

Taboola

TECHNOLOGY

Discovery Benchmark Report

Global Data, Trends
& Insights



TABLE OF CONTENTS



Introduction	3
Technology Advertising Today	4
We'll Cover...	6
Who Should You Target?	7
How to Find Your Perfect Audience	8
Using Data for Success	9
What Content Should You Distribute?	10
High Opportunity Post-Click Content Types	11
High Opportunity Post-Click Content Types, By Country	12
Video Ads: Data-Driven Insights Behind What Makes a Good One	15
Sponsored Content: Capture Attention When Promoting Articles and Photo Galleries	16
Worldwide Trends: Image Performance	16
Sponsored Content: Be Up-Front About What You're Selling	19
Worldwide Trends: Keyword Performance	19
When Is The Best Time to Reach Your Audience?	20
High Opportunity Time of Year	21
High Opportunity Day of the Week	22
High Opportunity Day of the Week, By Country	23
High Opportunity Time of the Day	26
High Opportunity Time of the Day, By Country	27
Where Is Your Audience?	29
High Opportunity Devices	30
High Opportunity Devices, By Country	31
Targeting by Site: How to Find Your Niche	33
How Do You Measure?	34
Common KPIs	35
To Sum It Up....	37
Get Started with Taboola	38

INTRODUCTION

These days, it feels like you can't blink without a new technology product emerging into the market. With a marathon pace and a slew of brands who think their latest is the greatest, technology marketing is heading for new heights.

Many subsets of the technology industry are being forecasted to grow. Consumer technology spending will hit \$398 billion in 2019¹, smartphones, laptops, and TVs will account for \$131 billion of that², and the SaaS market alone will spend \$157 billion in 2020.³

Consumers today can access everything from how hard they pushed in a workout to a ride to the airport to more of life's everyday experiences with the push of a button.

To win the race, you have to show consumers what you're capable of today and where you're headed tomorrow.

That's where online marketing efforts come in.

¹ Media Post:

<https://www.mediapost.com/publications/article/330147/consumer-tech-spending-to-hit-record-398-billion.html>

² Inside Radio: http://www.insideradio.com/free/cta-consumer-spending-on-tech-forecast-to-hit-new-high/article_3c-d99ebc-13e5-11e9-8b88-af13ff8ea7fd.html

³ Statista: <https://www.statista.com/statistics/510333/worldwide-public-cloud-software-as-a-service/>



TECHNOLOGY ADVERTISING TODAY



Today, technology marketing has to tell the story of the present and the future.

Early adopters are at the ready. 15% of adults in the U.S. report that they prefer to try new technology products before others.⁴

Technology consumers are not as young as you think. Of course it's no surprise that 93% of millennials own a smartphone, but with 90% of Gen Xers, 68% of Baby Boomers, and 40% of the Silent Generation (ages 74-91) also have a smartphone in their hand, the opportunity to speak to your audience is broad and full of opportunity.⁵

To show consumers what's new and what's coming, you need a constant flow of fresh content and campaign creatives targeted strategically to your audience online. And, given the speed at which trends change, you need to have a firm handle on how to optimize those campaigns.

To do this effectively, you'll need both a strong creative strategy and media mix.

Today, you're likely using search and social. Discovery, the third pillar of any successful digital strategy, complements them both—it's the most effective way to reach people who've *never* seen your brand before and to reach people with the right content, in the right place at the right time.

In this report, we'll guide you through data-driven insights to help you build a successful discovery campaign for your technology brand.

⁴ Pew Research: <https://www.pewresearch.org/fact-tank/2016/07/12/28-of-americans-are-strong-early-adopters-of-technology/>

⁵ Pew Research: <https://www.pewresearch.org/fact-tank/2019/09/09/us-generations-technology-use/>



START YOUR CAMPAIGN TODAY

START NOW

WE'LL COVER...

The **who, what, when, where, and how** behind today's most successful discovery campaigns in the technology industry.

We're going beyond benchmarks and showing you exactly where your brand has the most opportunity on the open web.

We've defined opportunities for several types of targeting tactics—from content types to time of day, and more. For each, opportunity exists at the intersection of supply and demand. When there is high demand for technology content but low supply, that indicates a high opportunity for success.

To get even more granular, we define 'demand' in this context as a click-through-rate (CTR). If someone is clicking on a piece of content, we assume that means they want to see it. Supply is defined as the percentage of spend that marketers have allocated toward a type of content on our network.

The data in this report is based on campaigns from all types of advertisers in the technology industry—including consumer technology, SaaS, telecommunication, related article content, and more—which includes 14,027,057,217 impressions and over 17,822,066 clicks.

Opportunity differs for every industry.

READ ON TO DISCOVER DATA-DRIVEN

INSIGHTS BEHIND:

- The **audiences** you should target, test and optimize
- The **content types** for which audience growth opportunity is the largest
- **Time** of year, week, and day to best reach your audience
- The **platforms** and **countries** with the best chance for campaign success
- The **KPIs** your peers are targeting, and how to **measure** and **A/B test** them effectively.

WHO SHOULD YOU TARGET?

The Right Way to Use Audience
Segments and Data



HOW TO FIND YOUR PERFECT AUDIENCE

Marketers tend to think they know who they're marketing to—and they do, but maybe there's more to their audience than meets the eye.

The only way to know for sure is to analyze activity on your own campaigns—knowing who responds to your content is the exact experience that you need in the beginning of a campaign in order to get the content and targeting just right.



HERE'S A TARGETING FLOW WE'D RECOMMEND FOR A MONTH-LONG CAMPAIGN:

WEEK 1

When you're starting out, keep your targeting wide—we often recommend no targeting at all. This will give you a clear picture of exactly *who* is responding to your campaigns without any bias.

WEEK 2

Check in with your campaign at the end of the week. Who responded? Are you surprised by location, gender, or interests? Choose several audience segments to test based on your initial results.

WEEK 3

This is a good time to take a look at your creative performance. Is each headline, photo, or video resonating with each audience segment? A/B test different combinations for the right fit.

WEEK 4

When analyzing your campaign, take a look back at what surprised you, and look to test new audiences in order to expand your reach in the future.

REPEAT

Go back to Week 1 for another round of wide targeting, checking in, assessing performance, and finding new audiences to test.

USING DATA FOR SUCCESS

Our data marketplace includes data from leading data-providers as well as data of our own.

Try testing some of these segments in your next campaign:

- Interest > Tech Enthusiasts > Gadgets
- Intent > Services > Telecommunications
- Interest > Shopping > Personal Tech

And many, *many* more!



WHAT CONTENT SHOULD YOU DISTRIBUTE?

How to Choose Between
Articles, Product Pages, Video
and More How to Choose
Between Articles, Product
Pages, Video and More



HIGH OPPORTUNITY POST-CLICK CONTENT TYPES

Writing thought-leadership pieces is a well-known tactic for technology marketers, but it's not the only effective option—leading consumers to pages containing videos also performs well.

