

A smiling woman with long dark hair, wearing a yellow jacket, is holding a white coffee cup in her right hand and a black smartphone in her left hand. She is looking down at the phone with a joyful expression. The background is a blurred outdoor setting with trees and a building.

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Project Agora



CONSUMER GOODS

Unilever Achieves 44% Increase in Completion Rate with Taboola Video Ads



Unilever

group^m

MINDSHARE

"Taboola and Project Agora have been reliable partners in helping Unilever enhance performance results and make the most of their programmatic ad initiatives. Compared to other outstream programmatic campaigns on different platforms, Taboola has exceeded expectations, driving a significant boost in Unilever's core video ad metrics."

- **Anna Marjan**, Programmatic Trader & Unilever Account Manager, GroupM

44%

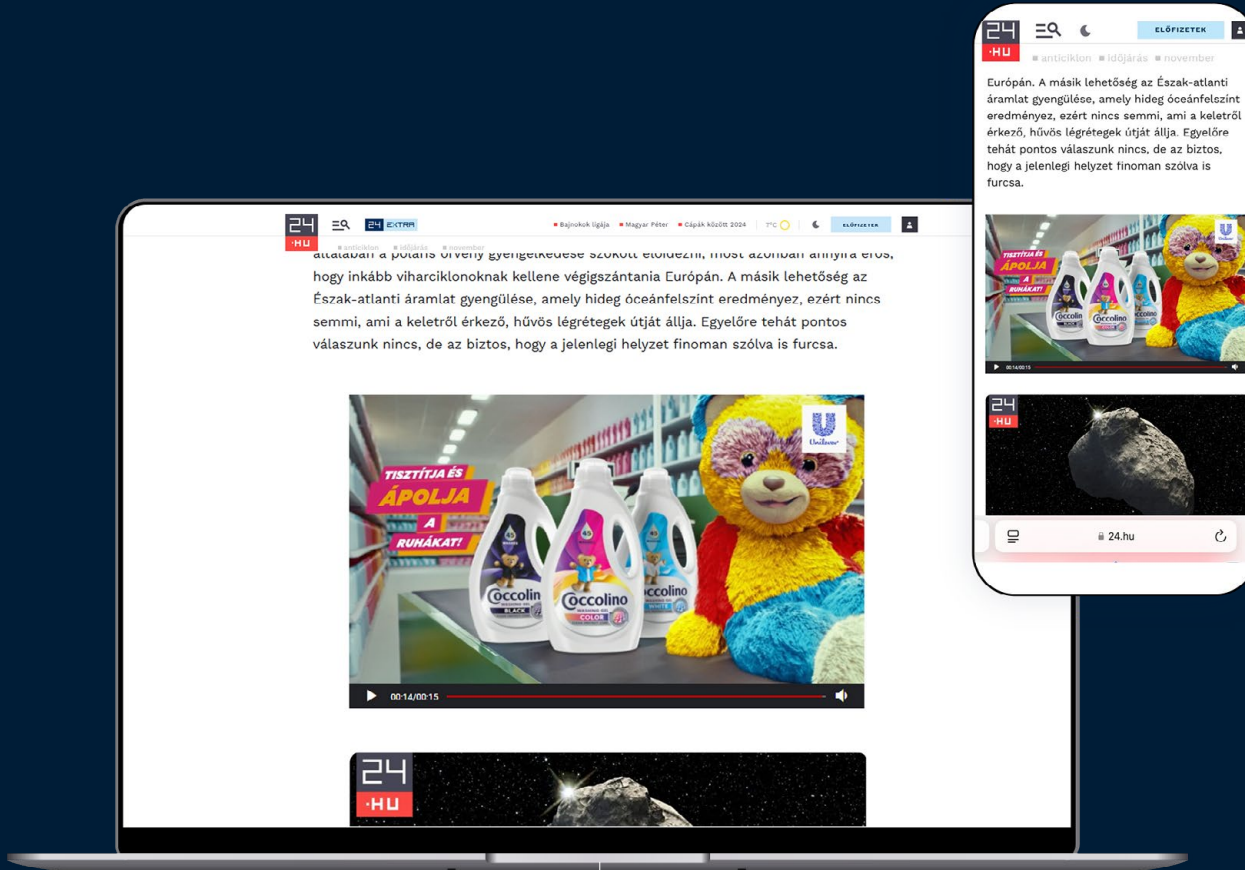
Increase in
Completion Rate

217%

Increase in CTR

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Unilever Reaches Audiences Across Hungary with **Taboola** Programmatic Video Ads

COMPANY

Unilever is a British-dutch multinational fast-moving consumer goods company.

GroupM is WPP's media investment group and the world's leading media investment company with a mission to shape the next era of media. **Mindshare**, a **GroupM** agency, is a global media services company that accelerates Good Growth for its clients in the age of transformation.

Project Agora is a media technology company that helps businesses meet their goals with programmatic and native advertising solutions and Taboola's exclusive partner in Hungary.

CHALLENGE

Find a video advertising solution that would increase one of **Unilever** Hungary's main marketing KPIs: completion rate for their video communications.

SOLUTION

Launch **Taboola** Video Ads across top publisher sites to promote a range of different products.

RESULTS

With **Taboola**, **Unilever** could **increase their total video completion rate, within their programmatic outstream activity, by 44%.**

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Introduction

Unilever is a British-dutch multinational fast-moving consumer goods company. The company's products include a variety of beauty & wellbeing, personal care, home care, nutrition, and ice cream products and are available in over 190 countries.

GroupM is WPP's media investment group and the world's leading media investment company with a mission to shape the next era of media. They leverage a unique combination of global scale, expertise, and innovation to connect brands with their audiences and grow their businesses.

Mindshare, a **GroupM** agency, is a global media services company that accelerates Good Growth for its clients in the age of transformation. Good Growth is business growth that is enduring and sustainable whilst also helping to shape society and the world for the better.

Project Agora is a media technology company that helps publishers and advertisers increase their revenue and achieve their business goals via programmatic and native advertising solutions.

Project Agora is Taboola's exclusive partner in 22 markets in Central & Eastern Europe and the Middle East, including Hungary.



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Unilever Promotes Household Products Across The Web with Taboola Native Video Ads

Unilever, among their wide range of marketing channels, was looking for a video solution that would increase one of their video KPIs: completion rate. That's where **Taboola** was able to help. As a global leader in powering e-commerce recommendations, **Taboola** gives over 18,000 advertisers the tools to promote their products on the open web.

For this campaign, **Unilever** worked with **Mindshare** and **GroupM** to programmatically launch **Taboola** Video Ads across a portfolio of premium publisher sites. **Unilever** was guided by the expertise of **Project Agora**, a media technology company and **Taboola**'s exclusive partner in the region.

With **Taboola**'s advanced targeting tools and engaging native ad formats, **Unilever** was able to reach audiences throughout Hungary with attention-grabbing promotions for their home products.

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Unilever Increases Video Completion Rate Among PMP Outstream Campaigns with Taboola

The result? **Taboola**'s performance showed a notable uplift compared to other PMPs. Most importantly, **Taboola** helped **Unilever** increase their main KPI, generating a **44% higher video completion rate** than ads that didn't target **Taboola** deals within the campaign. On top of that, **Taboola** helped **Unilever** achieve a **217% increase in clickthrough rate (CTR)**.

After the success of this campaign, **Unilever** has continued to invest in **Taboola** while leaning on **Project Agora**'s team expertise for optimization.