




ROCK AROUND THE HOLIDAY CLOCK WITH DIGITAL MARKETING CAMPAIGNS THAT WORK

The Ultimate Holiday Marketing Playbook Broken down by Industry



It's crunch time for your holiday marketing campaign—that crucial period between the release of pumpkin spice lattes and the rush of consumers racing for deals starting on the stroke of midnight Black Friday, through Cyber Monday and beyond past the holiday season. This year, marketers are poised to capitalize on as much as \$720.89 billion in the US alone¹.

The good news—you've still got time to build the digital campaigns that will give your brand momentum from now and throughout the New Year.

But you have to catch those customers early. Consumers are shopping earlier and earlier in response to Black Friday and Cyber Monday deals. In fact, Comscore [reported](#) that last year, only 18% of holiday shopping occurred between Black Friday and the following Tuesday.

The digital competition is intense. Marketers have to think more strategically about how digital ads can stand out amid all the other campaigns attempting to grab consumers' attention.

That's what this guide is all about.

IN THESE PAGES, WE'LL UNWRAP:

- Two trends shaping holiday marketing this year
- Four stages of holiday planning, complete with suggested tools
- Video characteristics, image and keyword trends that drive purchases
- Times of the day and week to reach consumers when they're ready to buy

¹ Source: National Retail Federation



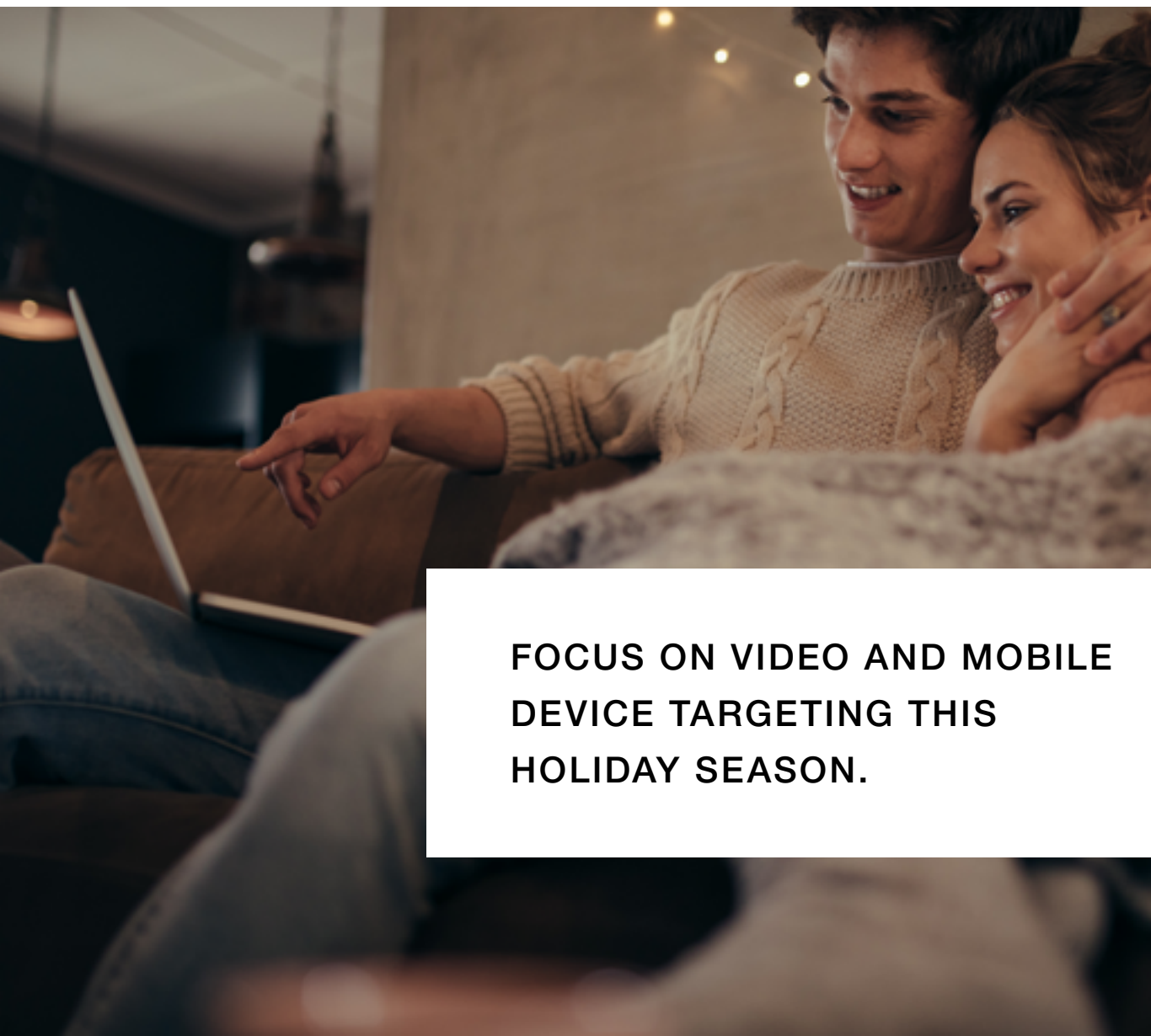
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START YOUR CAMPAIGN TODAY

START NOW

TWO MARKETING TRENDS YOU CAN'T MISS OUT ON



**FOCUS ON VIDEO AND MOBILE
DEVICE TARGETING THIS
HOLIDAY SEASON.**

This year, we know two things for sure:

Consumers are making more purchases on their **mobile devices**.

Consumers across the web are favoring **video content** over other formats.

In fact, e-commerce will be increasingly driven by mobile commerce, which is expected to jump 32.6% and will account for 44% of holiday e-commerce spending². Video will make up 82% of all internet traffic by 2021³.

Who are the people consuming video and content on mobile devices? We're lumping them into two categories

- 1 Shoppers with intent.** These people know what they're looking for, and are ready to make a purchase fast.
- 2 Exploring shoppers.** These people are ready to browse, discover new things, and are more likely to impulse buy.

We see the latter group more akin to explorers on the open web—these consumers are engaging with video and with their mobile devices at higher rates than other content formats and devices.

² Source: eMarketer

³ Source: Cisco

HOLIDAY DIGITAL CAMPAIGNS THAT WORK: PLANNING IN FOUR STAGES

PREPARE
SCALE YOUR AUDIENCE
CONVERT
RETAIN



PREPARE

TEST NEW AUDIENCES AND GATHER INSIGHTS.

Successful holiday campaigns all start in the same place—with the right data. When you're just getting started, your goal should be to test new audiences and creatives to collect reliable data.



TOP TIPS FOR HOLIDAY CAMPAIGN PREPARATION

Go mobile. Mobile devices captured up to 81% of all purchases on Singles Day, Black Friday, Small Business Saturday and Cyber Monday in 2017.

Collect data on your audience. Keep your audience as broad as you can at the start—target consumers beyond what you'd expect to find using new demographics, locations and interests.

Go global. Go across borders to discover new audiences in new locations that might work for your brand.

Test new videos, images and keywords. Action shots, images of people and keywords that drive action see the most engagement globally and can increase click-through-rate (CTR) by over 50%.

TOOLS TO GET STARTED

Taboola Trends. Know the images, keywords and topics consumers are engaging with based on weekly trends at trends.taboola.com.

Data Marketplace. Work with the best data providers like Neustar and Acxiom and more to find consumers with new demographics, interests and behaviors that you might not have known would be interested in your products.



SCALE YOUR AUDIENCE

YOU WANT PEOPLE TO REMEMBER YOUR BRAND WHEN THEY GO TO SHOP.

Once you've gathered substantial amounts of data on your audience and creatives, you'll want to get the word out about your brand to as many people as possible leading up to the purchasing rush.

Unwrap your campaign's potential with powerful branding—video campaigns, earned media and educational content provides value and entertainment for your consumers and will keep you top of mind when they start to shop.

TOP TIPS FOR SCALING YOUR HOLIDAY CAMPAIGN'S AUDIENCE

Focus on your video creatives. Video is a powerful tool for getting your brand to stick in consumers' minds. Focus your budgets on video creatives when scaling your audience.

Test earned media and news coverage. Credibility from other trusted sites is another great way to build recognition around your brand. Promote these pieces for better brand recall in the minds of holiday shoppers.

Keep it valuable. This isn't the time for a hard sell. Whatever content you run, keep it entertaining and valuable in order to scale your audience as wide as possible.

TOOLS TO GET STARTED

In-Feed Environments. Research shows that consumers are more engaged and have more fun in infinite feed environments. Focus on ad formats in-feed this holiday season.

Taboola Video Studio. Taboola offers help with video creatives for clients who need it. Reach out to an account manager for more information.

CONVERT

USE SALES TO DRIVE YOUR STRATEGY.

The week of Thanksgiving through the New Year is when you'll want to sprint. All of the testing and audience building you've done to date is about to pay off—it's time to focus on performance-related content and sales.



TOP TIPS FOR DIGITAL HOLIDAY CAMPAIGNS THAT CONVERT

Narrow your audience segments. Take a deep dive into your audience segments and cut out demographics, sites and audience segments that aren't performing and focus on the most engaged bunch.

Get more aggressive with sponsored content. Landing pages, product pages and other types of content at the bottom of the funnel are great to leverage at this stage. Consider testing animated thumbnails—they're eye catching.

Review data daily. The performance of your creatives, your bids, the sites you're targeting and your audiences all affect the success of your campaign. Review your performance daily to keep up with audience trends.

TOOLS TO GET STARTED

Lookalike Audiences. Use the data you've collected up until now on your audience and expand to target a lookalike audience.

Targeting. Narrow even further and target what's most relevant for your consumers—spend, time of day, day of week, site visitors and more.

