Tophatter Expands Audience and Scales with Taboola Data Marketplace

TOPHATTER

"We had been experimenting with Taboola, and found it to be one of the few channels that scaled for us. Our audience is mainly women, but with Taboola's data, we found an opportunity to target men as well. This coupled with other targeting capabilities drove an increase in purchases and scale like we hadn't seen before."

— **Zinat Hazem,**
   Digital Marketing Manager at **Tophatter**

COMPANY

Tophatter is the world's fastest, most entertaining marketplace, with live online auctions every minute of the day in a wide variety of categories.

CHALLENGE

Find a channel that would scale visitors and purchases at an increased conversion rate, and a low cost per acquisition (CPA).

SOLUTION

Run campaigns on the **Taboola** discovery platform using third-party data to drive new audiences at scale.

RESULTS

With **Taboola**, **Tophatter** achieved an **3.7% higher conversion rate** than all other paid channels, and **4.7% higher clicks to day zero purchase** than all other paid channels, or purchases from people who had found them for the first time.

3.7%

Higher Conversion Rate than all Other Paid Channels

4.7%

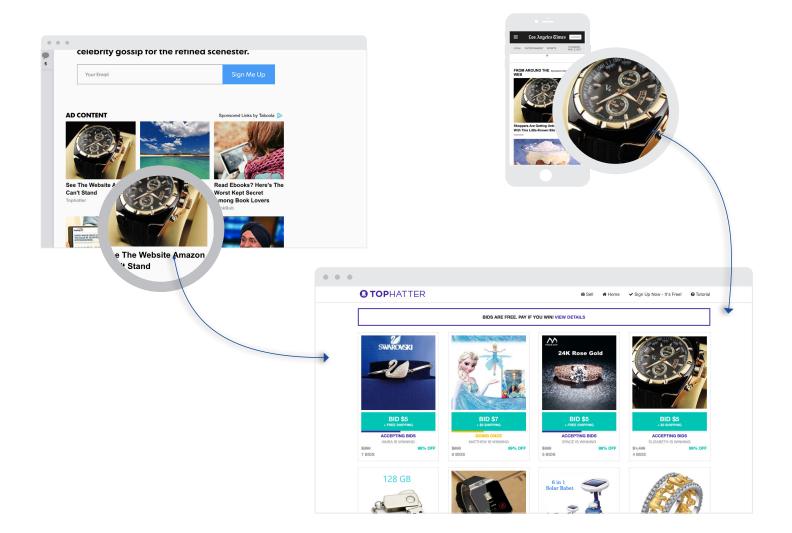Higher Clicks to Day Zero Purchase than all Other Paid Channels

Introduction

Tophatter iis revolutionizing the eCommerce landscape with a one-of-a-kind discovery-based shopping application. Shoppers compete in fleeting, 90-second auctions to win deals for jewelry, electronics, beauty and fashion that's discounted up to 80 percent and more.

They use smart technology to serve shoppers a unique experience every visit, and deliver the world's most efficient rapid marketplace. **Tophatter** connects sellers to over 10 million shoppers across the globe and is based in San Francisco and Shanghai.

Tophatter Scales when they Reach a New, High-Quality Audience with Taboola

Taboola CaseStudy

Tophatter Tested Creatives and Data Segments with Taboola to Achieve Scale

Tophatter needed to drive both desktop and mobile customers, and they needed to reach an audience that they hadn't been able to reach before.

They started testing with **Taboola**—they used more creatives and restructured headlines and images to suit a content discovery audience, running campaigns in France, Australia, New Zealand, Spain, and the UK after finding initial scale in the US.

Working with the **Taboola** team, **Tophatter** found headline and image combinations that drove more conversions, and experimented with new audience segments. **Taboola**'s third-party data segments showed there was an opportunity to target men as well as women, and from there, the campaigns scaled.

Tophatter Increases Conversion Rate and Lowers Acquisition Costs

As they optimized with the **Taboola** team, **Tophatter** achieved an **3.7% higher conversion rate** than all other paid channels, and **4.7% higher clicks to day zero purchase** than all other paid channels—these are purchases from people who came to the **Tophatter** site for the first time and made a purchase that same day. **Tophatter** sees value in their **Taboola** account

management team, who helped write headlines and build audience segments for success.

Tophatter is looking to scale more with **Taboola**, especially in the US market, and plans to scale more in international markets in the near future.