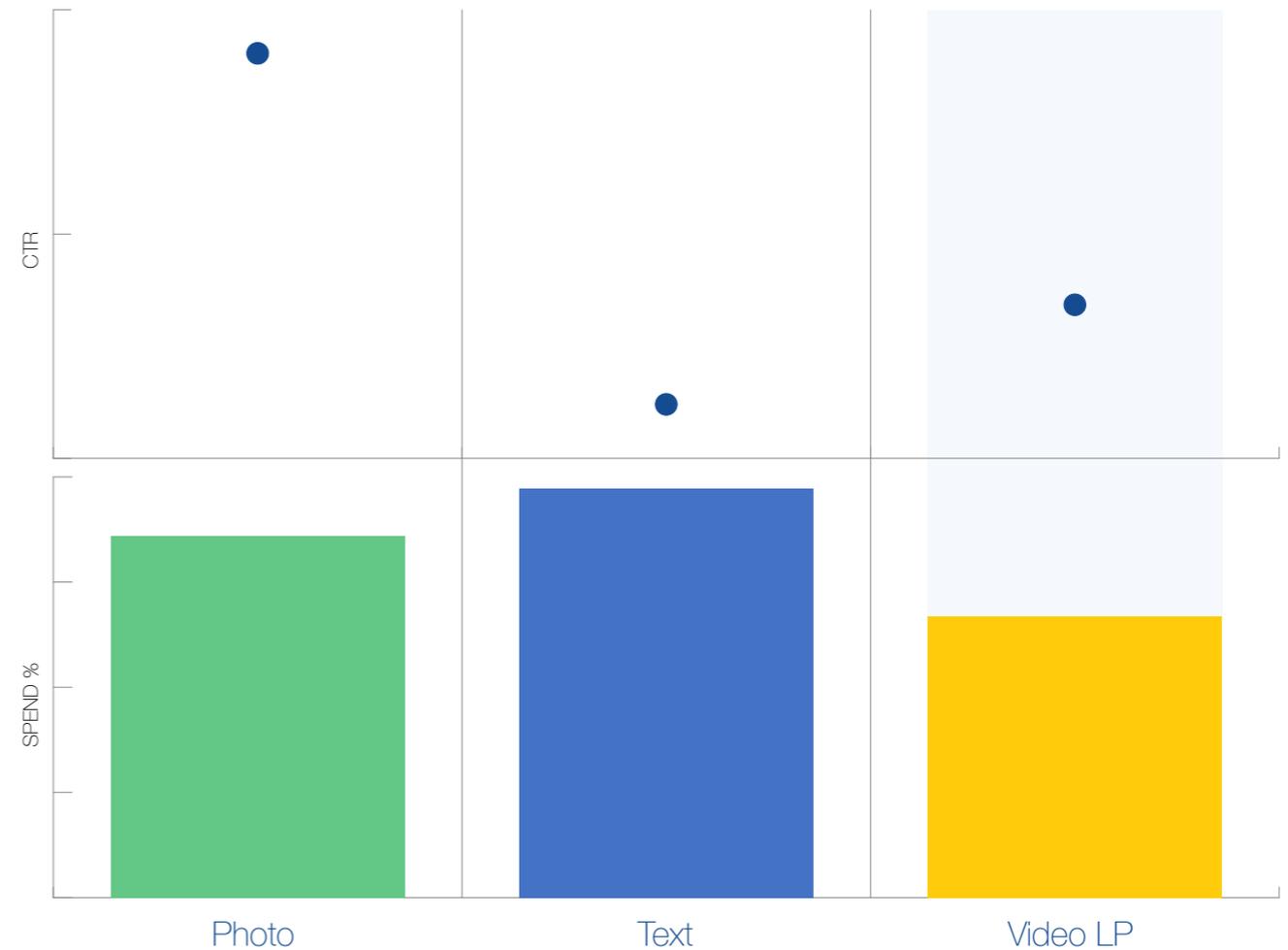
While supply of text articles is high, marketers should also promote more landing pages that include video to meet consumer demand.



TIP

Consider testing video landing pages.

Discovery Content Type Performance for the Technology Vertical Worldwide, 2019
Supply⁶ of Technology Content vs. Consumer Demand⁷ by Content Type



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

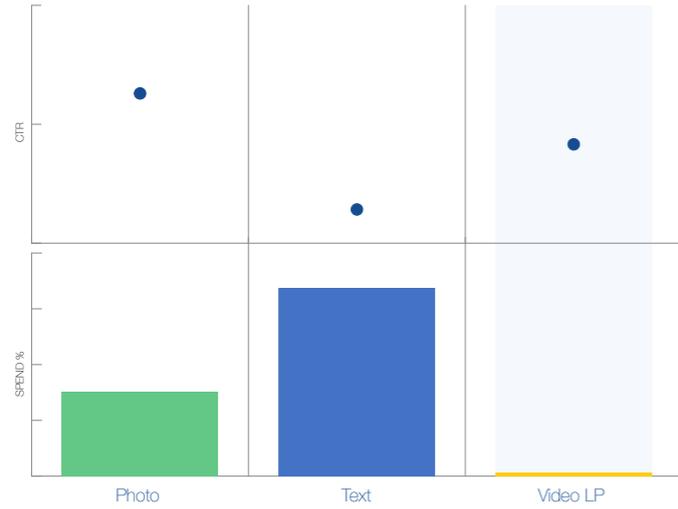
⁷ Consumer demand is indicated by the average calibrated CTR for technology content

HIGH OPPORTUNITY POST-CLICK CONTENT TYPES, BY COUNTRY

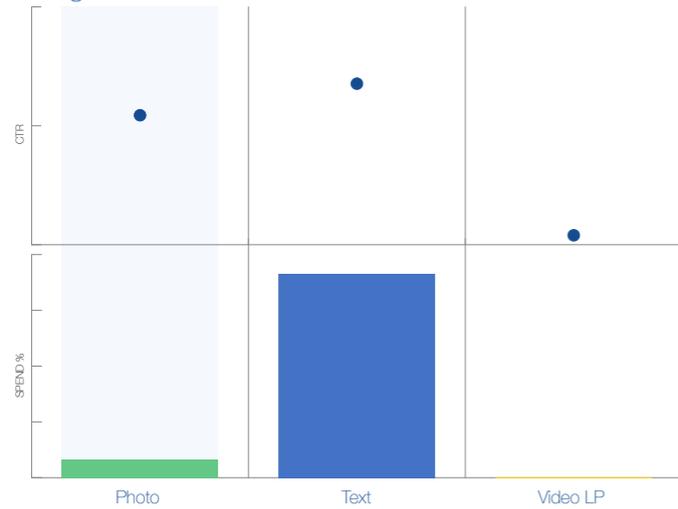
On a global scale, text articles continue to be high in supply, creating an opportunity to meet demand where supply is lower.

Across the board, a major opportunity exists with meeting video demand, with photo opportunity following close behind, making these both worthy of a test.

