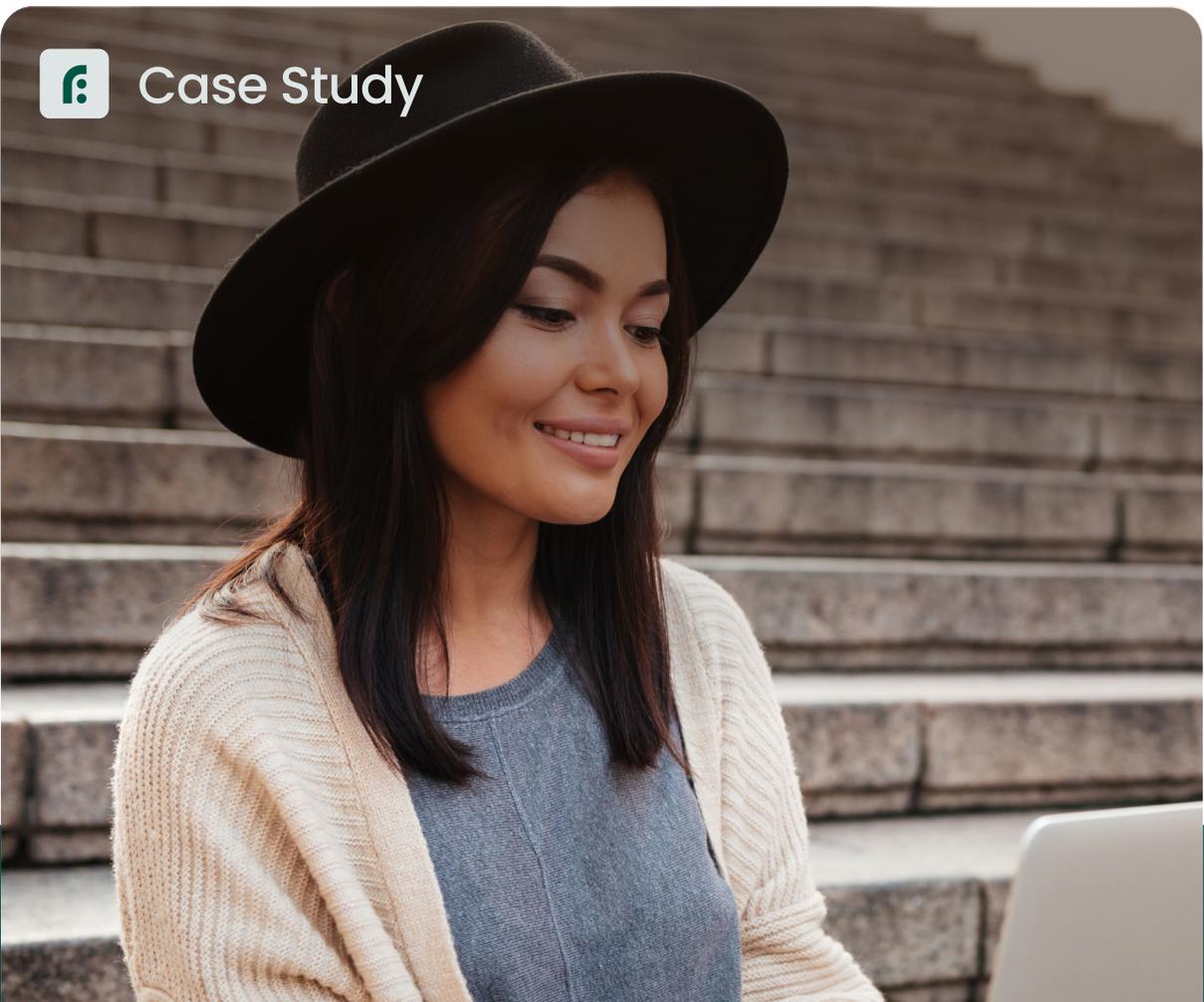




Case Study



FASHION

El Corte Inglés achieves **154% higher engaged** sessions at 69% lower cost with Realize compared to Google Display, Social, and Native Platforms

El Corte Inglés

"Realize helped us find the qualified traffic we needed at a cost other channels couldn't match. The engagement quality improved significantly; users stayed longer and explored more. Working closely with Taboola, we achieved exactly the results we were looking for."

- El Corte Inglés Portugal

154%

Increase in Engaged Sessions in 9 months

49%

Longer Engagement than Google Display, Social and other Native Platforms

69%

Lower Cost Per Engaged Session than Google Display, Social and other Native Platforms



Case Study



COMPANY

El Corte Inglés is a leading premium department store in Portugal, offering one of the market's widest and most diverse assortments across fashion, beauty, home, technology, gourmet food, sports, culture, and more.

CHALLENGE

El Corte Inglés needed to drive qualified traffic to their site at a lower cost, reaching engaged shoppers that Google Display and social channels weren't delivering enough.

SOLUTION

They used **Realize** to promote product launches and seasonal promotions, combining Maximize Conversions bidding with image and carousel ads to reach high-intent shoppers across the open web.

RESULTS

El Corte Inglés grew engaged sessions 154% year-over-year, while achieving 69% lower costs and 49% longer engagement time than other channels.

Introduction

El Corte Inglés is a Spanish retail group and the European leader in department stores. The company serves a broad range of retail and service needs from fashion, beauty, home, technology, gourmet food, sports, culture, and more. Their business model is grounded in ethics, sustainability, and responsibility toward customers, employees, and the communities it operates in.

El Corte Inglés Portugal wanted to drive more qualified traffic to their e-commerce site while keeping acquisition costs under control. Google Display and social were delivering volume, but the team saw an opportunity to reach new audiences and improve engagement beyond what those channels could offer.



El Corte Inglés uses Realize to reach shoppers beyond **Google Display** and social

El Corte Inglés was running campaigns across Google Display and social media to promote new collection launches and seasonal promotions. The channels delivered solid volume, but the team wanted to complement them by reaching additional high-intent audiences across other environments.

They turned to **Realize**, Taboola's AI-driven performance advertising platform, to drive qualified traffic to their e-commerce site. To track performance and optimize delivery, they implemented the **Taboola Pixel**, a tracking code placed on their site that captures user actions and feeds that data back into the platform.

With the Pixel in place, they activated **Maximize Conversions**, an automated bidding strategy that uses conversion data and behavioral signals to adjust bids in real time and deliver the highest possible number of conversions within budget. For **El Corte Inglés**, this meant optimizing toward engaged sessions and purchase events across their product categories.

Image and carousel ads drive **engagement** across product launches

El Corte Inglés ran campaigns using a mix of [image ads](#) and [carousel ads](#). Image ads paired product visuals with headlines to capture attention across premium publisher placements. Carousel ads let users swipe through multiple products or messages within a single unit, which was a natural fit for a retailer promoting new collections across fashion, home, and technology.

Each ad included a **CTA button**, making the next step clear and reducing friction at the decision-making moment. The combination of formats helped **El Corte Inglés** showcase their range while driving users directly to product pages.

Realize delivers lower costs and higher **engagement** than other channel

Between January and October 2025, **El Corte Inglés** grew engaged sessions **154% year-over-year**. **Realize** delivered a **69% lower cost for acquiring qualified traffic and 49% longer time on site than the average of Google Display, social and other native platforms**.

The results reinforced **Realize's** role in **El Corte Inglés's** media mix, which ensured consistent session volume, attracting more relevant traffic, and improving visit quality through longer time spent on site.

Working closely with **Taboola's** account management team, **El Corte Inglés** plans to expand their **Realize** activity by testing display formats and integrating predictive audience segments.