40 Native Advertising Examples from Brands that Have Succeeded
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What is Native Advertising?

Native ads come in many shapes and sizes. Certain types of native ads exist on search and social sites as well, but the type of native ads we’re talking about blend in with the look and feel of a publisher site. The Native Advertising Institute describes it best:

“Native advertising is paid advertising where the ad matches the form, feel and function of the content of the media on which it appears.”

This is particularly effective on the open web where ads are getting more intrusive, annoying, and more ineffective than ever before.

Nondisruptive ad experiences are the ones that don’t interrupt the user as they’re consuming the content that they originally intended, those that blend in with the look and feel of the site, and those that are targeted in a way that is truly valuable to the user.

At Taboola, we’ve found the sweet spot for nondisruptive native advertising on the open web—the bottom of the article.
What is Discovery?

Taboola capitalizes on the moment of discovery for marketers—that crucial moment when the user has finished consuming the media that they came for, be it an article, video, gallery, or other type of content, and they’re looking for what to do next.

It’s the perfect storm of effective marketing. You’re in the right place, at the right time, targeting the right audience when they’re open to discovering something new. This moment is crucial for both branding and performance marketing goals—as users reach the bottom of the article, they’re poised to watch a new branded video, read branded content, or make the decision to engage with and convert for a new brand.

Distributing your content on publisher sites on the open web is extremely valuable. You not only gain credibility for being on their site, but you can reach highly targeted quality audiences at scale.

The Third Pillar of Effective Digital Marketing

You’re likely using search and social as the core to your digital media strategy—Facebook and Google are well-known channels for marketers looking to promote their products and services.

We’re all publishers now—publishers, brands, agencies, the general public—and it’s so much easier to get lost in all the noise. As we all publish content, we all flock to search and social channels to promote it. As a result, their ads are getting more expensive, and competition for user attention is fierce. Most marketers are missing out on a huge audience by only focusing on search and social—the rest of web.

Unlike search and social platforms, the open web has infinite potential for growth, and the potential to reach every internet user out there. Distributing your content on publisher sites on the open web is extremely valuable. You not only gain credibility for being on their site, but you can reach highly targeted quality audiences at scale.

Enter discovery—the solution to real scale for marketers in the face of a crowded online landscape.
CASE STUDIES

What You can Learn from 40 Successful Campaigns

Native Advertising and Discovery Success Stories to Model
Cornerstone is a flexible, regular delivery service of razor blades and men’s shaving supplies.

Challenge:
After a round of fundraising, Cornerstone needed to scale growth rapidly and reach a quality audience that would convert at a low cost-per-acquisition (CPA).

Solution:
Use Taboola’s discovery platform and native ad service for performance marketing purposes to increase subscriptions and increase customer retention rate.

Results:
Traffic from Taboola was high-quality. They achieved their desired rapid growth while increasing their retention rate by 30%.

When Cornerstone started focusing on rapidly expanding their membership numbers, they had attained about 5,000 members. After expanding their channel strategy to work with Taboola, they reached about 110,000 members—a 2,100% increase.

“When we started working with Taboola, we were looking for ways to grow really rapidly. Taboola allowed us to tell our story to people we weren’t previously able to reach, and as a result deliver a very high quality audience.”

Caspar De Roij, Co-head of Acquisition and Optimisation, Cornerstone
Tens of Thousands of New Customers Acquired

53% Increase in Click-Through-Rate (CTR) Over Time

Company:
eSalon is a tech beauty startup that provides custom blended hair color for home application—the only beauty brand of its kind. Since the beginning, their mission has been to bring a new type of beauty product to the market—one that can be challenging to explain with short-form content.

Challenge:
Reach customers that may be interested in an entirely new beauty product at scale—specifically, eSalon’s unique hair color offering.

Solution:
Use Taboola Data Marketplace to segment and reach the right audience, and leverage Taboola’s unique storytelling platform to tell their brand’s story with organic, long-form content, providing potential customers with the opportunity to learn more about eSalon before taking their personalized survey and making a purchase.

Results:
With Taboola, eSalon was able to find Thousands of new customers, increasing their CTR by 53% over time.

“It’s one of our dreams for eSalon to become a brand that’s everywhere in the world—we want to become the go-to solution for people coloring their hair at home.

Taboola has not only been a key partner in helping us achieve that, but has helped us find tens of thousands of new customers along the way.”

Francisco Gimenez, CEO & Co-Founder of eSalon
1,483% Increase in Conversion Rate with Taboola over Time

10% Impact on Overall Conversion Rate of All Native Ads

Company: Mornin' Glory is the smart alternative to the shaving brands on the supermarket shelves. Its products are available by direct purchase and subscription packages.

Challenge: Grow the German market quickly, and drive high-quality converting traffic with high return on investment (ROI).

Solution: To establish themselves as a leading razor brand in the German market, Mornin' Glory started performance marketing with sponsored content—they were looking to achieve the biggest outcome for the least amount of spend. To target their campaigns, Mornin’ Glory used Taboola geotargeting to reach an audience that would be genuinely interested in discovering their brand, and therefore would have the best probability of conversion.