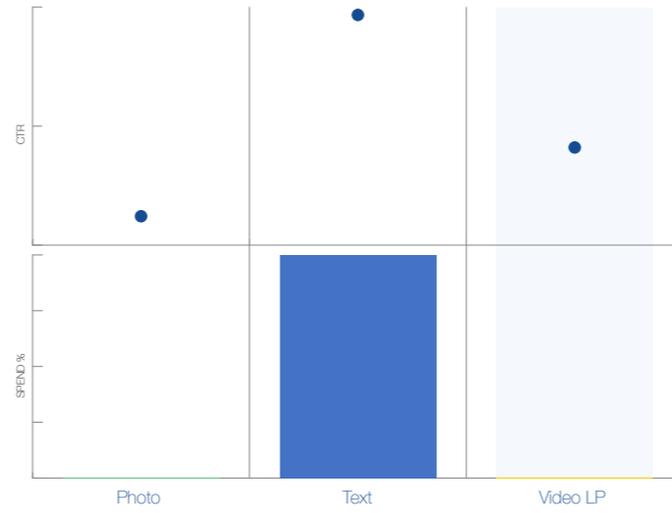
Australia



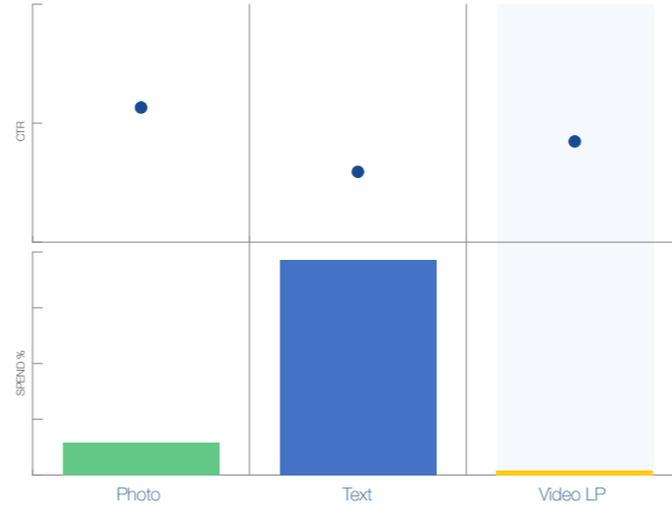
Belgium



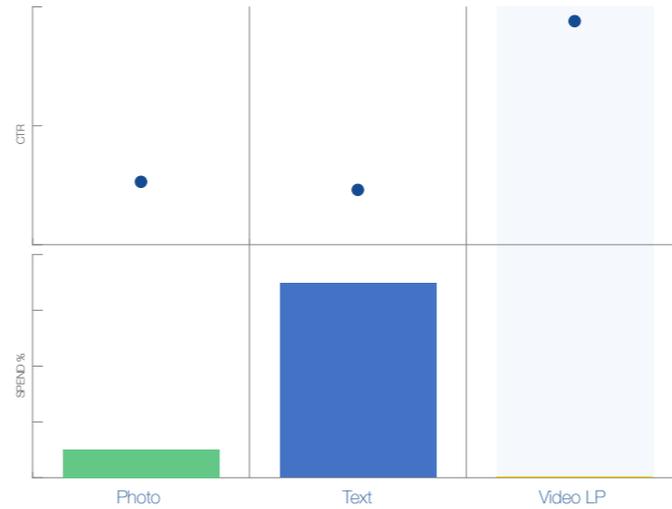
Brazil



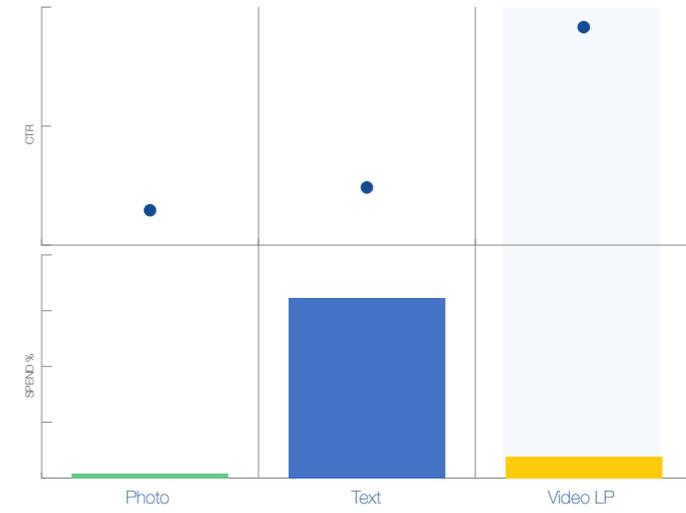
Canada



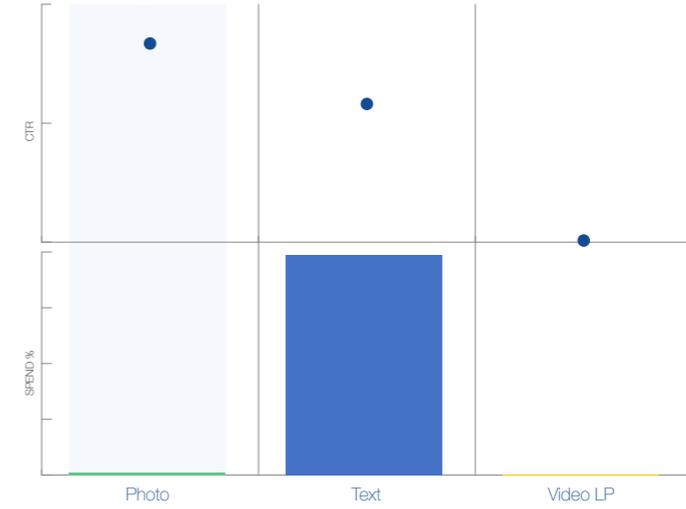
China



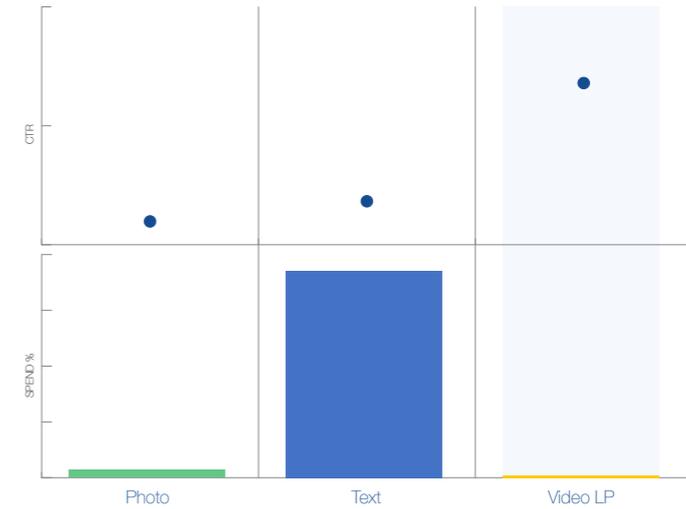
France

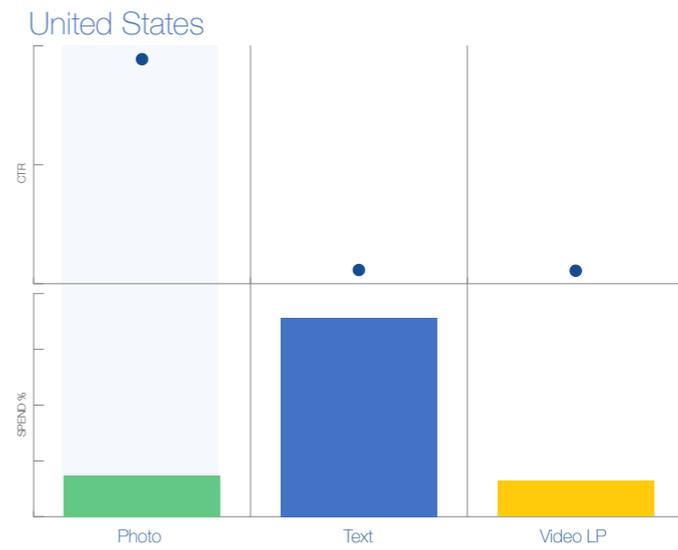
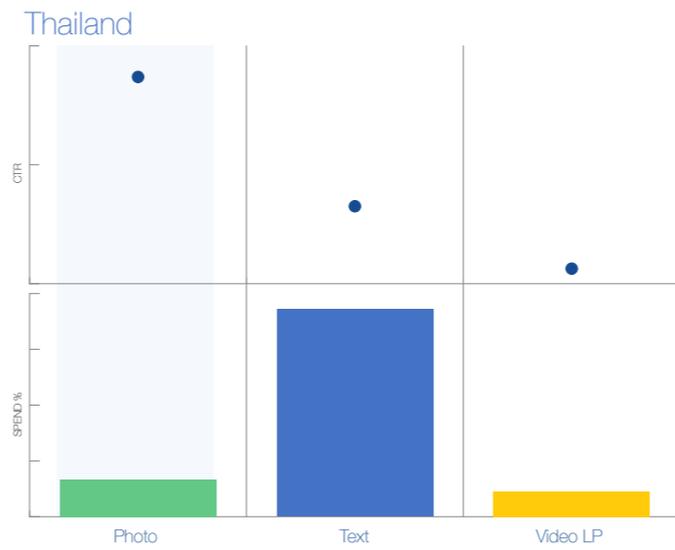
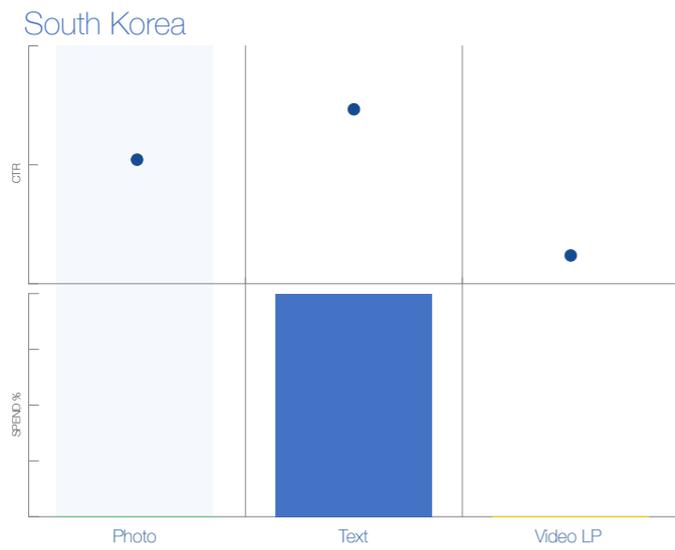
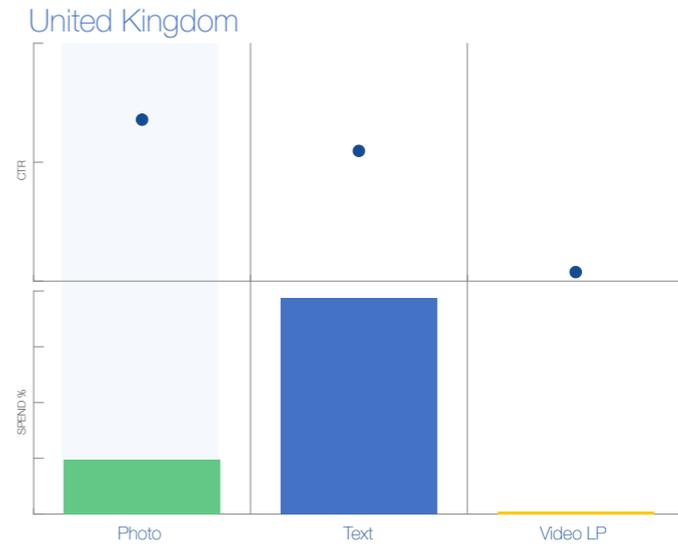
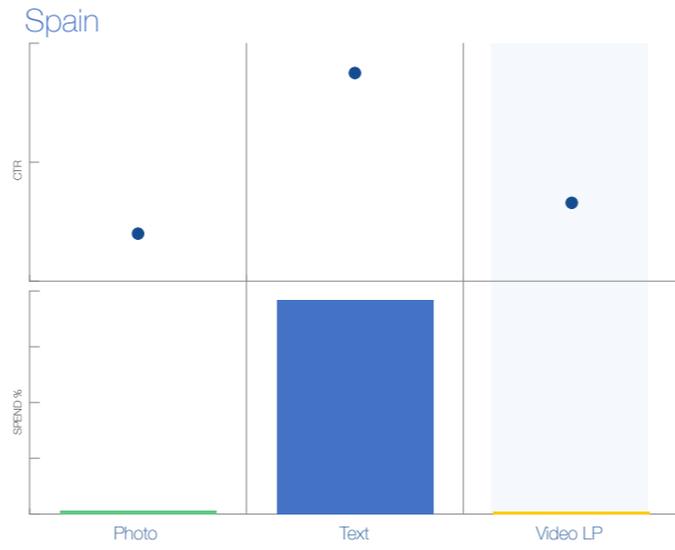
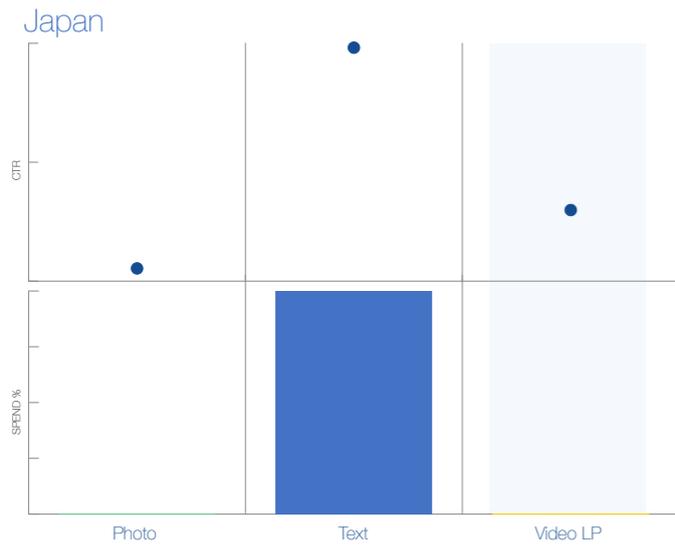
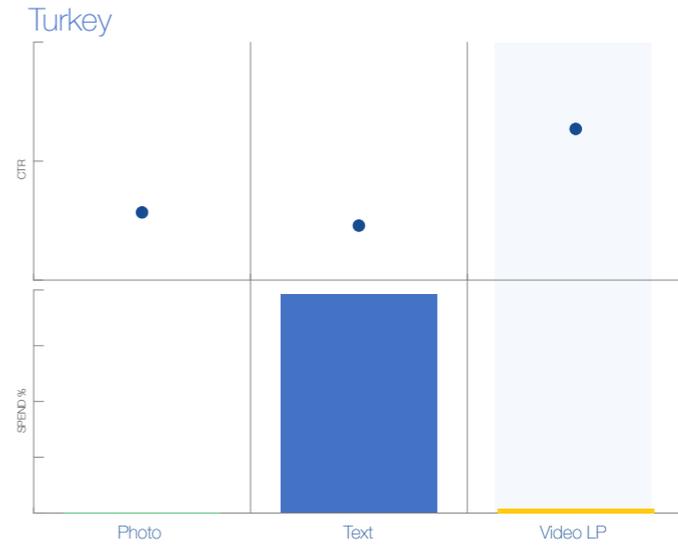
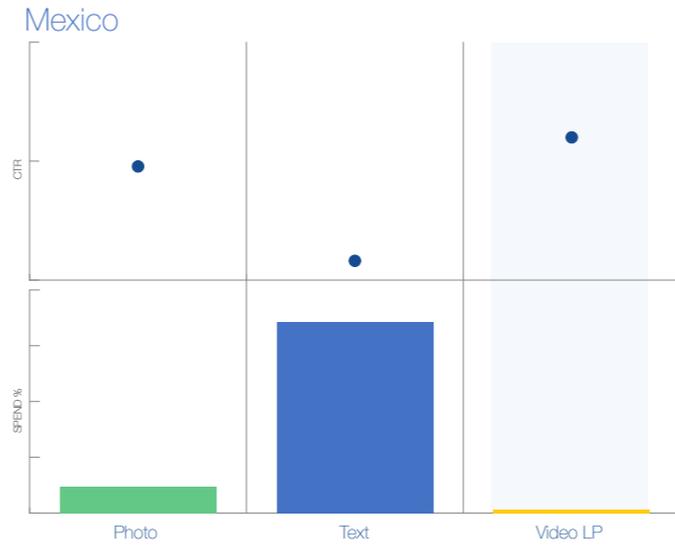
