



Case Study



STRÖER

"Before we started working with Taboola, we were mainly present on social media. Now, Realize helps us reach new target groups on the open web with performance-focused ads. We're also always interested in testing the latest features from Realize, so we appreciate that our account management team regularly provides us with useful product updates and insights about our industry and competitors."

- Nico Denschel, Performance Marketing Manager,
Ströer Social Publishing GmbH

3X

Increase in
Reach via
Taboola Network

2X

Increase in
Revenue Per Click

13%

Increase in Page
Views Per Session

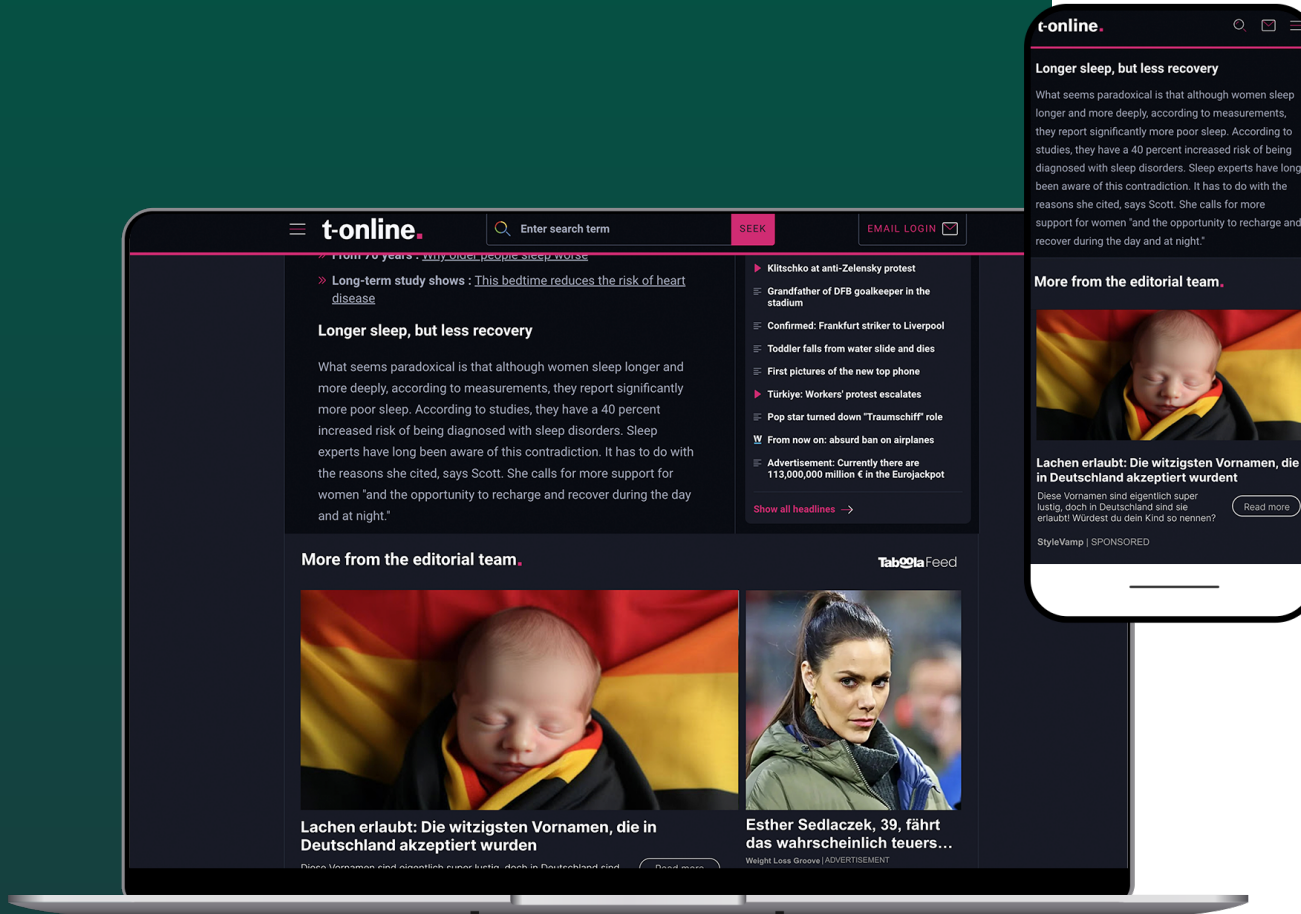


MEDIA

Ströer Achieves 3X Increase in
Reach with Realize **Maximize**
Conversions



Case Study



Ströer Targets Audiences
Across Verticals with
Taboola's Publisher Network

COMPANY

Ströer Social Publishing GmbH is a leading social publisher and entertainment network in Germany.

CHALLENGE

Reach new target audiences beyond the usual social networks and increase page views and revenue.

SOLUTION

Engage audiences across premium publisher sites and content verticals with high-quality ads. Implement **Realize** Maximize Conversions to optimize for landing page views.