Results: Achieved an 1,483% increase in conversion rate (CVR) for Mornin’ Glory with Taboola over time and a 10% increase in conversion rate of all native ads.

"We wanted to make a big splash in the German market, and needed a channel that would provide us with a high-quality audience interested in discovering our brand.

Taboola has become a top partner for acquisition in Germany—we’ve seen a significant impact on our overall bottom line.”

Corinna Breitkreutz, Head of Performance Marketing at Mornin’ Glory
Company:
The Line is an online boutique that curates products from both established and emerging designers and are placed in context through inspiring editorial features.

Challenge:
Reach new audience and boost brand awareness through a channel which allowed them unique storytelling expression.

Solution:
Leverage Taboola’s content discovery platform for customer acquisition and retention. The Line chose to weave traditional storytelling techniques into their content (quite literally) and even went so far as to create “chapters” as a way to reach their audience and offer products for consideration.

Results:
Increase in overall brand awareness gained through content discovery with over 72M Impressions, an 100% increase in traffic and 12% email subscriber growth.

“Taboola has been one of the most effective ways to bring first time visitors to the site compared to other mediums; we have been able to build our online audience, deliver content to users who engage, consume, and continue to stay in touch later on.
The ability to place and optimize content for the best results in real-time to our target audience has been invaluable while building the business and protecting our brand in the process.”

Bailey Foote, eCommerce Manager, The Line
Business & Technology
“We’ve had tremendous success with new users signing up to use Boomerang through search and referral channels, but our team was looking for a new way to share the benefits of Boomerang with people who may not have heard of it yet.

Taboola was a true partner and strategic advisor as we tapped into the ‘discovery’ channel, working with us to better understand these new audiences and perfect our strategy for engaging with them.”

Chris Cichon, Marketing at Boomerang

Company:
Boomerang is a browser extension for Gmail that allows users to schedule messages to be sent, track messages, and schedule email reminders.

Challenge:
Heavy reliance on paid and organic search channels, low conversion rate, and high cost-per-acquisition. Landing pages were previously optimized for search.

Solution:
Conduct A/B testing to create the most effective landing page and leverage Taboola’s discovery platform to reach customers that lead to full acquisition. Taboola’s content strategists worked closely with the Boomerang team on creating the most effective landing page.

Results:
Boomerang achieved a 140% increase in conversion rate (CVR), a 52% decrease in cost-per-action and 3.5% lead gen during the trial period.
80% of Taboola Visits are New Users

40% More New Users than the Average of Other Channels

Company:
ContaAzul is the easy-to-use online platform for financial and small business management. They add value to customers by partnering with entrepreneurs at all stages of their business.

Challenge:
The main challenge has always been qualified lead generation. Some channels generated a lot of traffic, but few leads. Others generated many leads that were later disqualified. ContaAzul wanted to balance volume with quality.

Solution:
Use the Taboola discovery platform to capture potential clients and new users to the platform.

Results:
ContaAzul saw a 10% increase in traffic volume per month, and an average of 15% increase in leads generated. 80% of conversions are new users, which is 40% higher than the average of other channels.

“We’ve worked with many acquisition channels. Some channels had effective lead qualification, but we weren’t able to scale at volume. Others delivered many website visits, but few qualified leads. With Taboola, we’re now bringing in both, as well as people who have never visited our site before.”

Willian Becher, Paid Media Specialist of ContaAzul
SOCIOPAL is a free mobile application geared for small businesses to help them manage their online marketing strategies at their fingertips.

Challenge: Increase customer acquisitions through app downloads while keeping a lower cost-per-lead.

Solution: Leverage Taboola’s targeting technology to reach small business owners through recommended content. The marketing team used blog posts targeted to small business owners and added CTA buttons, offering users a free download. They then used Taboola to distribute the blog posts across its network of premium publishers.

Results: A 30% increase in application downloads without increasing ad spend.

“The SOCIOPAL app helps small businesses market themselves through content, so using Taboola’s content discovery platform was an easy decision for us.

With just a little help from Taboola, we were able to launch our content campaign and drive cost-per-lead down, so now we are getting more app downloads for the same cost.”

Tamar Shor, CEO and Co-Founder, SOCIOPAL
Company:
Basic Bananas is a global marketing education organization that supports small business owners in understanding how to grow their businesses through effective marketing.

Challenge:
To enroll more business owners into their marketing courses by engaging them with useful educational content or driving direct enrollments on a workshop registration landing page.

Solution:
Use Taboola for both performance campaigns and editorial content campaigns to engage new students from multiple angles. The company’s Taboola campaigns included both performance campaigns and editorial content campaigns, with creatives that either linked straight to a landing page to book a ticket for a workshop or to an informative blog post.

Results:
Outperformed expectations by cost-effectively increasing attendance at workshops across 14 cities around the world.

“Working with the Taboola team has been absolutely fabulous. What I love most about the team is that they are super proactive and truly understand marketing. We’ve found Taboola one of the best, engaging and most cost-effective marketing strategies to date. The results speak for themselves!”

Franziska Iseli, Co-Founder, Basic Bananas
Company:
Blinkist is an app that provides access to key insights from 2,000+ bestselling nonfiction books, transformed into powerful packs any user can read or listen to in just 15 minutes.

