



## Case Study



*"Search and social were showing diminishing returns for Ypê, so we needed a channel that could reach audiences those platforms weren't delivering. Realize gave us that diversification, and Yahoo Mail opened up new inventory. The Taboola team's biweekly consultations helped us optimize in real time and maintain performance well below our targets throughout the campaign."*

**- Filipe Ferminiano**, General Media Director, Zmes



CPG

Ypê and Zmes cut CPA **49%**  
below target with Realize

**49%**

Lower CPA  
than target

**65%**

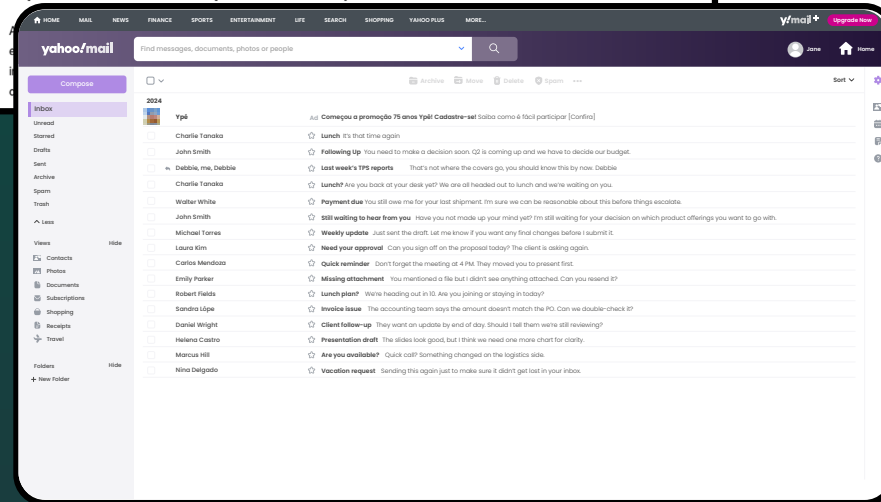
Lower CPA on Yahoo  
Mail vs Realize goal

**89%**

Lower CPM than Ypê's  
campaign average



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## COMPANY

**Ypê** is one of Brazil's leading cleaning and hygiene brands, offering over 450 products to Brazilian households for 75 years. They worked with **Zmes**, a digital marketing agency to promote a national sweepstakes campaign.

## CHALLENGE

**Ypê** needed to diversify their media mix beyond search and social after seeing diminishing returns, and reach new audiences those platforms couldn't deliver to drive sweepstakes registrations at an efficient cost per acquisition.

## SOLUTION

**Zmes** used **Realize** to run native ads and Yahoo Mail placements, implementing Maximize Conversions to optimize toward lead generation across the entire sweepstakes funnel.

## RESULTS

**Realize** delivered leads with a CPA 49% lower than **Ypê's** target and a CPM 89% lower than the campaign average across other placements. Yahoo Mail specifically achieved a CPA 65% lower than the goal established for Realize campaigns.





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### Introduction

For 75 years, **Ypê** has contributed to the health, well-being and quality of life of Brazilians with over 450 cleaning and hygiene products, becoming one of the leading brands in Brazil.

**Zmes** brings together three areas of expertise that exist only fragmented in the market, all within a single culture. These areas explain their success in digitalizing businesses: experience & content; full-funnel media; CRM, personalization & CDP.

*"Maximize Conversions made all the difference. Once we had the Taboola Pixel tracking properly across the entire sweepstakes funnel, the AI started finding leads at costs we couldn't hit manually. Yahoo Mail was the breakthrough—100% signed-in users with behavioral targeting gave us a 65% lower CPA than our Taboola goal. That level of efficiency lets us scale volume without sacrificing performance."*

– **Filipe Araujo**, Growth Analyst III, Zmes





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# Ypê And Zmes Use Realize And Yahoo Mail To Drive Sweepstakes Leads Below Target Cpa

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**Ypê's** 75th anniversary sweepstakes campaign was designed to drive product sales and brand engagement at scale. The promotion offered millions of reais in prizes including cash, cars, and frequent smaller giveaways, encouraging consumers to buy Ypê cleaning products and register their receipts online for a chance to win.

**Zmes** faced a challenge: search and social were showing diminishing returns, and they needed to reach new audiences those platforms couldn't deliver. So, they added [Realize](#), **Taboola's** AI-driven performance advertising platform, to **Ypê's** media mix. **Realize** helps brands reach high-intent audiences and drive measurable outcomes across native, display, and video placements on the open web. For **Ypê**, that meant running traditional [native ads](#); image-based units that blend into editorial content on premium publisher sites, alongside placements in [Yahoo Mail](#), one of the world's most widely used inbox environments.

Yahoo Mail gave **Zmes** access to 100% signed-in users with behavioral profiles in a high-attention space. Through **Taboola's** exclusive partnership with Yahoo, these placements run as native experiences directly inside the mail ecosystem, reaching users as they engage with personal content. Because Yahoo Mail targets based on behavior rather than broad demographics, every impression felt tailored to the individual user.

To optimize toward leads, **Zmes** installed the [Taboola Pixel](#), a tracking code placed on Ypê's sweepstakes landing page to capture conversion data across the entire funnel. With tracking in place, they activated [Maximize Conversions](#), **Realize's** AI-driven bidding strategy that automatically adjusts bids in real time to generate the highest possible number of conversions within budget. The Pixel fed conversion signals back to the platform, allowing the AI to learn which audiences were most likely to register and shift spend accordingly.



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# Realize Outperforms Search And Social For Ypê Sweepstakes



**Taboola's** account management team met with **Zmes** biweekly to review performance, recommend optimizations, and adjust targeting based on what was working. That level of strategic consultation helped **Zmes** maintain efficiency as the campaign scaled, keeping costs well below **Ypê's** targets throughout.

With Maximize Conversions running across both native and Yahoo Mail placements, **Realize** delivered leads with a **CPA 49% lower than Ypê's target**, outperforming the search and social channels that had been driving the bulk of their media mix. **The platform also achieved a CPM 89% lower than the campaign average** across other placements, giving Zmes the efficiency they needed to scale volume without inflating costs.

Yahoo Mail stood out within the Realize mix. Because every user is signed in and targetable based on behavioral signals rather than broad demographics, the placements drove higher intent at lower cost. **Yahoo Mail specifically delivered a CPA 65% lower than the goal** Zmes had established for Realize campaigns overall, proving that the inbox environment could outperform even the strongest native web placements.

The results gave **Ypê** the diversification they needed to reduce reliance on search and social, while **Zmes** gained a scalable channel that could sustain performance as the sweepstakes campaign ran. Based on the success, both teams are planning to expand their partnership with **Realize** for future promotions.