualified leads and client orders**, showcasing **Realize's** ability to drive performance results across the open web. Additionally, **Philips Home Appliances** generated a **significant rise in viewable click-through rate (vCTR)**, fueled by smart placements and attention-grabbing creatives.

By combining **Realize's** audience solutions, Maximize Conversions, and rich creative formats, **Philips Home Appliances** not only scaled visibility but also improved the efficiency and quality of every interaction. This campaign underscores how performance-led storytelling, when backed by data and context, can reshape engagement outcomes, especially for forward-thinking brands in competitive categories.

Philips Home Appliances now continues to work with **Taboola** in the same category and has expanded its efforts to other product lines as well, including Air Fryers and Home Security solutions, harnessing **Realize's** proven ability to drive high-intent engagement and performance.