Challenge:
To scale acquisition efforts beyond social media channels, and establish Blinkist Magazine as a thought leader in personal development.

Solution:
Taboola gave Blinkist access to a large audience of people who already love reading using Taboola S2S technology, allowing them to directly track app downloads.

Results:
With Taboola, Blinkist was able to acquire over 60,000 new sign ups at their goal CPA.

“...we found content marketing. If I had to say anything to someone considering Taboola, I would say: do it. Working with Taboola will not only help you iron out your value proposition, but they’re also a great addition to your marketing mix. Content discovery is the future.”

Sandra Wu, Digital Marketing Manager at Blinkist

60,000+ Sign Ups in Six Months
Why This MICA Course Is a Must for Aspiring MBA’s

**Company:**
Talentedge is a live and interactive digital learning platform, with 50 courses from 20 premier organizations worldwide.

**Challenge:**
In need of a way to present the benefits and differentiators between each course, Talentedge looked for a PPC alternative.

**Solution:**
Talentedge uses the Taboola discovery platform to increase return on investment (ROI), with acquisition costs lower than revenue. Finding Taboola was the perfect match for their new and growing industry, where there is always a strong need for support of top of the funnel leads. With traditional channels, Talentedge couldn’t differentiate, or personalize, communication about their individual courses.

**Results:**
Talentedge exceeded their target ROI, attracting from 10% to 15% of registrations for each course, from Taboola.

“As a digital brand, we wanted to go beyond traditional pay per click (PPC) and mail campaigns to reach and engage a new audience.

We found Taboola—now an important part of our marketing efforts, and they drive 10% to 15% of registrations for each course”

Vivek Bathla, Marketing Head, Talentedge

10%-15% Registrations Acquired for Each Course
Flintobox

“Flintobox is proud of its innovative approach to early child development through monthly activity boxes. However, educating parents about the concept and the product was proving difficult.

Taboola has been an effective channel that has helped us reach wider audiences across the web who are ready to discover play-based learning products such as Flintobox.”

Anthony Chacko, Marketing Manager, Flintobox

Company:
Flintobox is a theme-based “discovery box” service that curates exploratory activities and games for young children, and delivers them to customer homes as a monthly subscription.

Challenge:
Engage parents at the right moment to drive new subscriptions at a cost effective cost-per-acquisition (CPA).

Solution:
Use the Taboola discovery platform to attract highly engaged audiences to informative blog content, eBooks, and customized landing pages to drive sign-ups.

Results:
By driving high-quality traffic to the Flintobox website at scale, Taboola has delivered a 15% increase in subscriptions at a lower 20% CPA than any other channel.
Drive Quality Audiences From Top Publishers with Your Video and Content Campaigns

Increase Traffic, Get Conversions, and Grow Revenue

Start Your First Campaign
Company: Bombfell is a personal styling service for men. The service assesses each client's style, and ships them clothing options to try them on in the comfort of their own homes.

Challenge: Find additional channels, other than social, search and paid services, to achieve scale.

Solution: Use Taboola's discovery platform to scale traffic, and increase landing page conversions. They saw the highest success in conversion rates from mobile traffic with Taboola by driving visitors directly to their homepage, with a significant increase in their success when they started to also leverage owned content to grow their consumer base.

Results: Achieved a large increase in website traffic which led to a 960% jump in mobile conversions.

As a very performance based marketing team, we needed to find additional channels to achieve scale and performance. With Taboola, we exceeded our expectation for conversions.

Sandro Roco, Sr. Manager, Marketing & BD, Bombfell
How To Get Away With Wearing Sweatpants Everywhere

Relax, We’ve Got Your Summer Vacation Sorted

Company:
Mack Weldon is reinventing men’s basics (and beyond), providing well-designed products and a shopping experience that’s much easier and more convenient than many of today’s alternatives.

Challenge:
As a fast-growing business, Mack Weldon was looking for new customer acquisition channels offering potential to scale and deliver profitable results.

Solution:
Insights from initial Taboola campaigns identified the best audiences, allowing Mack Weldon to target consumers who were most likely to purchase their products.

Results:
With Taboola, Mack Weldon achieved a 39% increase in conversion rate and thousands of new customers per month.

“As a performance marketer I’m constantly looking for new ways to create awareness for our products while growing our customer base cost efficiently. With Taboola, we more than doubled down on content marketing this year and grew our campaigns to drive thousands of customers every month. Recently, we found especially high-converting audiences on Taboola’s Data Marketplace. Targeting those audiences gave us greater scale and drove more purchases on sites that either previously did not convert or converted at too high of a cost.”

Zach Jacobs, Director of Marketing at Mack Weldon
It's Like eBay, But Everything Sells in 90 Seconds.

3.7% Higher Conversion Rate than all Other Paid Channels

4.7% Higher Clicks to Day Zero Purchase than all Other Paid Channels

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 a 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.

“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
FASHION

PANDORA

“We see better performance with native advertising than any other channel, giving us the opportunity to spread the PANDORA brand everywhere.

Taboola not only met our goals for branding, but also achieved impressive conversions through our campaigns. We have driven more conversions with Taboola than with any other native channel.”