Smart bid. Turn on the functionality that automatically optimizes your campaigns for the sites that are performing best for your goals.



RETAIN

KEEP YOUR CUSTOMERS BEYOND THE HOLIDAY SEASON.

The holidays don't end after Christmas. Continue the momentum you built up during the holidays to set the stage for a successful new year.

TIPS FOR KEEPING CUSTOMERS ENGAGED

PAST THE HOLIDAYS

Use your own data. Retarget the customers who've already purchased your product with follow-up campaigns that encourage them to either make another purchase, or simply keep your brand top of mind.

Revisit video. Stick in the minds of your holiday customers with a great video campaign for the New Year—remember, entertainment and value are your goals.

TOOLS TO GET STARTED

First Party Data. Run campaigns with platforms that allow you to use your own lists to retarget previous customers or subscribers.

Retargeting. Retarget former customers, and also site visitors or those who engaged with your campaign but didn't end up making a purchase this holiday season to stay top of mind.

BONUS

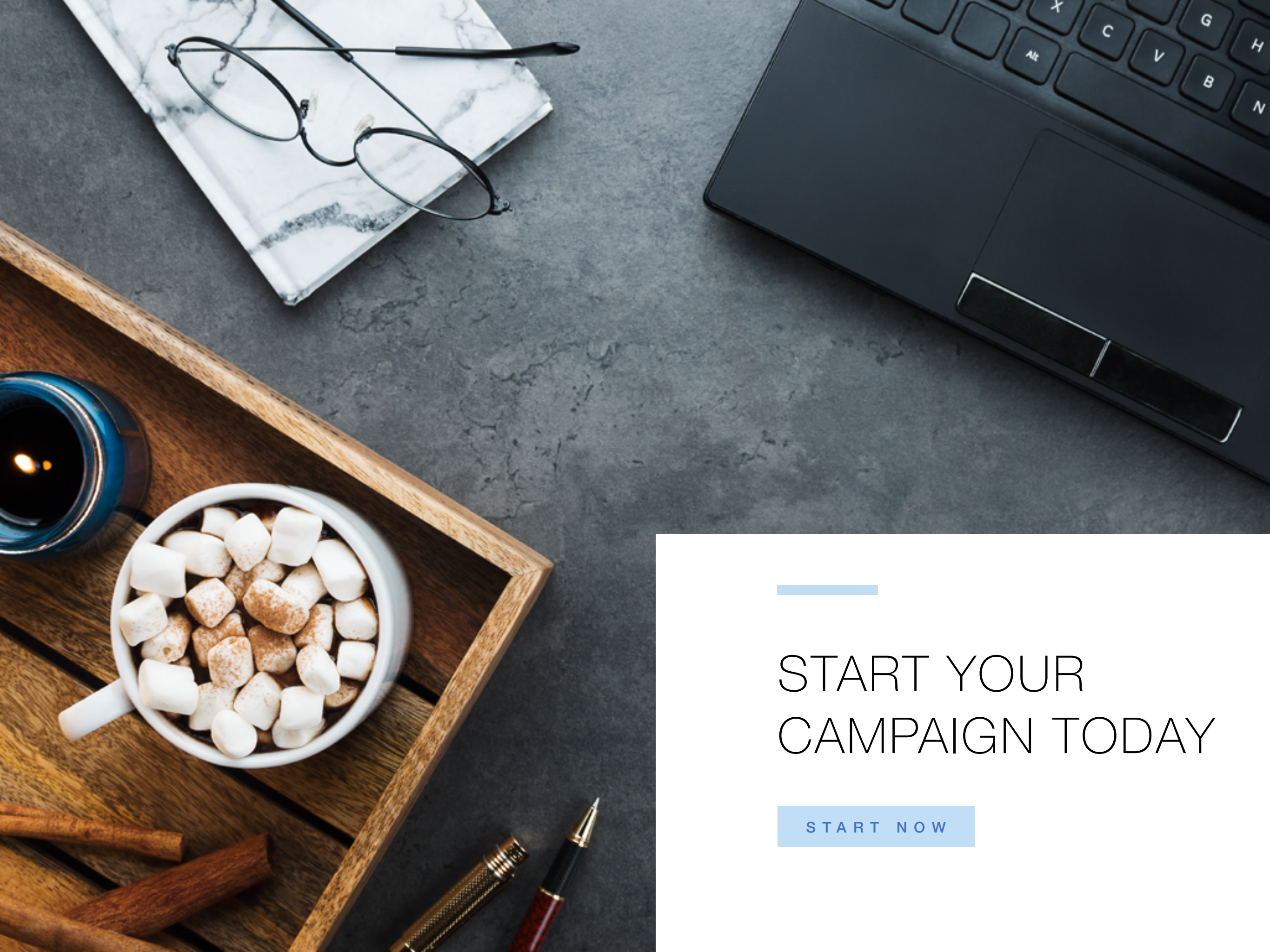
MORE TOOLS YOU CAN'T MISS THIS HOLIDAY SEASON.



Taboola Pixel. Pixel-track your digital campaigns to confidently manage conversions, custom audiences, audience insights and more.

Mobile app tracking. Measure and attribute mobile app downloads and performance with our server to server solution.

Account management. Work with companies that want you to succeed—reach out to account management or check out our help center for campaign insights.



START YOUR
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HOLIDAY AD CREATIVES THAT JINGLE ALL THE WAY

**CREATIVE INSIGHTS
THAT DRIVE HOLIDAY
CAMPAIGNS FOR
EVERY INDUSTRY**



INTRODUCING TABOOLA FEED

SOCIAL MEETS THE OPEN WEB FOR BRANDING AND
PERFORMANCE GOALS THIS HOLIDAY SEASON.

1 Taboola keeps users engaged.

Our research shows that Taboola Feed positively impacts user engagement with content anywhere on the open web.

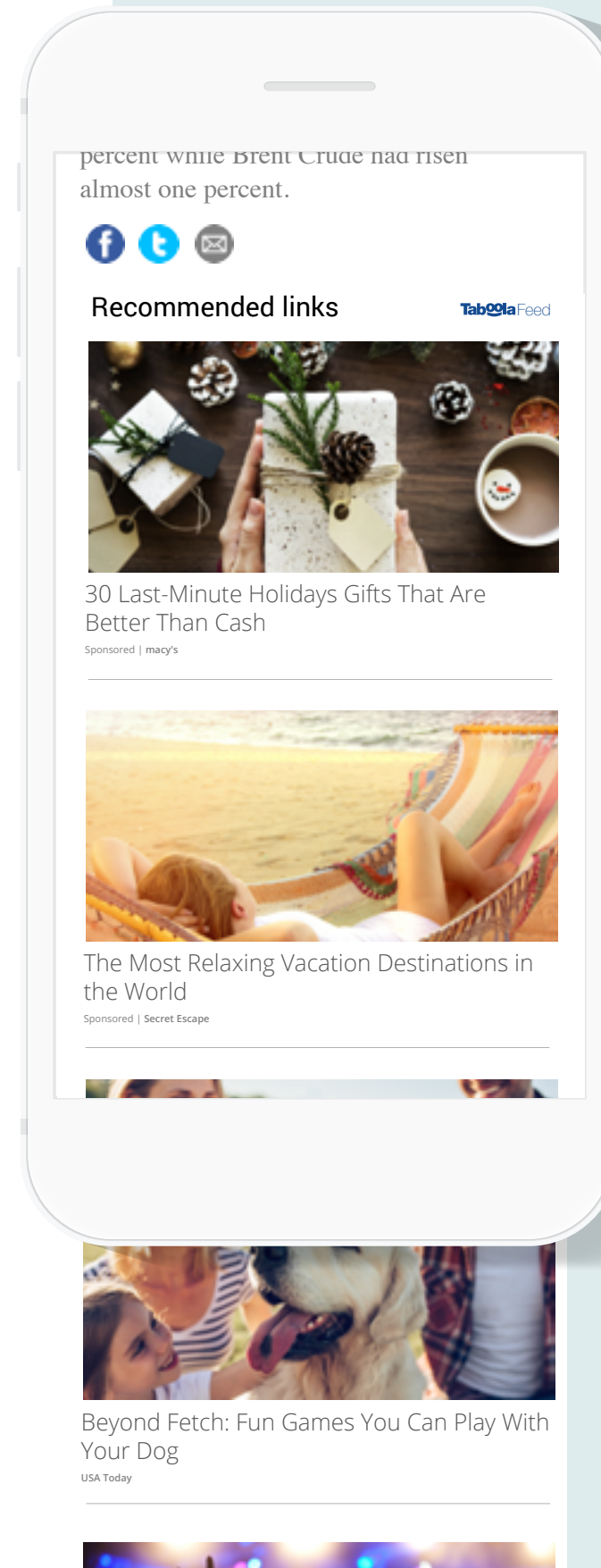
2 Mobile is the consumer device of choice.

We've seen an increase in the amount users are scrolling, up to 32% more than desktop to be exact, on our infinite feed environment.

3 Video is the consumer ad of choice.

Globally, consumers will spend 84 minutes a day watching online video in 2020, up 25% from 67 in 2018.⁴

⁴ Publicis Media Agency, Zenith



VIDEO

**THE BEST WAY
TO CAPTURE
AUDIENCE ATTENTION**



VIDEO CREATIVE BEST PRACTICES

15s - 1m

Our video length recommendation.
Keep it short and sweet.

LOGO

If brand awareness is your goal,
include your logo on-screen
at all times.

OPTIMIZE FOR SOUND OFF

Include subtitles in case your
consumer is in the office, doesn't
have headphones, or just
doesn't want video with sound.

OVERLAY

If performance is your goal,
include an overlay or banner with
a clear call to action (CTA).

THREE

The number of video
creatives we recommend
you test for optimization.

END CARD

Leave your viewers with
an action item—an end card is
a great way to direct them to your
website or more content.