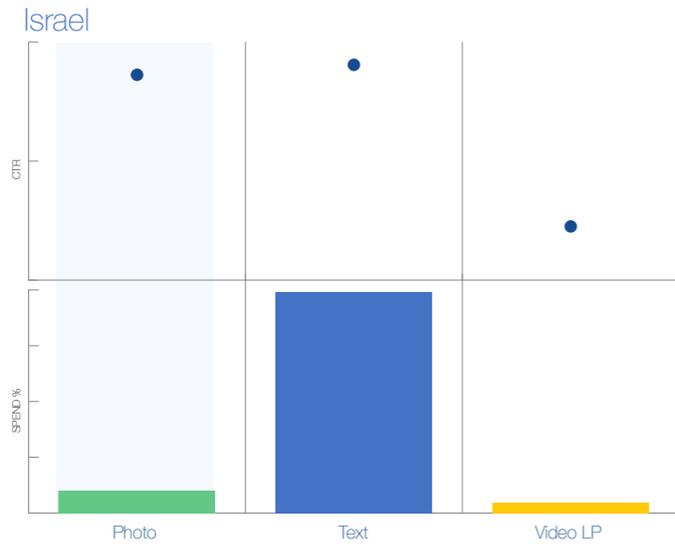


Germany



India







**START
YOUR CAMPAIGN
TODAY**

[START NOW](#)

VIDEO ADS: DATA-DRIVEN INSIGHTS BEHIND WHAT MAKES A GOOD ONE



LESS THAN 30 SECONDS

Our video length recommendation. Short and sweet is key.

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.

THREE

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

LOGO

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

END CARD

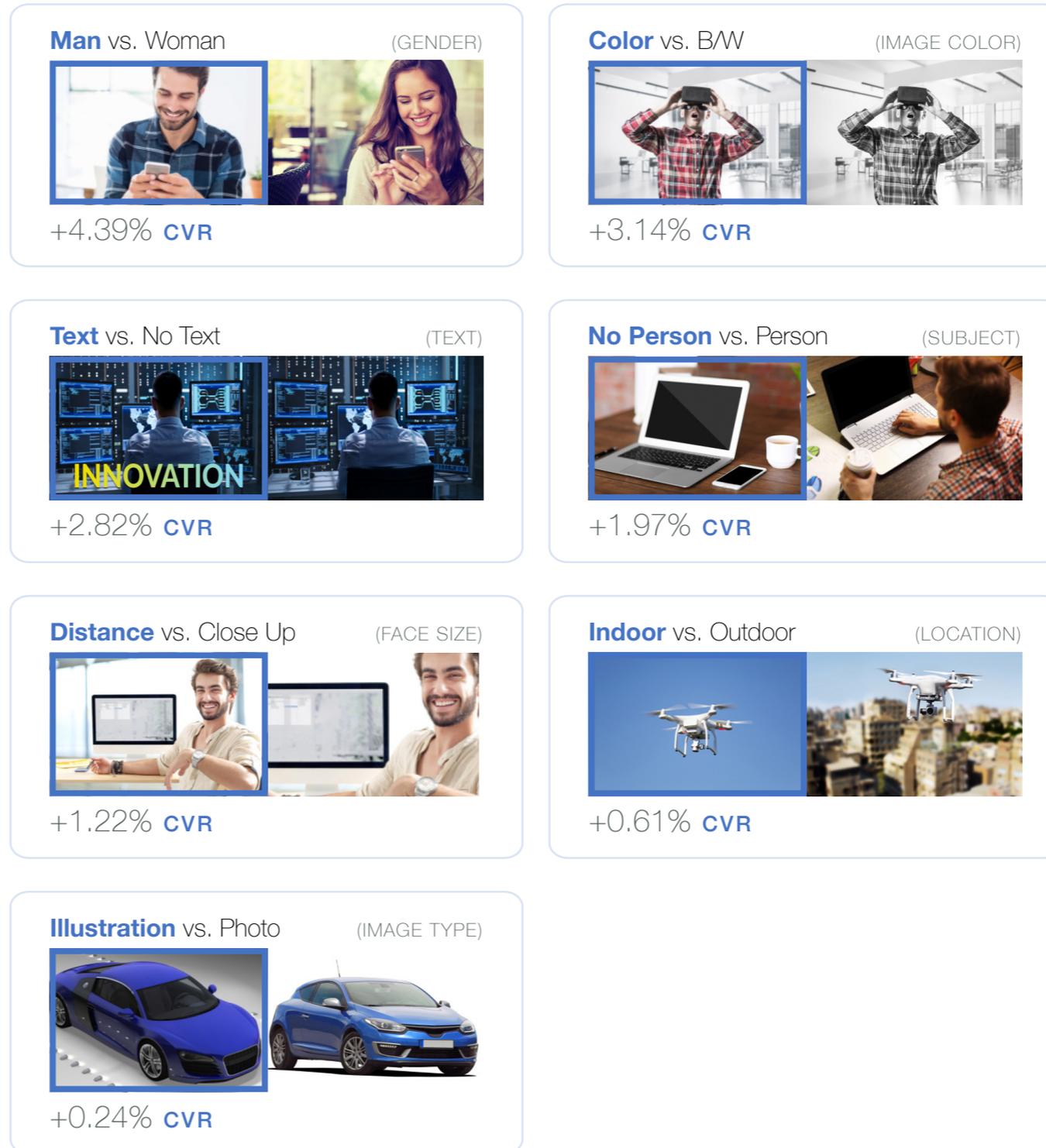
Leave your viewers with an action item—an end card is a great way to direct them to your website or more content.