Mathilde Phelip, Traffic Manager, Group Marketing at PANDORA

Company:
PANDORA designs, manufactures and markets hand-finished and contemporary jewellery made from high-quality materials at affordable prices.

Challenge:
Reach new, high-quality audiences at a large scale to further build the PANDORA brand in France.

Solution:
Use the Taboola discovery platform to drive quality traffic that spends time with PANDORA marketing content and converts at a high rate. The goal of PANDORA’s Taboola campaign is for the user to get to know them. It’s not about purchases of different types of PANDORA jewelry like charms, bracelets, rings and necklaces, but is instead about users becoming aware of the brand.

Results:
With Taboola, PANDORA achieved an increase of conversions by 130% with branded content at an average of 217 seconds time on site.
Company:
Big Decisions is a financial website offering easy-to-use calculation tools and educational resources that help users manage their personal finances.

Challenge:
Educate new audiences across the web about Big Decisions and attract new users to their personal finance services.

Solution:
Leverage Taboola’s discovery platform to promote educational landing pages to highly-engaged users on top sites across the web.

Results:
Discovery campaigns generated over 8,000 subscriptions for Big Decisions’ email newsletter; Taboola-referred users spent more than 3.5 minutes on-site, and generated 4 pages-per-visit, surpassing the results of traditional advertising campaigns.

“Given the complexity of many personal finance subjects, Taboola’s discovery platform enabled us to promote our story with audiences that were not only relevant, but also highly-engaged and open to learning more about Big Decisions. We’re excited to continue ramping up our efforts with Taboola and discovery in the coming months.”

Ankit Dhadda, Digital Marketing Manager at Big Decisions
Company: Coverfox is a simple, affordable and reliable insurance online marketplace for bike, car, health, travel and term life insurance.

Challenge: Identify useful and high-performing content for users, while also achieving a strong return on investment (ROI) for creative campaigns.

Solution: Use Taboola's discovery platform to analyze the best content to reach their maximum audience, while also achieving a positive ROI.

Results: Exceeded their goals for ROI, decreasing their CPL by 63%.

"While many content distribution channels allowed us to judge our articles for things like average time on page, visitors per session, share metrics and more, Taboola was able to do all this, and excel in meeting our ROI goals—cost per lead and cost per acquisition."

Jaimit Doshi, CMO, Coverfox
Company: Imagination is a full-service content marketing agency based in Chicago, Illinois.

Challenge: Boost the return on investment (ROI) for clients running content marketing campaigns.

Solution: Leverage Taboola’s discovery network to reach highly valuable audiences across the web in a cost-effective and scalable way.

Results: Using Taboola, Imagination increased web traffic by 150%, received 27K+ new visitors to their client’s site, and saw 32K+ clicks.

“Taboola is an invaluable platform for content marketing agencies, offering a powerful way for clients to reach their target markets, cost-efficiently and at scale, whether running small-budget campaigns or multi-million dollar content distribution programs.”

Yuris Bendiks, Paid Distribution Manager, Imagination
LendingTree is an online lending exchange that connects consumers with multiple lenders, banks and credit partners, covering a number of financial borrowing needs.

Challenge:
Looking for higher margin opportunities that could maximize the impact of its credit card-related content promotion budgets.

Solution:
Incorporate Taboola’s Internal Retargeting capabilities to specifically engage users that were further down the “consideration funnel.”

Results:
LendingTree saw conversion rates jump by 100%, and cost-per-acquisitions (CPAs) drop by 65%, across its retargeted Taboola campaigns.

“Content marketing has become a major marketing channel for LendingTree, and Taboola’s Internal Retargeting enables us to achieve the most value from our paid campaigns. We’re very excited to roll out this strategy to other categories beyond credit cards in the coming months.”

Jarret DiToro, Director of Content Marketing at Lending Tree
Food
Company:
AM:PM is a leading City Market in Israel with deep community roots—founded in 1993, their network of urban retail has expanded to over 40 branches today.

Challenge:
Increase brand awareness for a highly targeted audience in the Tel Aviv metropolitan area for AM:PM’s summer promotions.

Solution:
Create a branded video series and distribute via the Taboola discovery platform in order to reach AM:PM’s target audience and increase brand awareness.

Results:
With Taboola, AM:PM achieved a completion rate of over 40% for their in-feed videos, overachieving their goals.

“\[This past summer, AM:PM created a series of cartoon videos to advertise their summer promotions. When trying other channels, they saw challenges with scale and turned to Taboola.\]

With Taboola, we were able to not only achieve the brand awareness and campaign performance AM:PM desired—we blew our campaign goals out of the water.”

Eran Lupo, CEO, 49ers IL – Network

40% Viewable Completion Rate
Google Translate can take single words, whole sentences, or even entire web documents and translate them into one of more than 100 languages. The search giant launched its translation service 12 years ago and has been adding new features and capabilities over the years. The Google Translate app, for example, can now translate conversations in near real-time and, using a smartphone camera, can translate signs written in another language.

What Does Toyota Do with Its Used Hybrid Batteries?