Israel's Ministry of Tourism Nails Video Best Practices with Tourism Campaign

The Israeli Ministry of Tourism not
only achieved their target KPIs,
but found their video campaign
converted 40% more on Taboola
than any other platform at a 14%
CVR on the landing page, and over
30 million video impressions.



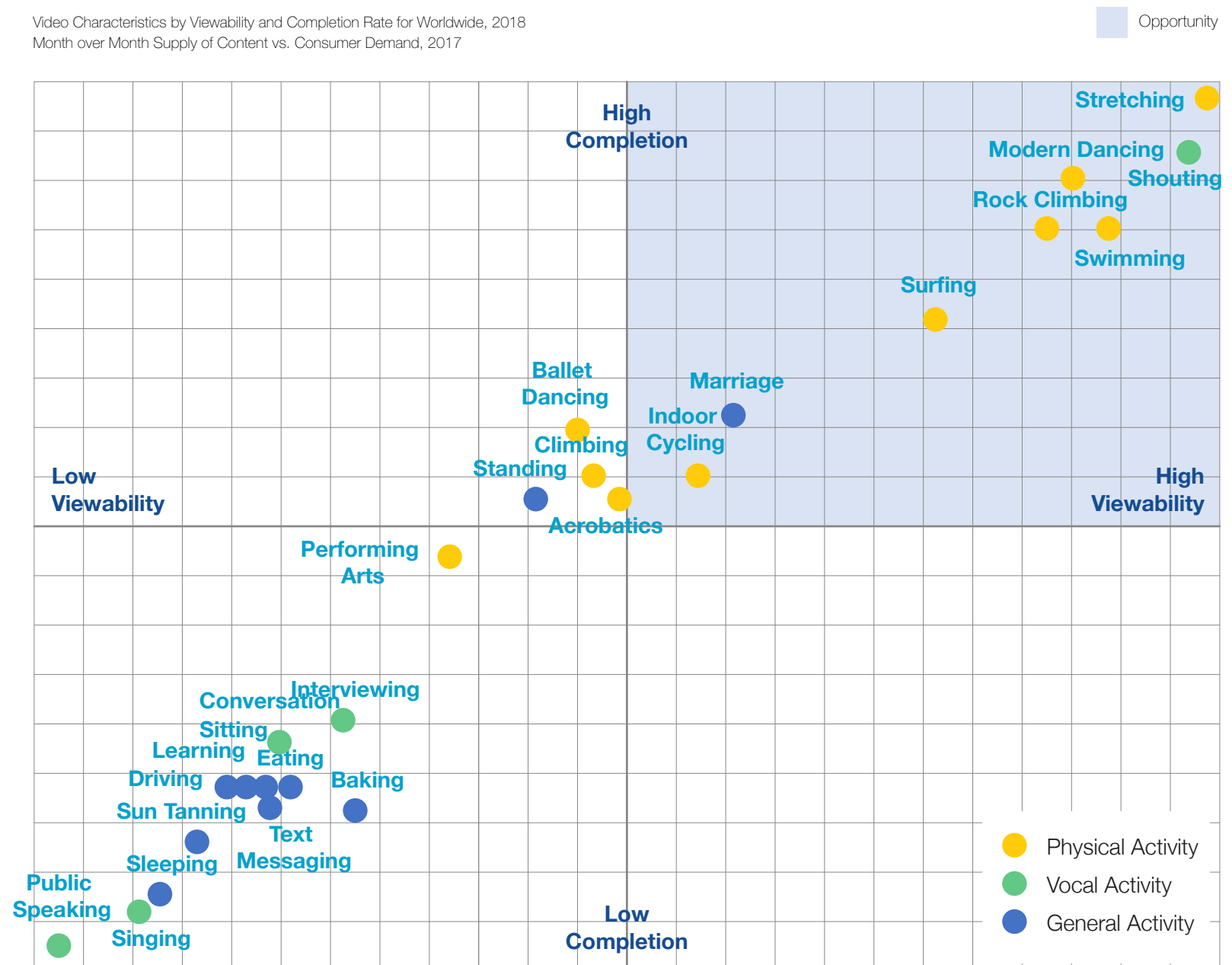
VIDEO CHARACTERISTICS THAT WORK

Including physical activities like stretching, modern dancing, rock climbing, swimming and others is your best bet to capture consumer attention this season.

These activities drive both high viewability and completion rates.

For example, if you're selling fitness clothes, videos that include people stretching would work well.

Video Characteristics by Viewability and Completion Rate for Worldwide, 2018
Month over Month Supply of Content vs. Consumer Demand, 2017



A cozy morning scene set on a white windowsill. In the background, a window is covered in raindrops, with a view of a building outside. To the left, a thick, white, fluffy blanket is draped over the sill. In the center, a white ceramic mug is filled with a dark coffee. To the right of the mug, a small white bowl contains a dark spread, likely jam, with a silver spoon resting inside. Next to the bowl is a golden-brown croissant, tied with a piece of twine. Further right, a clear glass jar is filled with a dark, crumbly substance, possibly chocolate shavings or cocoa powder. In the foreground, a piece of dark chocolate is visible. The overall atmosphere is warm and inviting, suggesting a quiet morning at home.

START YOUR
CAMPAIGN TODAY

START NOW

SPONSORED CONTENT

OPTIMIZE YOUR
CAMPAIGN WITH
DATA COLLECTED
FROM MILLIONS OF
CAMPAIGN CREATIVES



AUTO

PLATFORM

TABLET

devices have the most opportunity. CTRs surpass mobile and desktop by 21%, while only 10% of the supply of content on the open web is auto-related.

CONTENT TYPE

PHOTO GALLERY LANDING PAGES⁵

There's more demand than supply for photo galleries of cars this season. This landing page type boosts CTRs more than promoting articles and video on the landing page by 100% on average.

IMAGES

MEN IN CARS

are 299% more likely to be clicked on than photos of women in cars. Test photos of men behind the wheel leading up to the New Year.

KEYWORD

'BLACK' & 'MUSCLE'

Auto consumers are most interested in the sleek and sexy vehicles. These keywords increase consumer demand up to 130%.

⁵ Landing Pages (LPs)

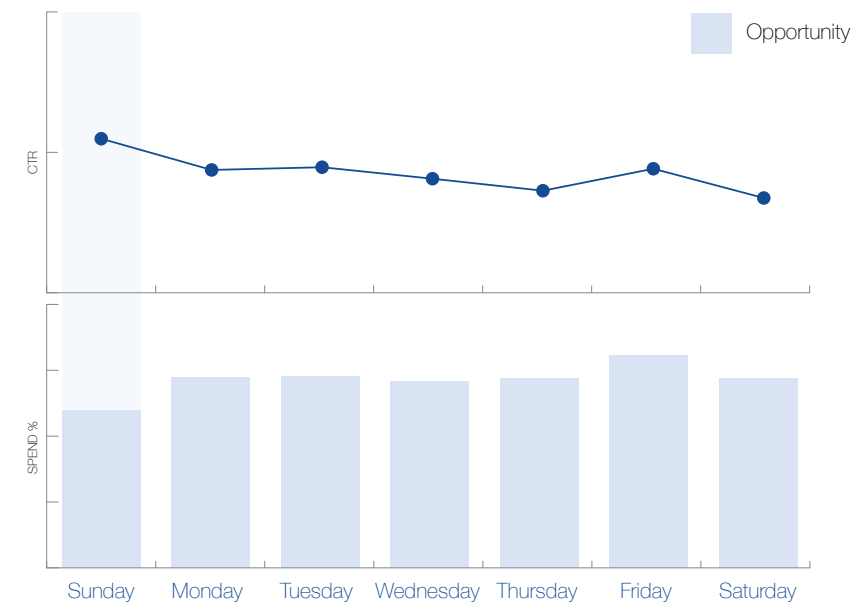
⁶ Supply is indicated by the percentage a market spends on auto content.

⁷ Consumer demand is indicated by the average calibrated CTR for auto content.

CTR BY DAY OF WEEK

TEST HIGHER BIDS ON TUESDAYS.

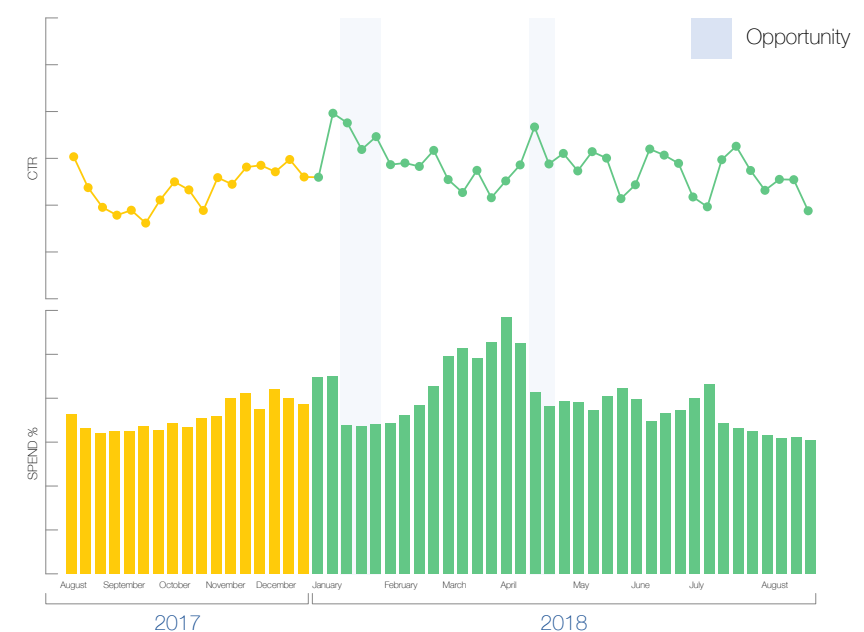
Day of Week Performance for the Business & Technology Vertical Worldwide, 2017
Supply of Content vs. Consumer Demand by Day of Week, 2017



CTR BY TIME OF YEAR

FOCUS BETWEEN BLACK FRIDAY & CHRISTMAS, BUT PLAN FOR THE NEW YEAR.