SPONSORED CONTENT: CAPTURE ATTENTION WHEN PROMOTING ARTICLES AND PHOTO GALLERIES

WORLDWIDE TRENDS: IMAGE PERFORMANCE

Performance often hinges on the images an education advertiser chooses for his or her creatives. Based on data from Taboola Trends, these types of images increase conversion rates (CVR)⁸ the most.

CVR IMPACT FOR TECHNOLOGY IMAGES TARGETING PURCHASES



⁸ Benchmark CVR is calculated from campaigns optimizing for purchases.

CVR IMPACT FOR TECHNOLOGY IMAGES TARGETING LEAD GENERATION

Distance vs. Close Up (FACE SIZE)



+1.81% CVR

Color vs. B/W (IMAGE COLOR)



+0.84% CVR

Woman vs. Man (GENDER)



+0.42% CVR

Outdoor vs. Indoor (LOCATION)



+0.28% CVR

Photo vs. Illustration (IMAGE TYPE)



+0.23% CVR

No Text vs. Text (TEXT)



+0.21% CVR

No Person vs. Person (SUBJECT)



+0.18% CVR

When it comes to increasing conversions targeting lead generation, a few small image tweaks can go a long way. Try testing an outdoor image in full color featuring a woman as the subject at a distance to put some of these trends into practice.

CTR IMPACT FOR TECHNOLOGY IMAGES

To garner more clicks out of your next campaign, try testing a close up, black & white image with a man as your subject.

Close Up

(FACE SIZE)



+191% CTR than Distance

Man

(GENDER)



+110% CTR than Woman

Person

(SUBJECT)



+84% CTR than No Person

No Food

(FOOD)



+41% CTR than Food

B/W

(IMAGE COLOR)



+38% CTR than Color

No Text

(TEXT)



+30% CTR than Text

Illustration

(IMAGE TYPE)



+6% CTR than Photo

Indoor

(LOCATION)



+5% CTR than Outdoor

SPONSORED CONTENT: TELL CONSUMERS WHAT YOU HAVE TO OFFER

WORLDWIDE TRENDS: KEYWORD PERFORMANCE

Headlines are another extremely important aspect of campaign performance for all native advertisers. This chart indicates performance for the most popular keywords worldwide.

CTR IMPACT FOR TECHNOLOGY KEYWORDS

Strong Engagement Keywords

(Keywords with high demand)

Will	+96% CTR
With	+72% CTR
Out	+51% CTR
Easier	+50% CTR
Super	+46% CTR
Creating	+46% CTR
This	+44% CTR
That	+44% CTR
Going	+43% CTR
Now	+42% CTR

Strong Competition Keywords

(Keywords with low demand)

Japanese	-50% CTR
Language	-49% CTR
Languages	-49% CTR
Instantly	-49% CTR
Genius	-49% CTR
Speak	-49% CTR
Invention	-48% CTR
Allows	-47% CTR
Earphones	-44% CTR
Man	-43% CTR

Opportunity Keywords

(Keywords with low supply and high demand)

Valid	+71% CTR
Saleflat	+71% CTR
Defeat	+71% CTR
Further	+71% CTR
Suffers	+71% CTR
Delay	+71% CTR
Johnson's	+71% CTR
Flip	+71% CTR
Stock	+70% CTR
Expected	+70% CTR

WHEN IS THE BEST TIME TO REACH YOUR AUDIENCE?

Time of Year, Week and Day
with the Highest Opportunity



HIGH OPPORTUNITY TIME OF YEAR

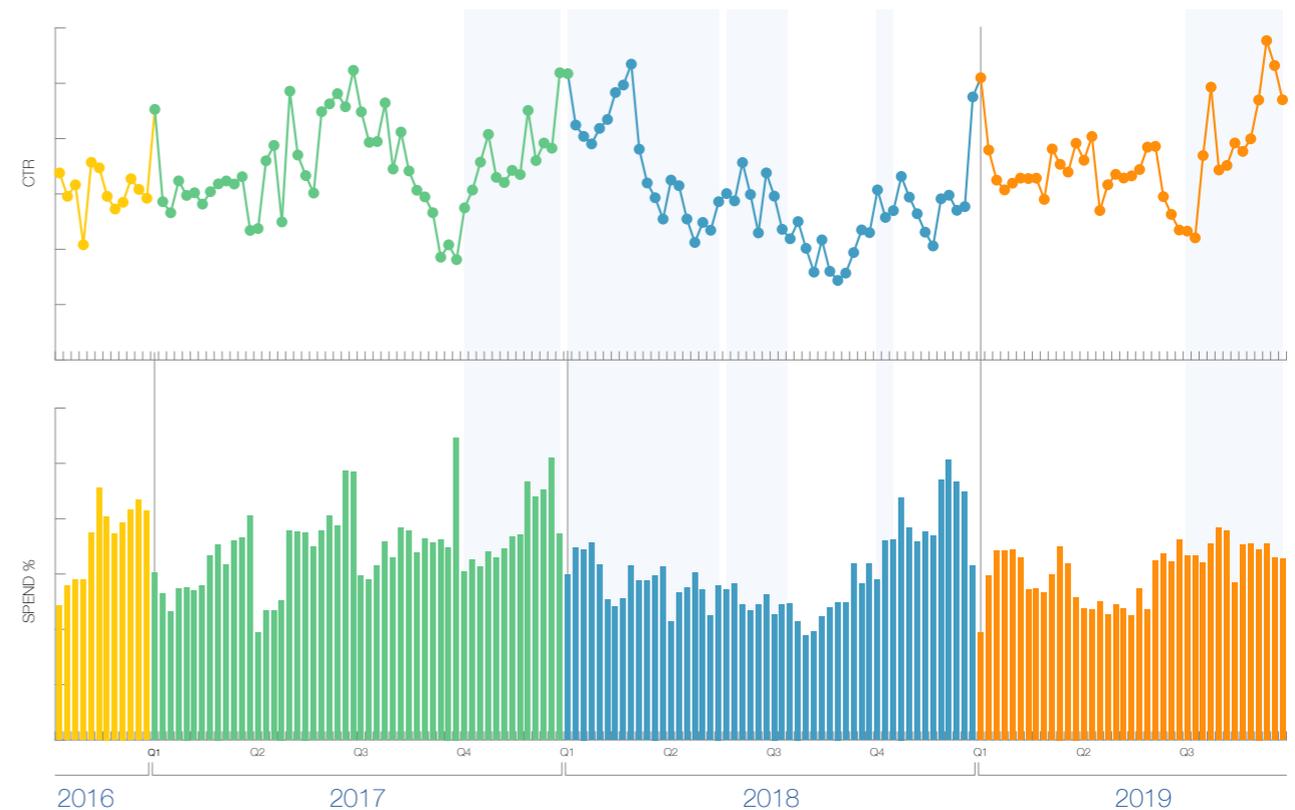
Demand for technology products and services begins to rise in Q3 and continues into Black Friday and the holiday shopping season, but don't forget about certain spikes around Apple and Android events that can put consumers in a technology purchasing mindset.



TIP

Increase your budget from Q3 into Q4, staying mindful of prominent tech events.