Toyota
Find out what makes the avocado so extraordinary.
Avocados From Mexico
Don’t Buy Glasses until You Read This Article
GlassUSA
Our jewels are like memories: capture yours!
Pandora
Food Lover? Plan a Trip to One of These Cities!
TUI

Company: Avocados from Mexico (AFM) is a not-for-profit that coordinates marketing activities for Mexican Hass Avocados Importers Association, MHAIA and The Association of Growers and Packers of Avocados From Mexico (APEAM).

Challenge: Build brand awareness and increase website traffic to obtain more visibility in the open web.

Solution: Use Taboola’s discovery platform to amplify marketing efforts with new audiences on premium sites across the web.

Results: Exceeded expectations for web traffic and conversions with the Taboola discovery platform, lead generation increased by more than 14%.

“At Ro2, we deliver media results for a variety of brands. For Avocados from Mexico, we’ve used several digital media channels—programmatic, native, social, and search. Taboola offers a great solution for traffic and has helped us generate leads on behalf of Avocados from Mexico.”

Rodrigo Vallejo, Director, Ro2Media LLC
Company: Boxed is an online ecomerce site providing the products people love in bulk and delivering them straight to their door.

Challenge: Leverage strong earned media coverage to increase brand awareness and drive more signups and sales.

Solution: Run campaigns on the Taboola discovery platform leveraging recent media coverage to circulate their brand, drive sentiment and drive purchases.

Results: With Taboola, Boxed achieved over 5,000 actions and a 3.18% increase in conversion rate by leveraging this recent coverage.
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**Company:**
Food Network is an American-based lifestyle channel, website, and magazine that connects its viewers through the power and joy of food.

**Challenge:**
Attract wider audience and establish brand awareness in the UK.

**Solution:**
Leverage Taboola’s targeting technology and content discovery platform. Food Network uses Taboola’s algorithm to push their food related content and recipes across the web to readers who may want to discover fun cake decorating techniques or a new recipe to make for dinner tonight.

**Results:**
Significant increase in video views and site engagement — outperforming search, social, and other web site referrals.

“Taboola has been an invaluable partner as we look to grow in the UK. Thanks to the power of the algorithm, we’ve seen video views increase 160%.”

Marco Betterini, Digital Traffic Strategist, Food Network UK
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**What Does Toyota Do with Its Used Hybrid Batteries?**

**7 Reasons Why Meal Kits Are Trendier Than Ever**

**Plated.**

“Taboola was the perfect partner for Plated as we entered the world of content marketing, giving us the flexibility to test and optimize toward different goals as our priorities changed, and ultimately generating entirely new strategies to help drive sales.”

Matt Kerestesy, Director of Paid Media, Plated

**Company:**

Plated is a New York-based startup that assembles and delivers meal “boxes” in which ingredients are locally sourced.

**Challenge:**

Expand customer reach outside of the usual acquisition channels.

**Solution:**

Leverage Taboola’s technology to conduct A/B testing and analyze content iterations for optimizations.

**Results:**

Significant drop in CPA and increase in high quality conversions.
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What Does Toyota Do with Its Used Hybrid Batteries?

Toyota

Join Us And Play with Millions Of Players! Your Farm is Here!

Big Farm

Don't Buy Glasses until You Read This Article

Glass USA

Our jewels are like memories: capture yours!

Pandora

Food Lover? Plan a Trip to One of These Cities!

TUI

RECOMMENDED FROM THE WEB by Taboola

300% Increase in New Player Growth

Company: Goodgame Studios is a leading free-to-play, online games development company with over 300 million registered users worldwide.

Challenge: Support performance marketing efforts by finding new quality users and improve engagement of existing users globally.

Solution: Run campaigns on the Taboola discovery platform to drive quality traffic to Goodgame Studios’ landing pages. For them, Taboola’s native format was important. As people see more and more ads on the web, the ability to make content that is relevant for them allows the user experience to be more fluid.

Results: With Taboola, Goodgame Studios was able to triple the number of players, and achieve their ROI goals.

“Taboola gave us another point of view in terms of the volume of content we create for our users. Instead of focusing solely on the conversion part of the funnel, we started seeing a bigger impact from users inside that already play and engage with the game.”

Mary J. Kim, Senior Online Marketing Manager at Goodgame Studios
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What Does Toyota Do with Its Used Hybrid Batteries?

Build Your City Through The Ages And Conquer New Territories

Forge of Empires

Don't Buy Glasses until You Read This Article

Our jewels are like memories: capture yours!

Pandora

Food Lover? Plan a Trip to One of These Cities!

TUI

RECOMMENDED FROM THE WEB

by Taboola

50K New Players a Month Acquired

“Encouraged by strong desktop performance, we started user acquisition (UA) for our mobile games on the Taboola network. Our first campaigns showed promising volumes and quality.

We are confident that Taboola can become a key mobile partner for InnoGames’ existing and upcoming titles.”

Perrine Keutchayan, Senior Performance Marketing Manager, InnoGames

Company:
InnoGames is a leading developer and publisher of online games, including the popular cross-platform title, Forge of Empires.

Challenge:
Wanting to grow their UA, Innogames needed a way to reach new potential players, and increase conversion rates.

Solution:
Innogames uses the Taboola discovery platform to increase ROI, with acquisition costs lower than revenue.