Discovery Market Opportunity by Time of Year for the Business & Technology Vertical Worldwide, 2017
Month over Month Supply of Content⁶ vs. Consumer Demand, 2017⁷



BEAUTY & FASHION

PLATFORM

TABLET

devices have the most opportunity. CTRs surpass mobile and desktop by 7% while supply made up less than 6% of the open web.

CONTENT TYPE

ARTICLES

There's more demand than supply for beauty & fashion articles this season. This landing page type boosts CTRs more than promoting photos and video on the landing page by 10% on average.

IMAGES

CLOSE UPS

of fashion and beauty models are 160% more likely to be clicked on than photos at a distance.

KEYWORD

'RED CARPET'

References increase CTRs by over 300% when included in sponsored content headlines.

⁸ Supply is indicated by the percentage a market spends on beauty and fashion content.

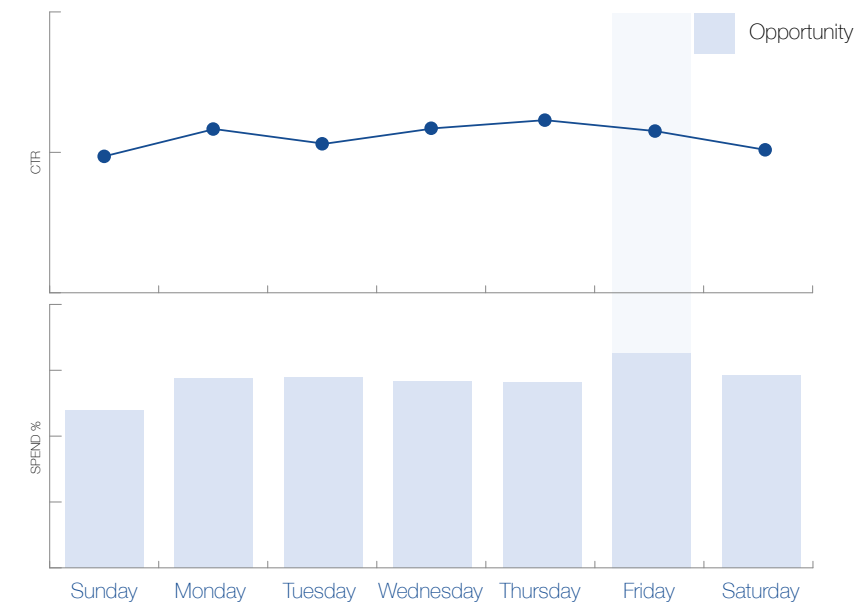
⁹ Consumer demand is indicated by the average calibrated CTR for beauty and fashion content.

CTR BY DAY OF WEEK

TEST HIGHER BIDS ON FRIDAYS.

Day of Week Performance for the Beauty & Fashion Vertical Worldwide, 2017

Supply of Content vs. Consumer Demand by Day of Week, 2017

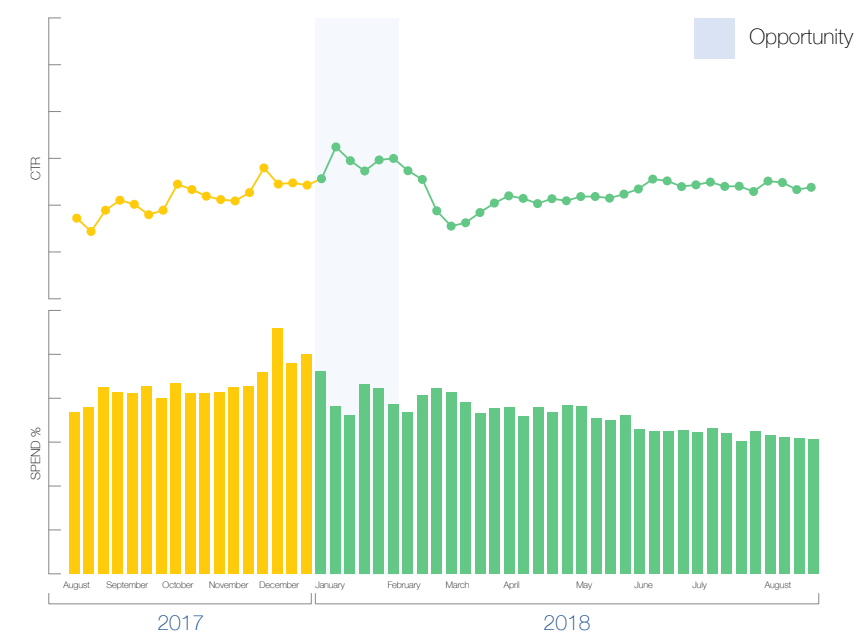


CTR BY TIME OF YEAR

DON'T STOP BEAUTY & FASHION CAMPAIGNS AFTER THE HOLIDAYS

Discovery Market Opportunity by Time of Year for the Beauty & Fashion Vertical Worldwide, 2017

Month over Month Supply of Content⁸ vs. Consumer Demand, 2017⁹



BUSINESS & TECHNOLOGY

PLATFORM

TABLET

devices have the most opportunity. CTRs surpass mobile and desktop by 7% while supply made up less than 6% of the open web.

CONTENT TYPE

PHOTO GALLERIES

There's more demand than supply for business & technology photo galleries. This landing page type boosts CTRs more than promoting articles and video on the landing page by 171%.

IMAGES

ANIMALS

are 311% more likely to be clicked on than photos without animals—include the office pets!

KEYWORD

'TECHNOLOGY'

is the most impactful keyword to include in your headlines this holiday season. CTRs increase by 290%.

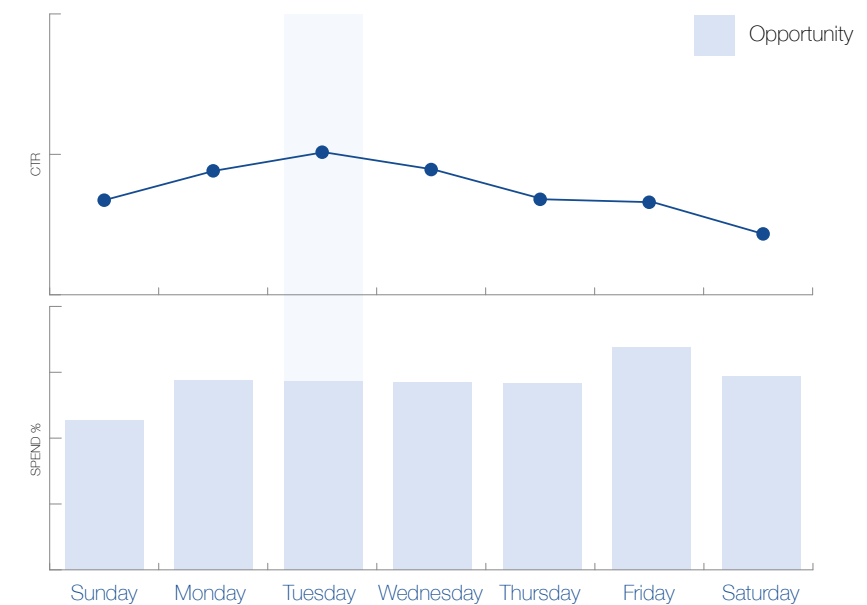
¹⁰ Supply is indicated by the percentage a market spends on business & technology content.

¹¹ Consumer demand is indicated by the average calibrated CTR for business & technology content.

CTR BY DAY OF WEEK

TEST HIGHER BIDS ON TUESDAYS.

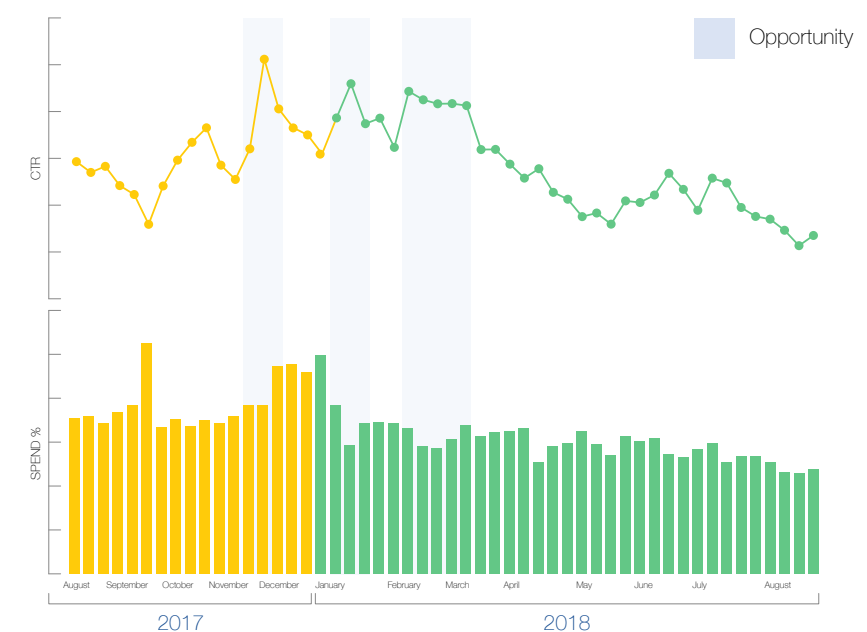
Day of Week Performance for the Business & Technology Vertical Worldwide, 2017
Supply of Content vs. Consumer Demand by Day of Week, 2017



CTR BY TIME OF YEAR

FOCUS BETWEEN BLACK FRIDAY & CHRISTMAS, BUT PLAN FOR THE NEW YEAR.