Discovery Market Opportunity by Time of Year for the Technology Vertical Worldwide
Month over Month Supply⁹ of Technology Content vs. Consumer Demand¹⁰



⁹ Supply is indicated by the percentage a market spends on technology content

¹⁰ Consumer demand is indicated by the average calibrated CTR for technology content

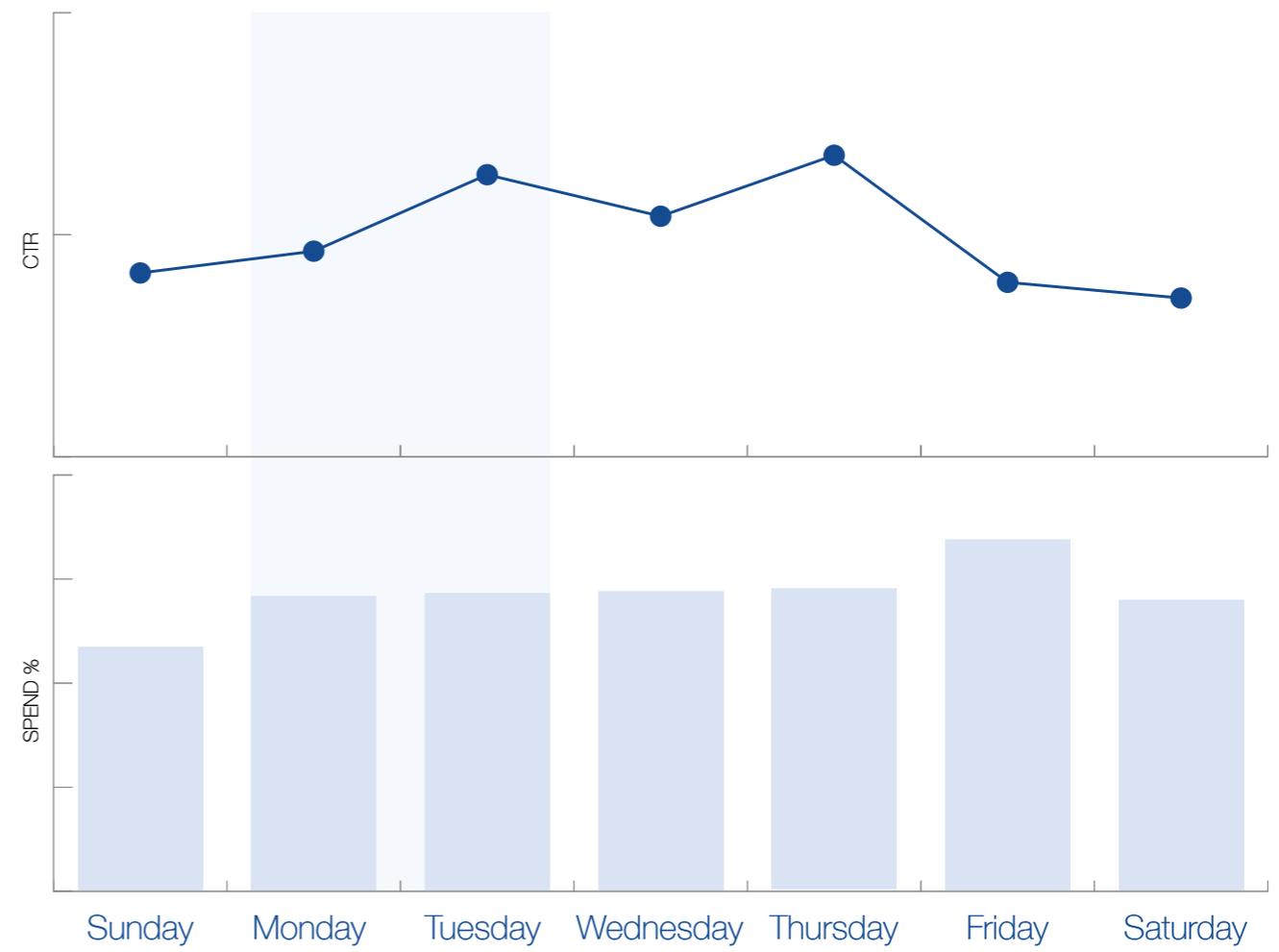
HIGH OPPORTUNITY DAY OF THE WEEK

Consumers are interested in technology products and content right as they're coming off of their weekend and getting back into the work week swing—in fact, the opportunity for marketers is highest on Monday and Tuesday.



TIP
Test Technology campaigns on Mondays and Tuesdays when demand is high and supply is low.

Day of Week Performance for the Technology Vertical Worldwide, 2019
Supply¹¹ of Technology Content vs. Consumer Demand¹² by Day of Week, 2019



¹¹ Supply is indicated by the percentage a market spends on technology content
¹² Consumer demand is indicated by the average calibrated CTR for technology content

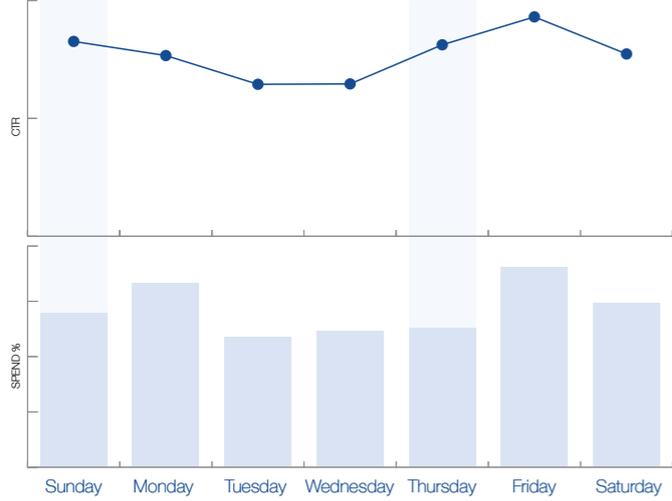
HIGH OPPORTUNITY DAY OF THE WEEK, BY COUNTRY

On a global scale, countries from Brazil to Canada to Australia and more stay true to the global trend of beginning of the week opportunity. But, there's also a noticeable midweek opportunity among France, Germany, and China.