“One of the secrets to successful campaigns is the audience—the right audience. Taboola helped us spotting the right people, at the right time, and in a right way,” adds Perrine Keutchayan, Senior Performance Marketing Manager, Innogames.

Results:
With Taboola, Innogames exceeded their target UA, attracting 50K new players per month.
Healthcare
Google Translate can take single words, whole sentences, or even entire web documents and translate them into one of more than 100 languages. The search giant launched its translation service 12 years ago and has been adding new features and capabilities over the years. The Google Translate app, for example, can now translate conversations in near real-time and, using a smartphone camera, can translate street signs written in another language.

Company:
Bundoo is a physician-driven pregnancy and parenting site that provides direct interactions with doctors and healthcare experts.

Challenge:
Expand its reach of targeted audience outside of traditional channels and converting visitors into loyal consumers.

Solution:
Utilize Taboola’s advanced algorithmic engine to recommend personalized content to users.

Results:
Bundoo’s bounce rate decreased overall and site engagements increased monthly.

“Not only have we seen a 13% increase in new users every month as a result of our Taboola campaigns, but we’ve also increased overall engagement and lowered our site-wide bounce rate with Taboola’s on-site recommendations.”

Stephanie Winans, Chief Operating Officer, Bundoo

13% Jump in New Users Monthly
45% Boost in Pages-Per-Visit
70% Increase in Time-On-Site
**Company:**
Eargo sells invisible, comfortable, rechargeable hearing aids direct-to-consumers online. The company is dedicated to making the treatment of hearing loss easy.

**Challenge:**
Reach a new, highly-targeted audience—those with mild to moderate hearing loss and an interest in hearing health—at scale, while achieving their target cost per lead (CPL).

**Solution:**
Use the Taboola discovery platform’s performance marketing capabilities to drive traffic to their homepage and product pages to ultimately convert traffic into leads.

**Results:**
With Taboola, Eargo achieved a 30% decrease in CPA and increased their purchase conversion rate by 35%.

“Our data shows when users search for information about hearing aids, they have already noticed some severity with their hearing loss.

The Taboola content discovery platform and account management team were able to help Eargo effectively reach our audience at scale and easily hit our cost per lead goals. Because of the quality of traffic Taboola provides, we can definitely say they’re one of our number one lead sources.”

Ardalan Zandian, Sr. Online Marketing Manager, Eargo
Hear.com is the global online leader in the hearing aid industry, with over 800,000 consultations each year.

Challenge: Reach Hear.com’s very targeted, niche audience at scale while achieving performance and acquisition goals.

Solution: Run campaigns on the Taboola discovery platform to drive quality traffic to Hear.com’s content, converting at a high rate.

Results: With Taboola, Hear.com was able to scale its marketing efforts with stable conversion rates, including the increase of 10x the traffic in two years and the successful launch of 3 new markets, including the US.

“Due to the nature of our customer base, our content only interests a very particular audience. We’re looking to target middle age, highly active and educated people that need hearing aids to cope with hearing loss in their dynamic lives.

With Taboola, we found success and scale driving sales from our specific niche.”

Catalina Pistol, Head of Display & Cooperations at Hear.com
Drive Quality Audiences From Top Publishers with Your Video and Content Campaigns

Increase Traffic, Get Conversions, and Grow Revenue

Start Your First Campaign
Flare Audio aims to minimize all types of distortion from their audio headphone designs—long live ears.

**Challenge:**
Promote their new headphone product, and increase awareness and sales at scale while hitting their cost per acquisition (CPA) goals.

**Solution:**
Use the Taboola discovery platform to drive Flare Audio Pro headphone sales on the world’s top websites. Taboola is a successful distribution channel for Flare Audio because of the discovery platform’s reach—and the control advertisers have over that reach. Flare Audio was also able to fine tune their bidding process to optimize for success.

**Results:**
With Taboola, Flare Audio was able to sell thousands of headphones, and decrease their CPA by 79% in the first month.

"All artists deserve to be heard in the way that they want to be heard—and that’s what we do here at Flare Audio. Once our headphones were built, we needed to promote them. Taboola gave us the ability to scale easily, quickly, and with a return on ad spend that suited our goals”

Davies Roberts, Founder of Flare Audio
Company: Leesa is the online mattress company with a mission to design, create and sell thoughtful products to help people sleep better. Leesa donates one mattress for every ten sold.

Challenge: Reach new customers when they are in the process of researching and purchasing mattresses.

Solution: Leverage Taboola’s discovery platform to engage new audiences on premium sites around the web and leverage site based retargeting to drive purchases.

Results: Leesa consistently drove strong new user acquisitions and purchases with Taboola, exceeding expectations.

"The concept of content marketing has always been something that interested me as a digital marketer. Through the Taboola network we were able to secure premium placements and meet people where they were across the network. These placements not only allowed us to reach new audiences but to really educate them about our product. Through the client service and account management service, we have been able to really improve our campaign. We are very excited to continue our work and reach even more audiences."

Alex Realmuto, Head of Digital Marketing, Leesa
Company:
SolarQuotes is an information resource covering all aspects of solar energy for homeowners in Australia, and providing quotes from diverse solar providers.

Challenge:
Scale and diversify online customer acquisition by improving traffic to their blog site.