Discovery Market Opportunity by Time of Year for the Business & Technology Vertical Worldwide, 2017
Month over Month Supply of Content¹⁰ vs. Consumer Demand, 2017¹¹



EDUCATION

PLATFORM

MOBILE

devices have the most opportunity. CTRs surpass tablet and desktop by 23% while supply made up less than 60% of the open web.

CONTENT TYPE

VIDEO LANDING PAGES

There's more demand than supply for education videos. This landing page type boosts CTRs more than promoting articles and photos by 49%.

IMAGES

COLOR PHOTOS

are 109% more likely to be clicked on than black and white photos when promoting education products.

KEYWORD

'YEAR' AND 'HELP'

are the top keywords to include in your sponsored content headline this holiday. CTRs increase up to 120%.

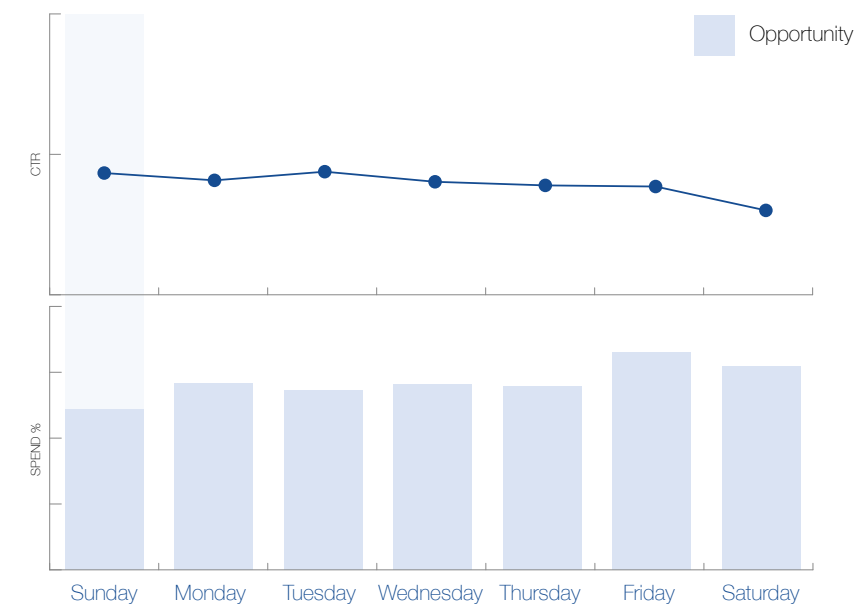
¹² Supply is indicated by the percentage a market spends on education content.

¹³ Consumer demand is indicated by the average calibrated CTR for education content.

CTR BY DAY OF WEEK

TEST HIGHER BIDS ON SUNDAYS.

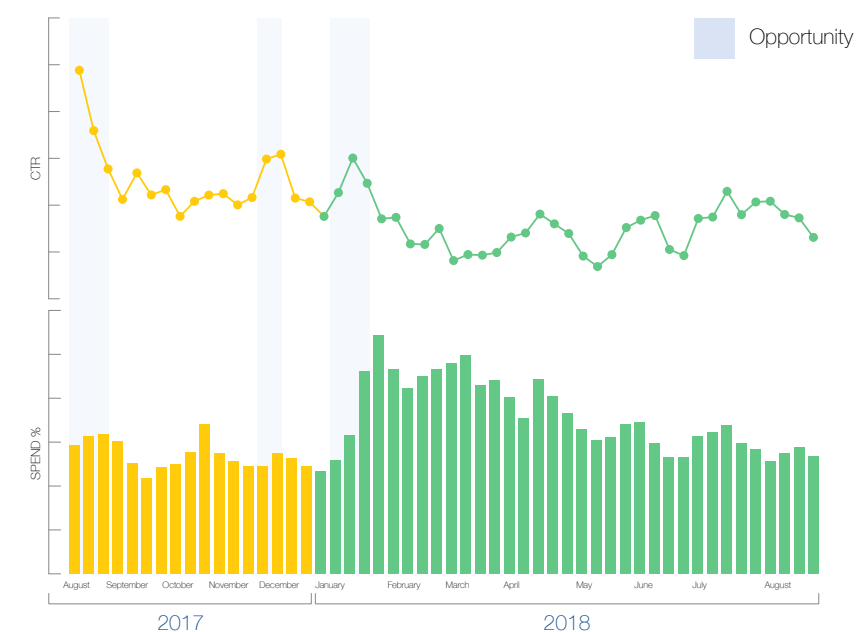
Day of Week Performance for the Education Vertical Worldwide, 2017
Supply of Content vs. Consumer Demand by Day of Week, 2017



CTR BY TIME OF YEAR

HOLIDAY BUDGETS ARE BEST MAXIMIZED WHEN KIDS ARE BACK TO SCHOOL.

Discovery Market Opportunity by Time of Year for the Education Vertical Worldwide, 2017
Month over Month Supply of Content¹² vs. Consumer Demand, 2017¹³



FOOD

PLATFORM

MOBILE

devices have the most opportunity. CTRs surpass tablet and desktop by 1%.

CONTENT TYPE

PHOTO GALLERIES

There's more demand than supply for food photo galleries. This landing page type boosts CTRs more than promoting articles and videos on the landing page by 65%.

IMAGES

OUTSIDE DINING

Photos are 140% more likely to be clicked on than indoor dining photos.

KEYWORD

'EASY' & 'CHICKEN'

are the top keywords to include in your sponsored content headline this holiday. CTRs increase up to 106%.

¹⁴ Supply is indicated by the percentage a market spends on food content.

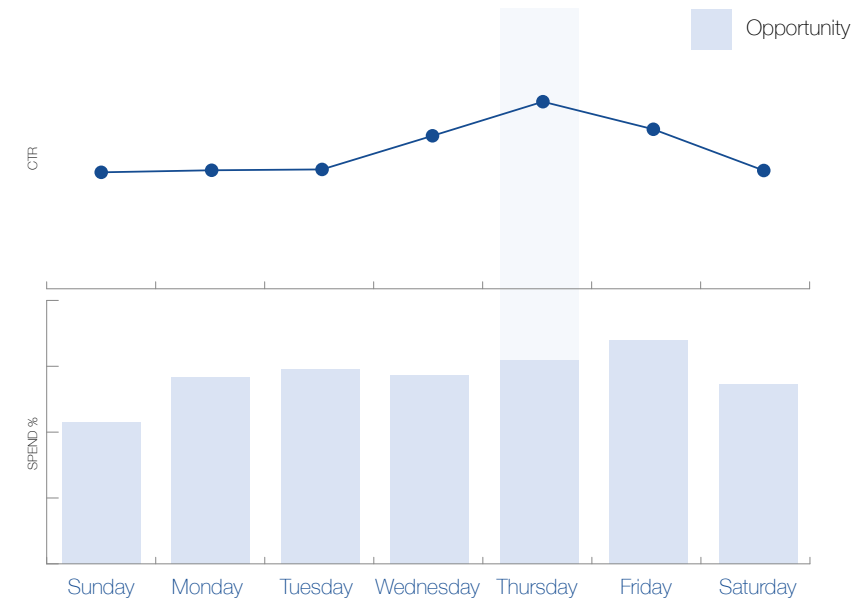
¹⁵ Consumer demand is indicated by the average calibrated CTR for food content.

CTR BY DAY OF WEEK

TEST HIGHER BIDS ON THURSDAYS.

Day of Week Performance for the Food Vertical Worldwide, 2017

Supply of Content vs.
Consumer Demand by Day
of Week, 2017

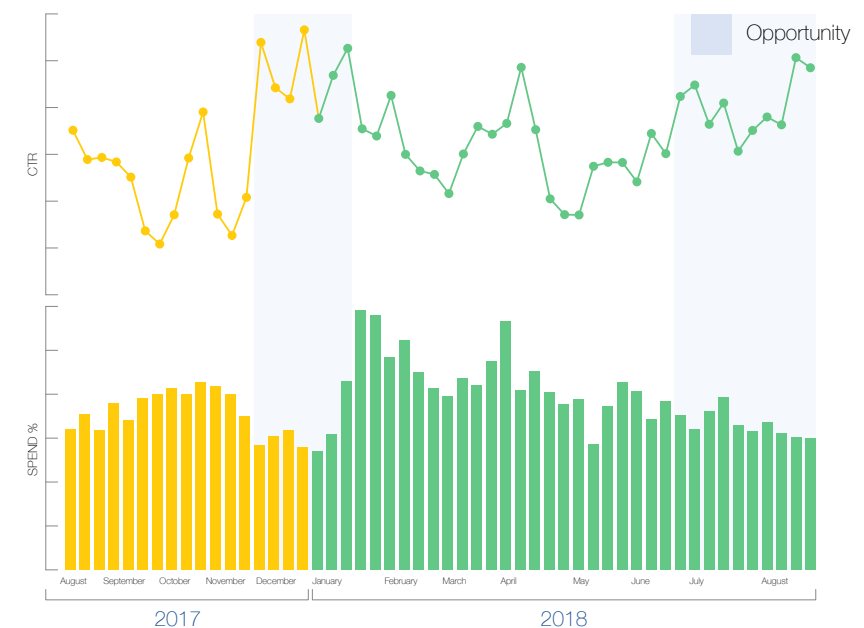


CTR BY TIME OF YEAR

ALLOCATE MORE BUDGET TO CAMPAIGNS AFTER THANKSGIVING.

Discovery Market Opportunity by Time of Year for the Food Vertical Worldwide, 2017

Month over Month Supply of
Content¹⁴ vs. Consumer Demand,
2017¹⁵



FINANCE

PLATFORM

MOBILE

devices have the most opportunity. CTRs surpass tablet and desktop by 38% while supply made up less than 37% of the open web.