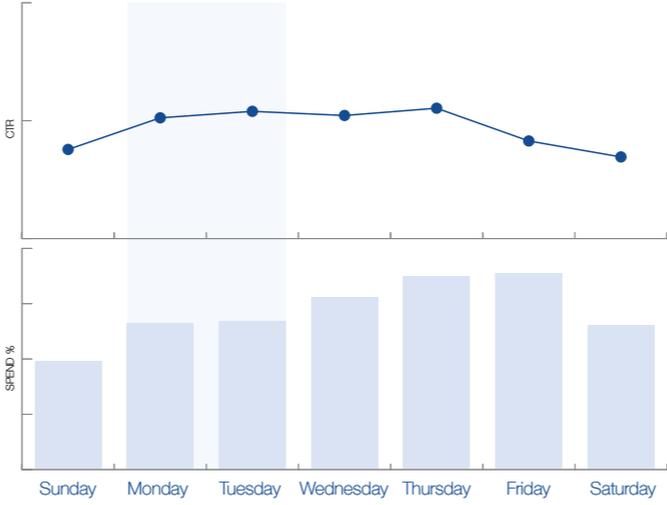
Australia



Belgium



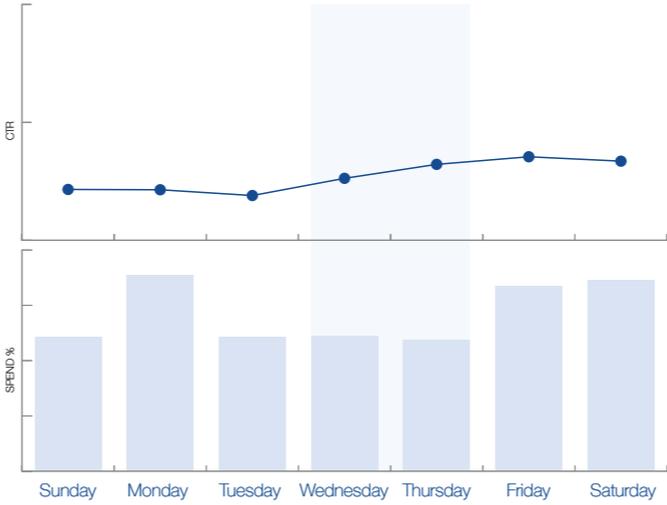
Brazil



Canada



China



France

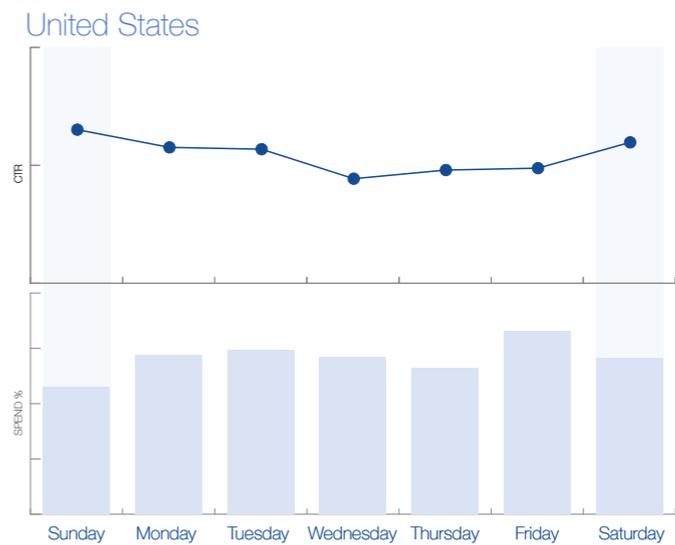
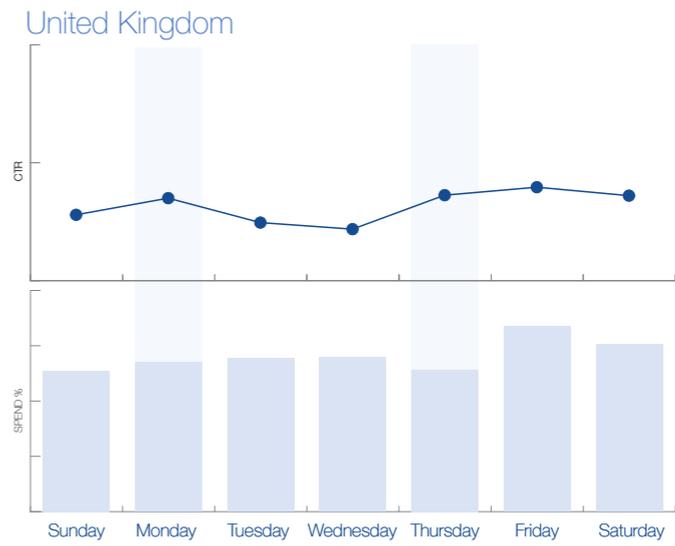
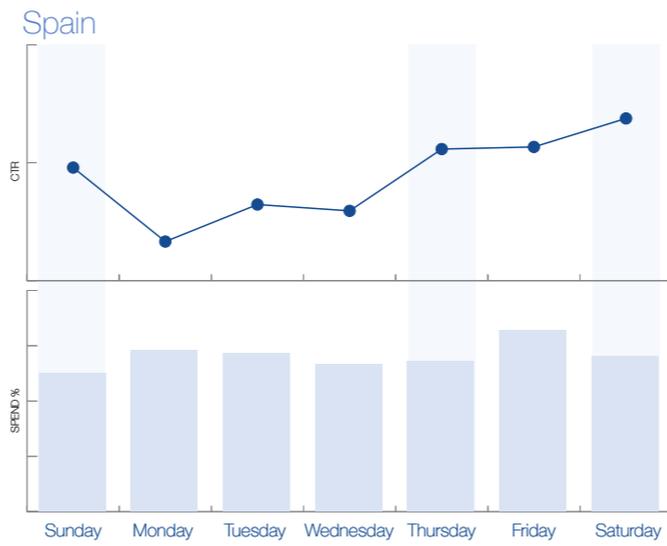
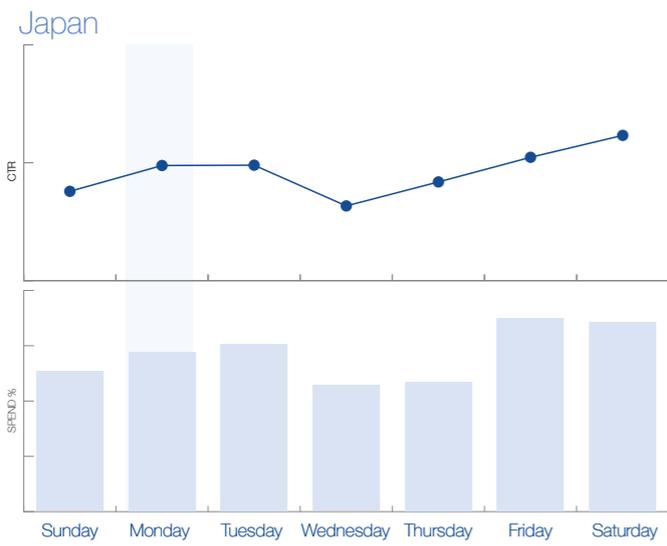
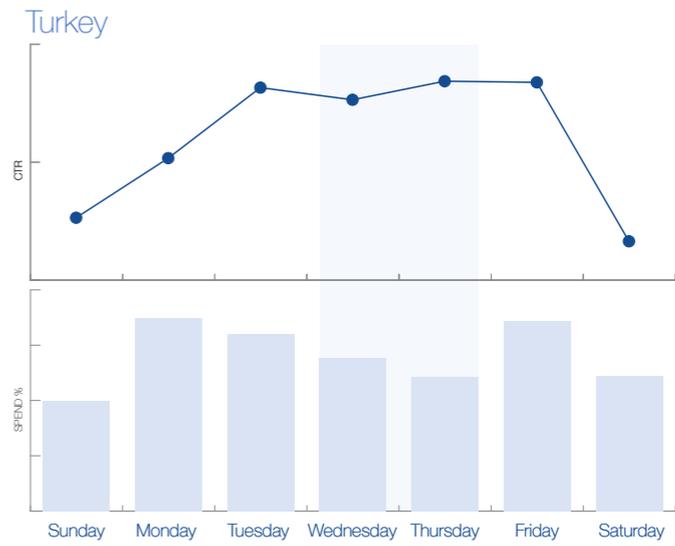
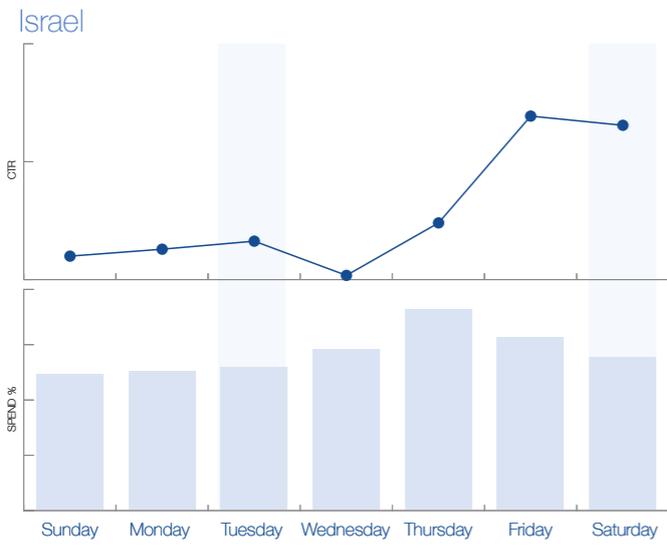


Germany



India







**START
YOUR CAMPAIGN
TODAY**

[START NOW](#)

HIGH OPPORTUNITY TIME OF THE DAY

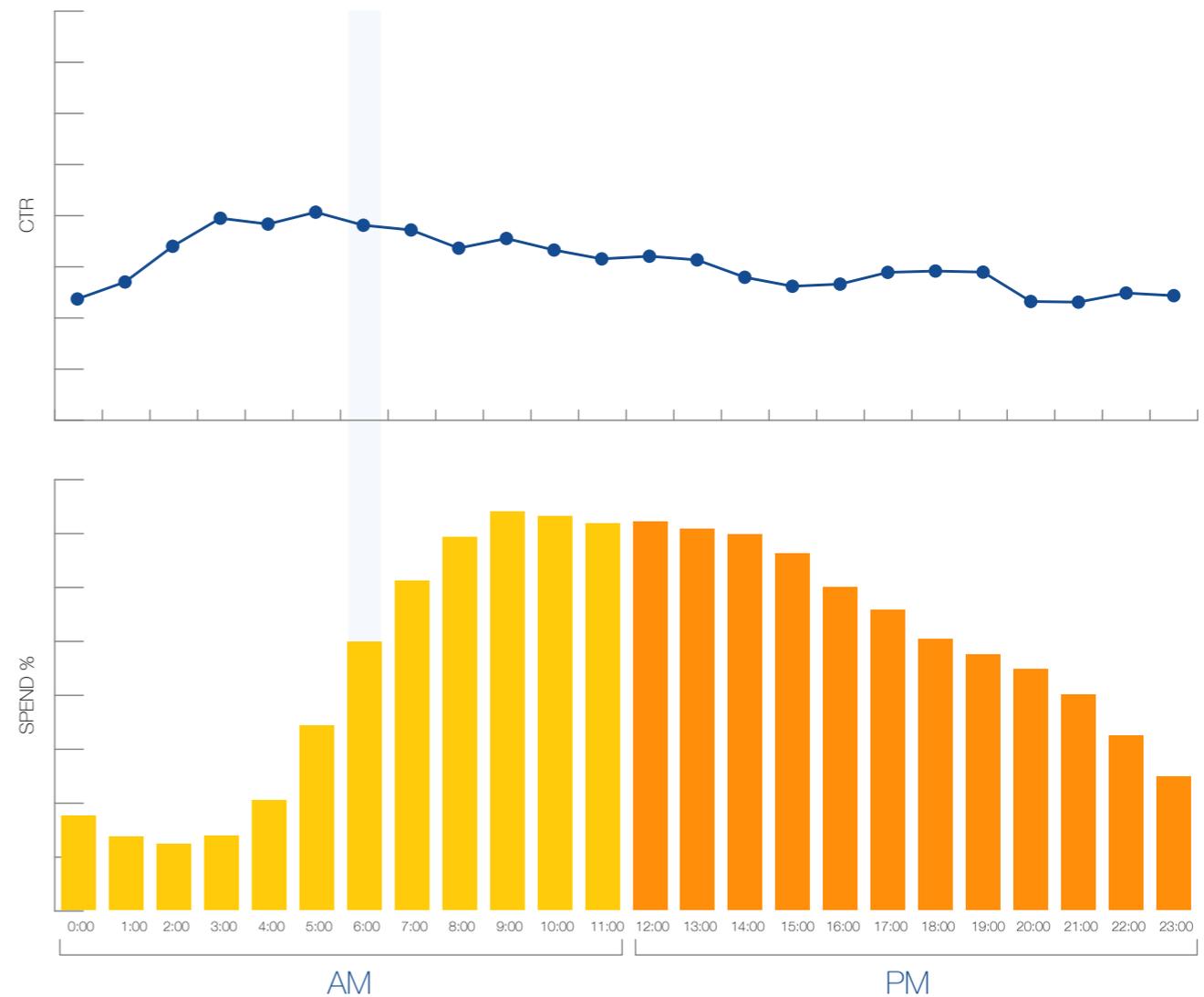
We weren't joking when we said technology shoppers are the most interested right as they start their week, and it turns out the same holds true as they start their day. Technology marketers have an opportunity to capitalize on shopping in the wee hours of the morning, when there's high demand for content and low competition.