Solution:
Promote blog posts and other items with the Taboola discovery platform on sites inside and outside Australia.

Results:
With Taboola, SolarQuotes increased blog site traffic by 100%.

"Taboola’s account managers are a terrific asset. They are constantly helping to optimize the campaign, testing stories and headlines to achieve optimum clicks."

SolarQuotes Spokesperson
Company: Whirlpool is one of the largest manufacturers of home appliances around the world.

Challenge: Penetrating brand presence in India through informative blog to reach and engage with new customers.

Solution: Leverage Taboola’s discovery platform and recommend Whirlpool’s valuable brand content to targeted users in the Indian market.

Results: 20 million visits in two months with more than 24 thousand clicks.
Company:
Amura is one of India’s leading digital marketing firms, specializing in performance-driven marketing, data analytics, and technology-based sales. Amura’s clientele includes many of the country’s top real estate.

Challenge:
Drive registrations and promote India’s first online flash sale (IRFS), specifically for real estate clients.

Solution:
Use Taboola to power content distribution and reach highly engaged Indian real estate buyers on top publisher websites around the world.

Results:
By the end of the campaign, Taboola’s highly relevant traffic generated more than 500 new registrations for IRFS, and increased CTR by 20%.

“We were looking for a platform to help us reach specific niche audiences and target them effectively in real-time. Taboola understood this vision from the get-go, and working alongside their account management team, we ran an intelligent campaign and achieved vital goals for the IRFS.”

Vaibhav Prabhune, Paid Media Manager, Amura
Company: Berlin Estate, an investment house specializing in Berlin real estate investment.

Challenge: Digital media is saturated with ads that over promise “quick profits” for real estate investment which hinders credibility for the real estate market.

Solution: Leverage the power of content marketing to educate potential investors about security and legitimate benefits for purchasing real estate.

Results: Berlin Estate saw a decrease in price per lead by 84 percent compared to other platforms while experiencing increase of 695 percent in investments/leads.
Company:
Wave Mega City is a first-of-its kind real estate development, based in the capital territory of Delhi, that offers a dynamic mix of luxury residences, premium office space, and vibrant commercial shopping centers.

Challenge:
Educate real estate buyers in the National Capital Region (NCR) about Wave Mega City’s apartment offerings and convert interested prospects into new leads.

Solution:
Utilize Taboola’s discovery platform to promote Hindi-language content marketing campaigns on contextually relevant sites across the web.

Results:
Taboola-referred users were over 100% more engaged than those from display channels, generating a 15% boost in quality buyer registrations.

“Effective online storytelling efforts require both quality content creation and strategic promotion across the web. Taboola’s discovery platform not only enables our team to drive more engaged audiences to our site, but their internalized content marketing know-how further unlocked new opportunities to better reach Hindi-language speakers and generate interest in our residential properties.”

Ram Jalan, VP Digital Marketing and Strategy at The Wave Group
Company:
P6A is TUI’s digital flagship editorial brand designed to increase passengers through branded content strategies. Their offerings include global tour operators, five airlines, over 300 hotels, and a series of destination cruises.

Challenge:
Use editorial brand Passenger 6A (P6A) and TUI India (tui.in) e-commerce to drive conversions for “Visit Britain” campaign and support direct travel package sales.

Solution:
Use Taboola’s discovery platform to drive conversions and increase web traffic to P6A and TUI India, and decrease CPA with promoted content.

Results:
Content discovery with Taboola drove 4,329 users that converted into 600 overnight bookings, +317M content impressions and the majority of 97% of all traffic for “Visit Britain” campaign.

“In several new markets, we wanted to start selling travel packages directly to customers online. We created the Passenger 6A (P6A) editorial brand to educate consumers about our offerings, and saw immense success in audience growth and content engagement with Taboola during our recent ‘Visit Britain’ campaign.”

Nuria Cabot, Global Marketing Director, Passenger 6A
Company:
Austria Tourism works to promote Austria as a vacation destination. Their central goal is to secure and expand tourism to the country, and increase Austria’s competitiveness in cooperation with Austrian tourism partners.

Challenge:
To increase web traffic to, and engagement with, Austria Tourism campaigns in order to make users aware of travel deals to and within Austria.

Solution:
Use the Taboola Discovery Platform to reach new audiences on premium websites across the open web.

Results:
Austria Tourism saw a 33% performance increase across all campaigns when they used Taboola in place of display, and a 2% decrease in bounce rate to campaign landing pages, increasing user engagement. Taboola is responsible for 50% of all leads generated through native advertising for Austria Tourism.

"With Taboola, we reach people on the open web, who are open to discovering travel options—their native capabilities gave us the right placement on the page for our campaigns! With the help of our Taboola account manager, our detailed campaign planning allowed us to hit our goals. We have been able to record a steep performance increase across all Tourism Austria campaigns in no time after adding Taboola to the mix."

Claudia Sokoll, E-Marketing, Österreich Werbung

33% Better Performance than Display Channels
Secret Escapes is a members-only travel company selling discounted luxury hotel stays and trips through its website and mobile app.