CONTENT TYPE

VIDEO LANDING PAGES

There's more demand than supply for finance videos. This landing page type boosts CTRs more than promoting articles and photos on the landing page by 236%.

IMAGES

FOOD IMAGES

are 44% more likely to be clicked on than photos without food in the finance category.

KEYWORD

'ACCOUNTS'

is the top keyword to include in your sponsored content headline this holiday. CTRs increase up to 52%.

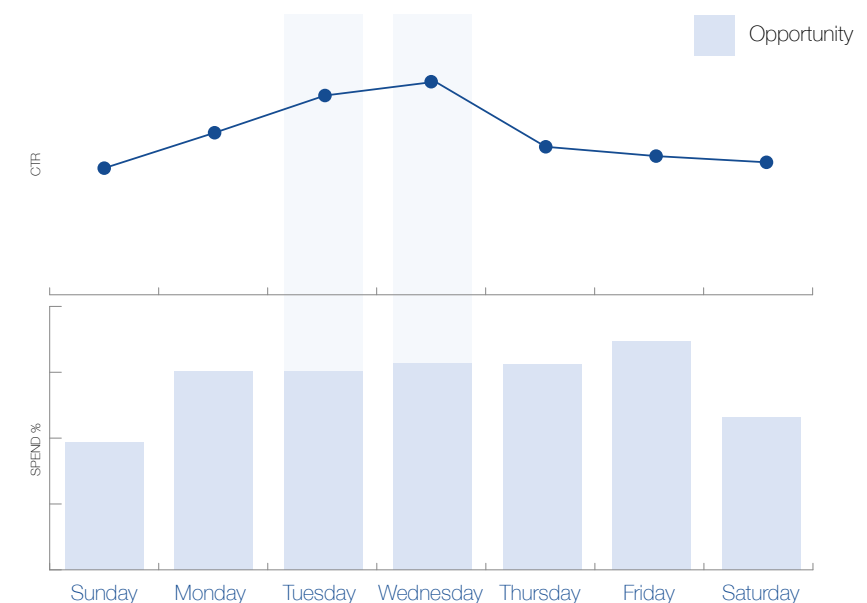
¹⁶ Supply is indicated by the percentage a market spends on finance content.

¹⁷ Consumer demand is indicated by the average calibrated CTR for finance content.

CTR BY DAY OF WEEK

TEST HIGHER BIDS ON WEDNESDAYS AND TUESDAYS.

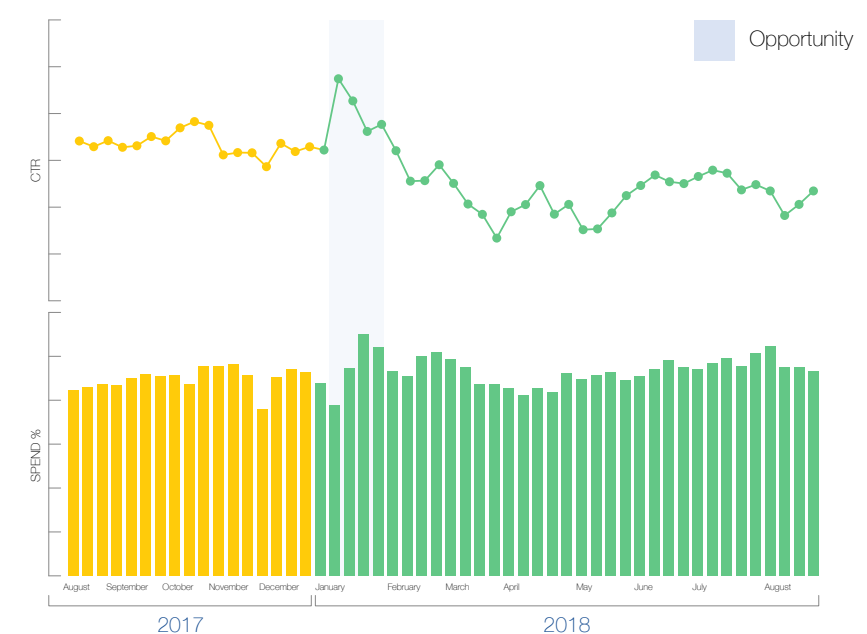
Day of Week Performance for the Finance Vertical Worldwide, 2017
Supply of Content vs. Consumer Demand by Day of Week, 2017



CTR BY TIME OF YEAR

KEEP RUNNING FINANCE CAMPAIGNS THROUGHOUT THE NEW YEAR.

Discovery Market Opportunity by Time of Year for the Finance Vertical Worldwide, 2017
Month over Month Supply of Content¹⁶ vs. Consumer Demand, 2017¹⁷



HEALTHCARE

PLATFORM

TABLET

devices have the most opportunity. CTRs surpass tablet and desktop by 32% while supply made up less than 5% of the open web.

CONTENT TYPE

PHOTO GALLERIES

There's more demand than supply for healthcare photo galleries. This landing page type boosts CTRs more than promoting articles and videos on the landing page by 51%.

IMAGES

HEALTH ILLUSTRATIONS

are 33% more likely to be clicked on as opposed to regular photos.

KEYWORD

'BANANA' & 'NEVER'

are the top keywords to include in your sponsored content headline this holiday. CTRs increase up to 92%.

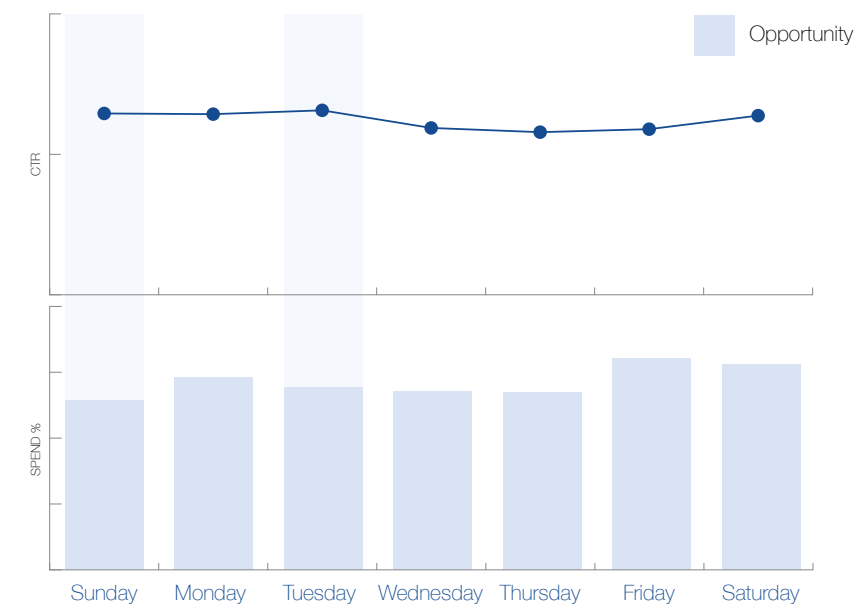
¹⁸ Supply is indicated by the percentage a market spends on healthcare content.

¹⁹ Consumer demand is indicated by the average calibrated CTR for healthcare content.

CTR BY DAY OF WEEK

TEST HIGHER BIDS ON SUNDAY AND TUESDAY

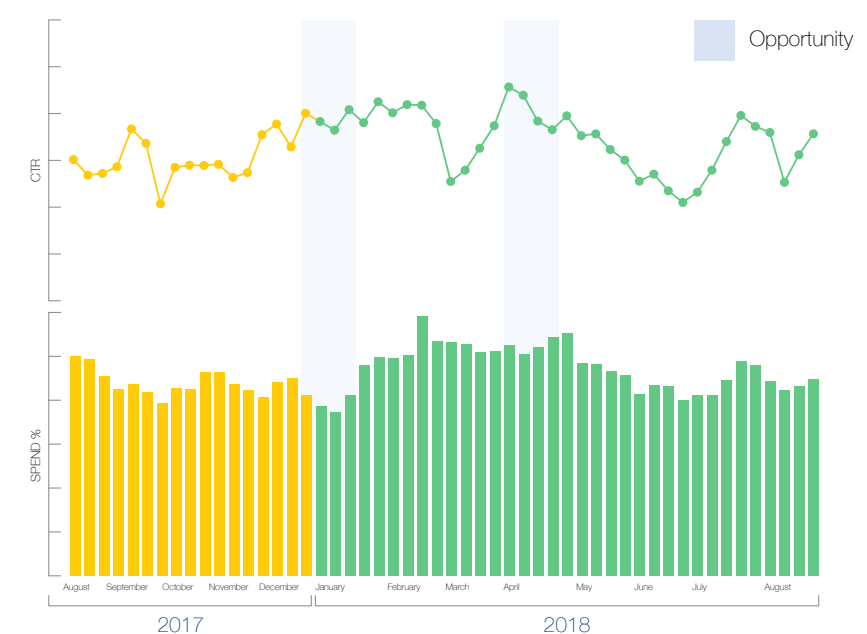
Day of Week Performance for the Healthcare Vertical Worldwide, 2017
Supply of Content vs. Consumer Demand by Day of Week, 2017



CTR BY TIME OF YEAR

RAMP UP CAMPAIGNS JUST AFTER THE HOLIDAYS HAVE ENDED.

Discovery Market Opportunity by Time of Year for the Healthcare Vertical Worldwide, 2017
Month over Month Supply of Content¹⁸ vs. Consumer Demand, 2017¹⁹



HOME & LIFESTYLE

PLATFORM

TABLET

devices have the most opportunity. CTRs surpass tablet and desktop by 63% while supply made up less than 9% of the open web.

CONTENT TYPE

PHOTO GALLERIES

There's more demand than supply for home & lifestyle photo galleries. This landing page type boosts CTRs more than promoting articles and videos on the landing page by 133%.