RESULTS

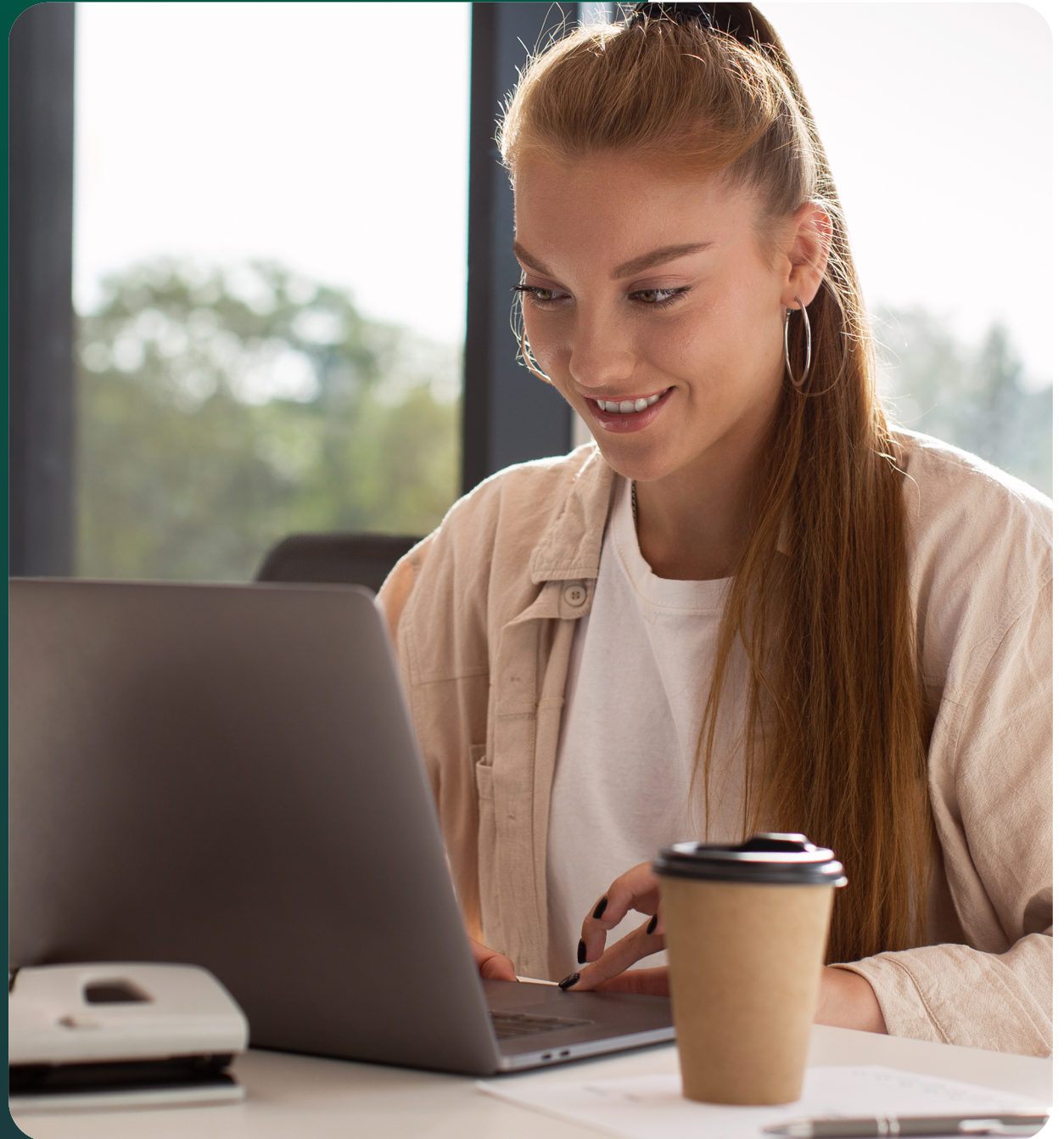
With **Realize** Maximize Conversions, **Ströer** achieved a **3X increase in reach**, **13% increase in page views per session**, and **2X increase in revenue per click**.



Case Study

Introduction

Ströer Social Publishing GmbH is a leading social publisher and entertainment network in Germany. In their active online communities, **Ströer** connects 50 million fans and distributes high-quality creative content throughout the German-speaking world. Their goal is to find the right content for exactly the right users and to discover and bring to light the hidden gems on the net.





Case Study

Ströer Expands Reach Beyond Traditional Social Channels with Realize Ads

Ströer Social Publishing GmbH was looking to reach new target audiences beyond their usual social networks like Meta, Pinterest, and Snapchat. Specifically, they wanted to get in front of already-engaged audiences and direct them to the **Ströer** platform to continue their experience. With a breadth of content to offer across verticals, **Ströer** just needed the right advertising partner to help them find these new readers, diversify their reach, and increase revenue.

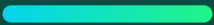
That's where **Taboola** came in. **Realize**, **Taboola's** powerful ad platform, is a global leader in performance advertising — helping brands go beyond search and social to engage new audiences and drive real results.

Ströer partnered with **Realize** to test a variety of solutions and identify the right strategies for their campaign goals. Most notably, they used **Realize** Image Ads to engage target audiences on top German publisher sites, including Autoguru, Fussballfieber, Meine Orte, and kino.de. With this reach, **Ströer** was able to promote a range of content spanning verticals — such as sports, cars, animals, lifestyle, music, news, and art & entertainment — and drive users back to their platform.



Case Study

Ströer Generates 3X Increase in Reach with Realize Maximize Conversions



Based on a personalized recommendation from the **Taboola** account management team, **Ströer** implemented Maximize Conversions, **Realize's** advanced bidding solution. Powered by AI, Maximize Conversions automatically adjusted **Ströer's** bids to optimize towards their primary goal: landing page views.

With Maximize Conversions enabled, **Ströer** was able to **triple their reach** and **double their revenue per click** with only a very small increase in spend. Additionally, **Realize** helped **Ströer** generate a **13% increase in their KPI of page views per session**.

After achieving these successful results, **Ströer** plans to continue expanding their partnership with **Taboola**. They hope to collaborate with the **Taboola Creative Shop** for strategic recommendations and integrate the Pixel on their websites to drive even higher-quality traffic.