**Challenge:**
Targeting audience for membership sign-ups and increasing click-through-rate (CTR) and conversion rates.

**Solution:**
Leverage Taboola’s discovery platform to target audiences around the web and drive them to Secret Escapes’ landing page that leads to membership sign-ups.

**Results:**
In just 3-months, Secret Escapes’ Taboola campaign exceeded expectations with a triple-digit increase in CTR.

“We are extremely pleased with the quality of traffic coming from Taboola and its ability to successfully drive sign-ups on our website.

Our account manager is always available with helpful tips, and the optimisations we’ve made have proven to be very effective. Taboola is definitely a branding and direct response solution worth investing in.”

Ashley Gill, Digital Marketing, Secret Escapes

<table>
<thead>
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<th>600</th>
<th>317</th>
<th>97%</th>
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<tr>
<td>Overnights Booked</td>
<td>Content Impressions</td>
<td>Percent of Traffic Driven by Content Discovery</td>
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How to Get Started

Set Goals

Your discovery campaign should begin with a discussion about what success will look like and how you might be able to measure it.

We see successful advertisers reach for these goals often:

1. Branding—consider branded video campaigns, or sponsoring content like media coverage, upper funnel owned articles, and galleries.

   Common KPIs include completion rate, viewability, pageviews, time on page, and more.

2. Performance—consider animated thumbnail campaigns, or sponsoring content like lower funnel owned articles, product pages and more.

   Common KPIs include sales, conversions, cost per acquisition (CPA) and cost per click (CPC) goals, and increase in CTR and more.

Set Up Your First Campaign

Once your goals are set, you’ll need to collect your content—a list of URLs to promote—based on your goals above.

From there, head over to our quick-start wizard (signup.taboola.com/join) and follow these simple steps, or log in to your backstage account (backstage.taboola.com) to get started.

To upload your relevant content items, you’ll need the following:

1. Basic campaign details light flight budget and flight length.

   Beginners tip: Although you can start your campaign today with just $10 a day, we recommend a starting daily budget of $50 to $100 for at least a two week long campaign flight for best results.

2. Initial audience filters, such as country or device. For more advanced targeting options, check out our retargeting capabilities and Tabools Data Marketplace.

   Beginners tip: for example: if you’re looking to promote a mobile device, you might want to check out Taboola Segments in Backstage: Interest > Technology > Smartphones.

3. Title and thumbnail combinations to promote your URLs. These serve as the vital first impression for your piece of content, enticing people to click and to learn more about your story.

   Beginners Tip: keep your titles under 40 characters to start. Colorful images that include expressive people perform best across the board. Check out Taboola Trends (trends.taboola.com) for real-time title and image insights by vertical and location.
How to Get Started

Set Your Budget

Most of our advertisers measure their campaign budget using their CPC.

1. Set your budget based on total flight, CPC and more. We advise new partners to be relatively generous if possible with CPC, rather than immediately driving towards the lowest possible number.

2. Higher CPCs enable a campaign to effectively cast a wider net at the beginning and therefore uncover more opportunities to optimize toward well-performing audience segments.

Beginners tip: start with a generous budget based on your standards. Check in on your first campaign daily, and adjust your budget based on top performing publisher sites for your audience.

Analyze as You Go

As your campaign runs, you’ll want to keep an eye out for what going right—things like publisher sites that are driving good results, and audience segments that you might want to zero in on.

1. After your content discovery campaign has generated a sufficient amount of audience data, take a step back and consider how the overall performance compares to your original goal or KPI.

2. Finally, look for ways to make it even more efficient, targeting audiences by more granular variables like time of day, site, and device type.

Beginners tip: your CTR in backstage is indicative of good performance for a publisher or audience segment, but if conversions are what you’re after, install the Taboola Pixel for more detailed insights.
Last Thing Before You Go...

Now You Try

To sum it all up, all you need to get started is a set of URLs and the titles and thumbnail combinations you want to use to promote them.

You can get started in just four easy steps:

1. **Set your goals:** choose between branding or performance KPIs
   Collect your assets: build multiple creatives based on Taboola Trends best practices

2. **Define your budget:** start with a generous CPC that fits your needs

3. **Analyze your performance:** install the Taboola Pixel for detailed insights

Access to discovery, and native advertising on the open web is simple as starting your first campaign. Start your campaign at signup.taboola.com/join.

Did You Know

We’ve gone through a lot—an introduction to native advertising, discovery, 40 examples of marketing campaigns that have succeeded with these channels, and tips for getting started.

1. Native advertising and discovery drive results throughout the funnel for branding and performance campaigns.

2. Companies such Flare Audio, Blinkist, and PANDORA have achieved results that include selling thousands of headphones, acquiring tens of thousands of users, and a 130% increase in conversions.

3. You can start getting meaningful traffic and leads with a $50 to $100 daily budget.

4. Taboola is live on tens of thousands of publishers, serving 450 billion recommendations a month, and we’re leveraging that exposure for your brand.

5. While Facebook and Google are great platforms, Discovery is still the acquisition channel with the most opportunity—which as Gary Vee would say—that’s the best time to jump into the game.
Drive Quality Audiences From Top Publishers with Your Video and Content Campaigns

Increase Traffic, Get Conversions, and Grow Revenue

Start Your First Campaign