IMAGES

FOOD IMAGES

are 57% more likely to be clicked on than photos in the home without food.

KEYWORD

'TRICK' AND 'HUGE'

are the top keywords to include in your sponsored content headline this holiday. CTRs increase up to 156%.

²⁰ Supply is indicated by the percentage a market spends on home & lifestyle content.

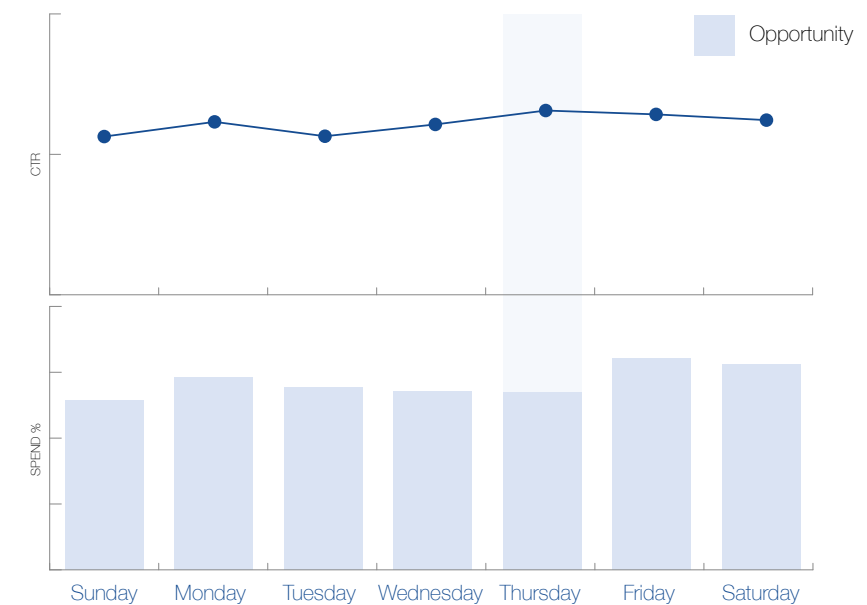
²¹ Consumer demand is indicated by the average calibrated CTR for home & lifestyle content.

CTR BY DAY OF WEEK

TEST HIGHER BIDS ON THURSDAYS.

Day of Week Performance for the Home & Lifestyle Vertical Worldwide, 2017

Supply of Content vs. Consumer Demand by Day of Week, 2017

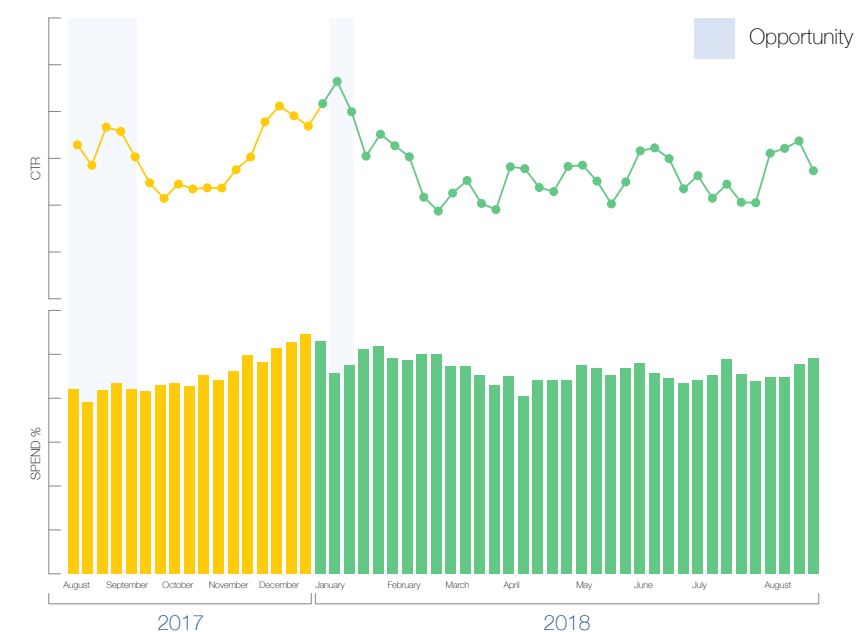


CTR BY TIME OF YEAR

DON'T STOP HOME & LIFESTYLE CAMPAIGNS AFTER THE HOLIDAYS.

Discovery Market Opportunity by Time of Year for the Home & Lifestyle Vertical Worldwide, 2017

Month over Month Supply of Content²⁰ vs. Consumer Demand, 2017²¹



SPORTS

PLATFORM

DESKTOP

devices have the most opportunity. CTRs surpass tablet and desktop by 174% while supply made up less than 80% of the open web.

CONTENT TYPE

PHOTO GALLERIES

There's more demand than supply for sports photo galleries. This landing page type boosts CTRs more than promoting articles and videos on the landing page by 139%.

IMAGES

PHOTOGRAPHS

are 236% more likely to be clicked on than photos of illustrations.

KEYWORD

'HISTORY'

is the top keyword to include in your sponsored content headline this holiday. CTRs increase up to 145%.

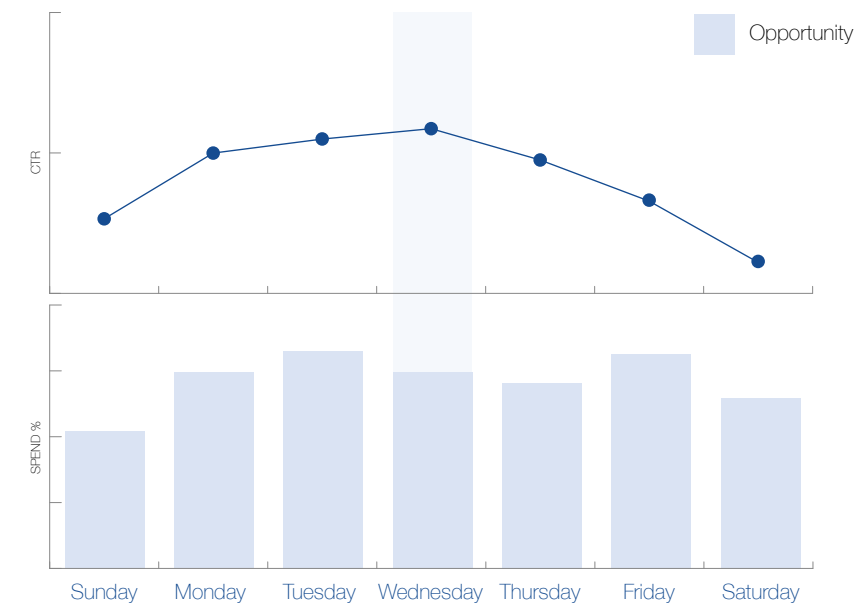
²² Supply is indicated by the percentage a market spends on sports content.

²³ Consumer demand is indicated by the average calibrated CTR for sports content.

CTR BY DAY OF WEEK

TEST HIGHER BIDS ON WEDNESDAYS.

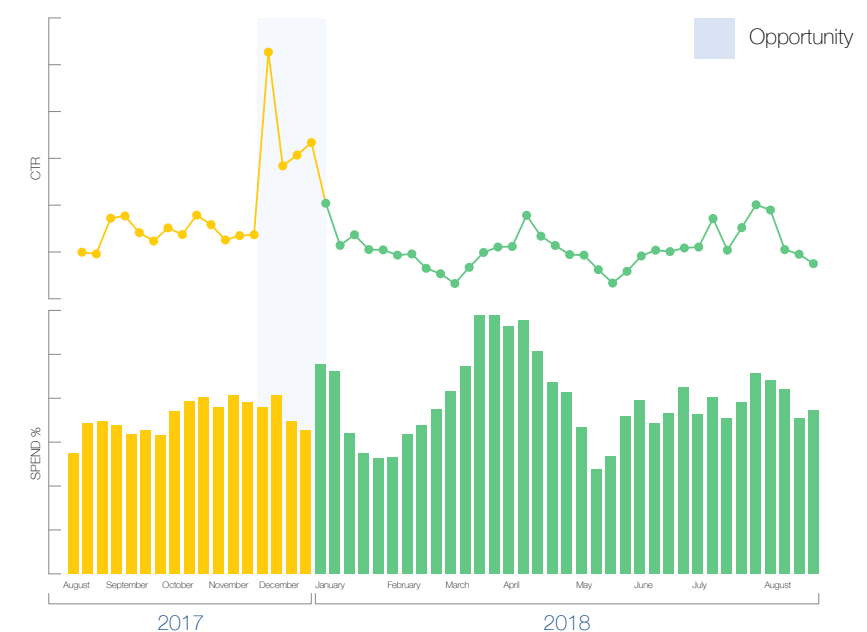
Day of Week Performance for the Sports Vertical Worldwide, 2017
Supply of Content vs. Consumer Demand by Day of Week, 2017



CTR BY TIME OF YEAR

PROMOTE YOUR SPORTS PRODUCTS PRIMARILY IN DECEMBER.

Discovery Market Opportunity by Time of Year for the Sports Vertical Worldwide, 2017
Month over Month Supply of Content²² vs. Consumer Demand, 2017²³



TRAVEL

PLATFORM

TABLET

devices have the most opportunity. CTRs surpass tablet and desktop by 30% while supply made up less than 9% of the open web.

CONTENT TYPE

PHOTO GALLERIES

There's more demand than supply for sports photo galleries. This landing page type boosts CTRs more than promoting articles and videos on the landing page by 32%.

IMAGES

NO TEXT

Images are 32% more likely to be clicked on than photos with text for travel products and deals.

KEYWORD

'DESTINATIONS'

is the top keyword to include in your sponsored content headline this holiday. CTRs increase up to 203%.

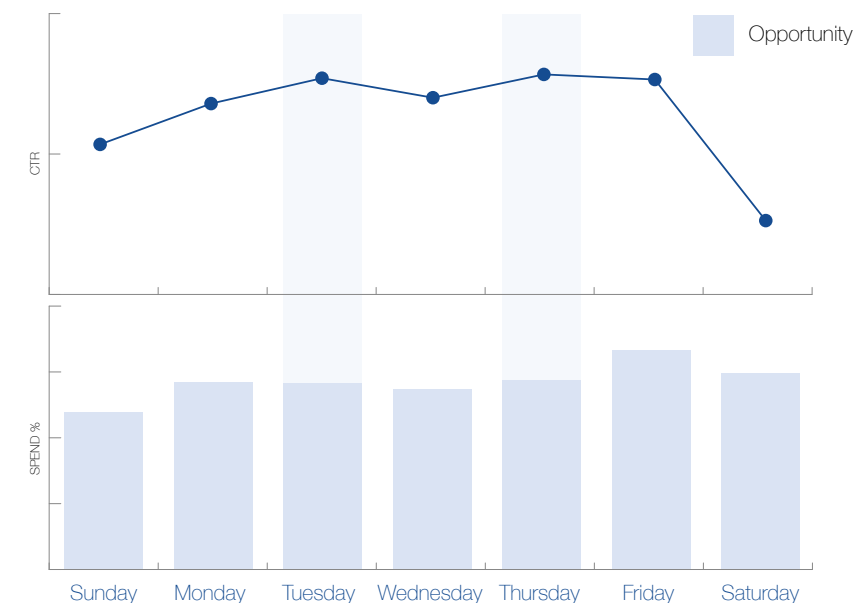
²⁴ Supply is indicated by the percentage a market spends on travel content.

²⁵ Consumer demand is indicated by the average calibrated CTR for travel content.

CTR BY DAY OF WEEK

TEST HIGHER BIDS ON TUESDAYS AND THURSDAYS.

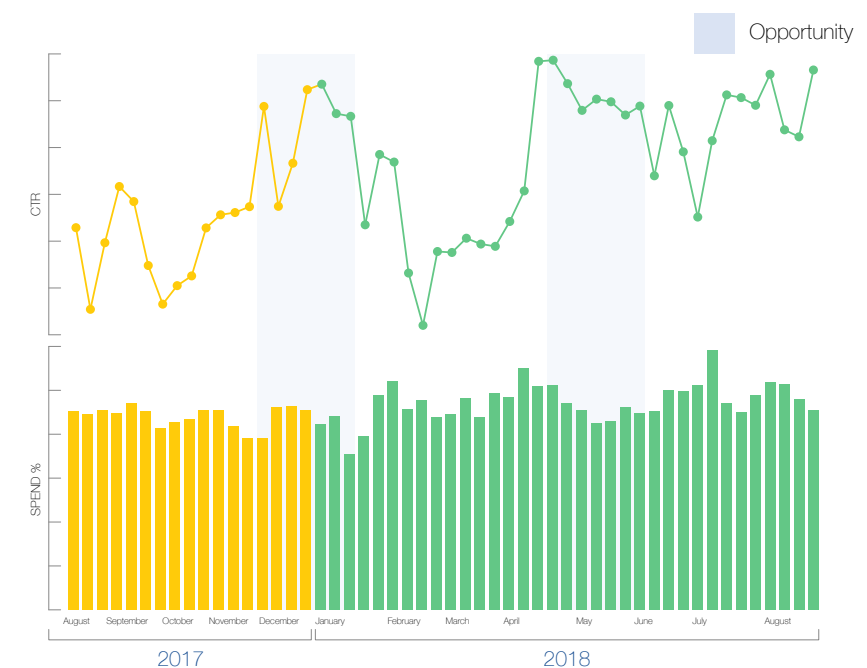
Day of Week Performance for the Sports Vertical Worldwide, 2017
Supply of Content vs. Consumer Demand by Day of Week, 2017



CTR BY TIME OF YEAR

RUN CAMPAIGNS TO REACH LAST MINUTE TRAVELLERS IN DECEMBER.

Discovery Market Opportunity by Time of Year for the Sports Vertical Worldwide, 2017
Month over Month Supply of Content²⁴ vs. Consumer Demand, 2017²⁵

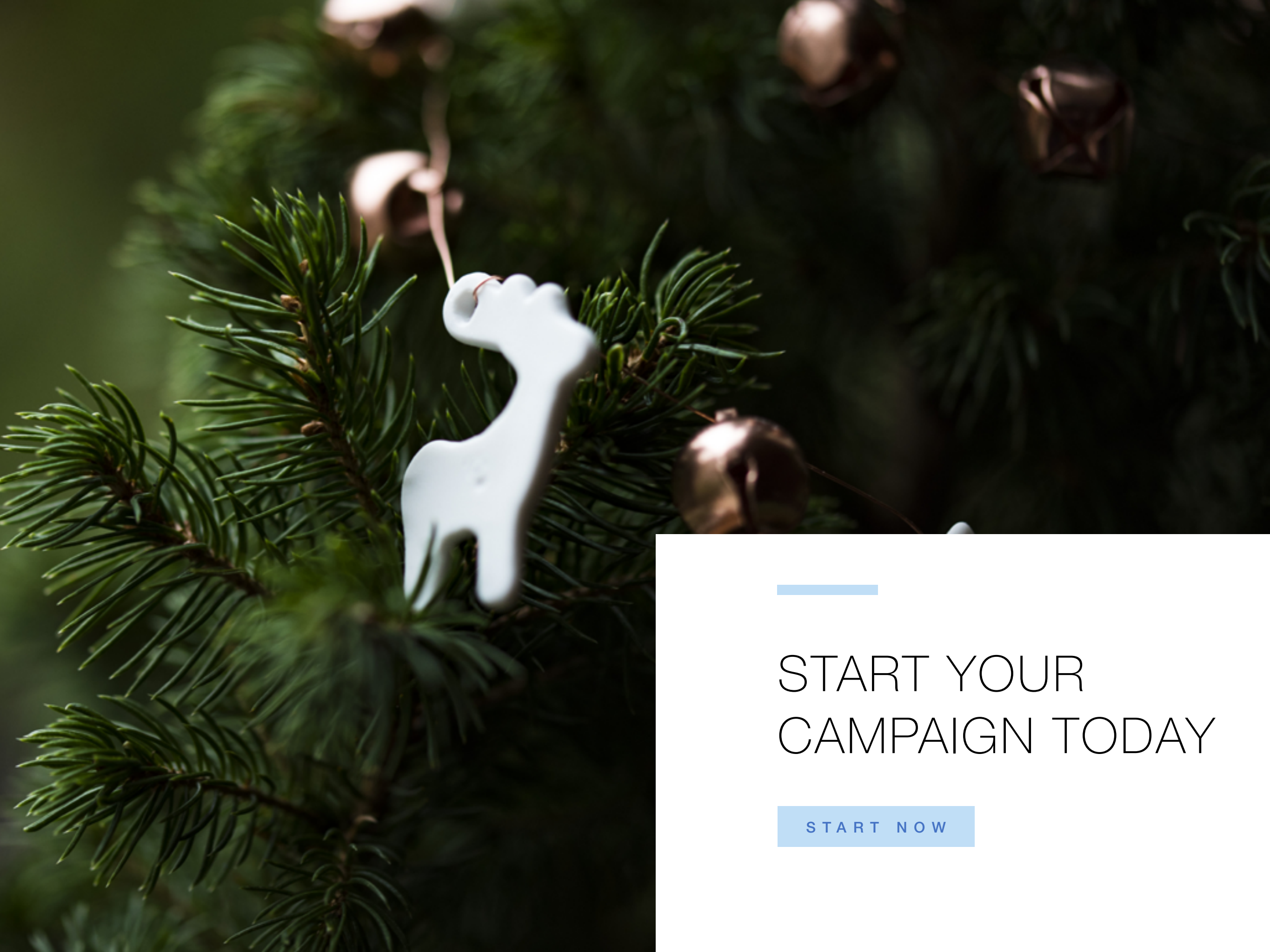


TIPS FOR PRO HOLIDAY MARKETERS



We've gone through a lot—an introduction to the potential for the holidays, formats and devices, and the times to best reach consumers. Here are five takeaways:

- 1 The majority of marketers are missing out on demand for their products after the holidays end. Dig into your industry's data and allocate budgets accordingly to kick off the new year with a bang.
- 2 Focus on video content and mobile devices when trying to reach consumers shopping for holiday gifts.
- 3 When producing videos for your holiday campaigns, include a lot of physical action for the best results.
- 4 Specific image characteristics and keywords can make a huge impact on the success of your sponsored content campaign. Check out **trends.taboola.com** for real-time insights.
- 5 Don't forget your tools—set up pixel tracking, targeting techniques and test new audiences as you go.



START YOUR
CAMPAIGN TODAY

START NOW



HAPPY HOLIDAYS FROM TABOOLA

Taboola is the leading discovery platform, serving over 450 billion recommendations of articles, blogs, videos, products, and apps to over one billion unique users every month on thousands of premium sites and mobile carriers. Publishers, brand marketers, and performance advertisers leverage Taboola to retain users on their sites, monetize their traffic, and distribute organic and sponsored content as well as video to engage high-quality audiences. Partners include: USA TODAY, Huffington Post, MSN, Business Insider, The Independent, Welt, L'Express, and The Weather Channel. A global company with local service touchpoints, Taboola is headquartered in New York City with offices in Los Angeles, London, Paris, Berlin, Madrid, Tel Aviv, New Delhi, Bangkok, São Paulo, Mexico City, Beijing, Shanghai, Istanbul, Seoul, Sydney, and Tokyo. Learn more at www.taboola.com and follow @taboola on Twitter.