TIP

Test campaigns for early risers, around 6am local time.

Time of Day Performance for the Technology Vertical Worldwide, 2019
Supply¹³ of Technology Content vs. Consumer Demand¹⁴ by Time of Day, 2019

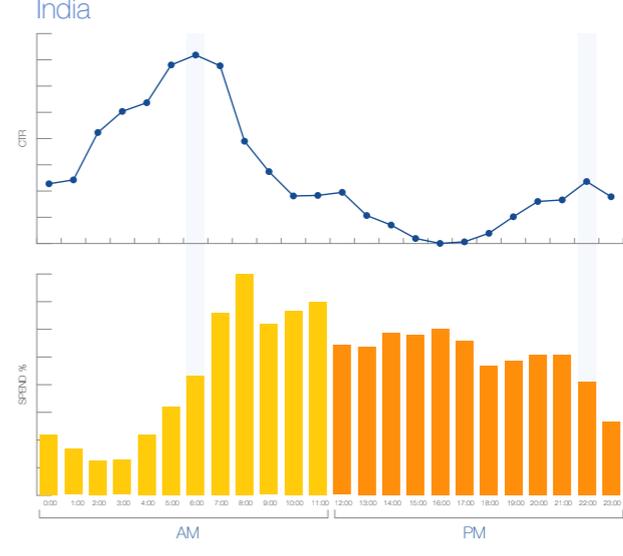
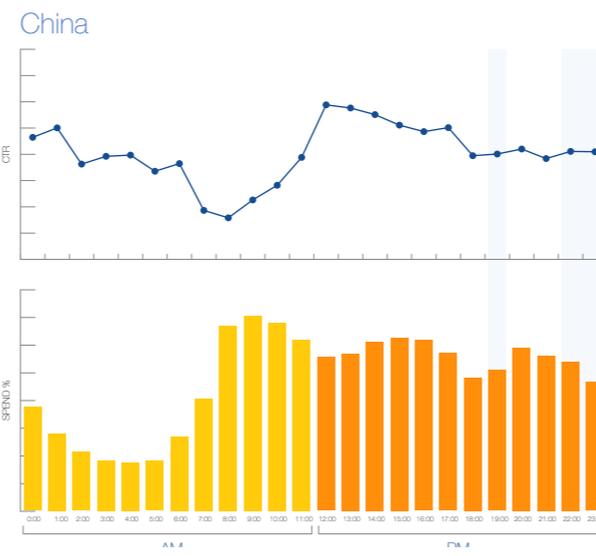
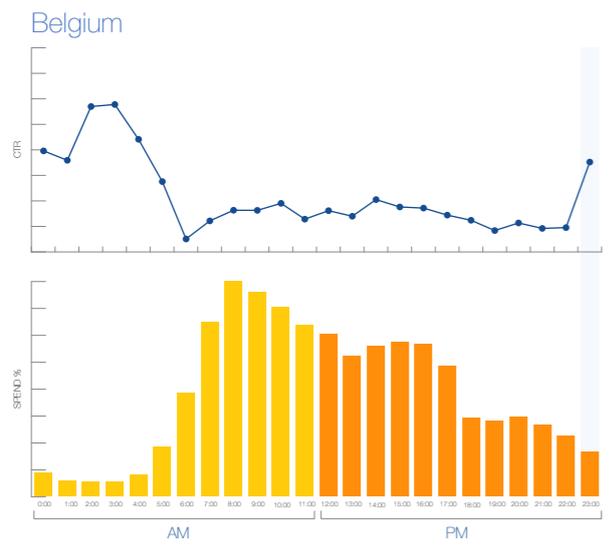
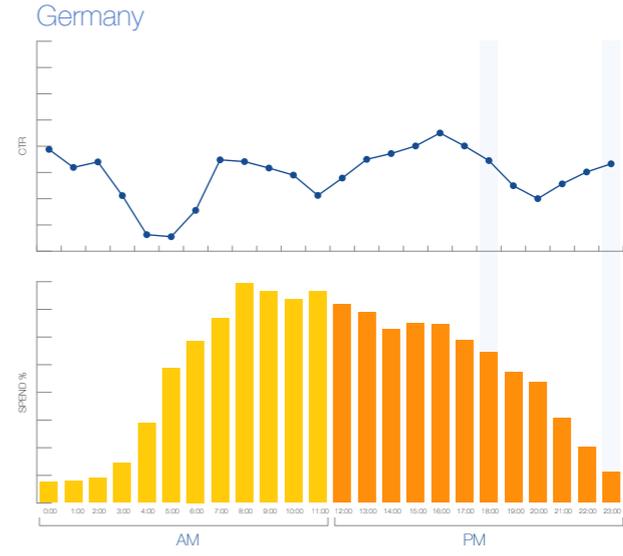
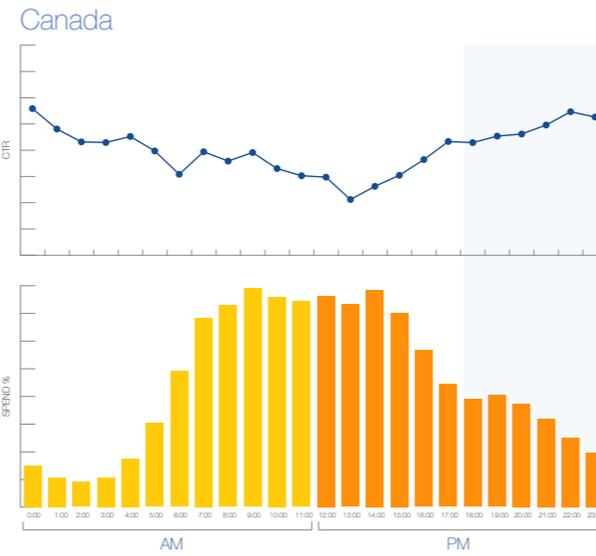
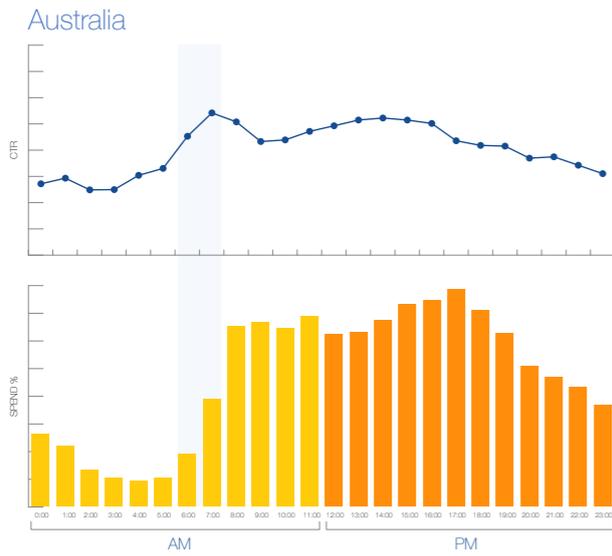
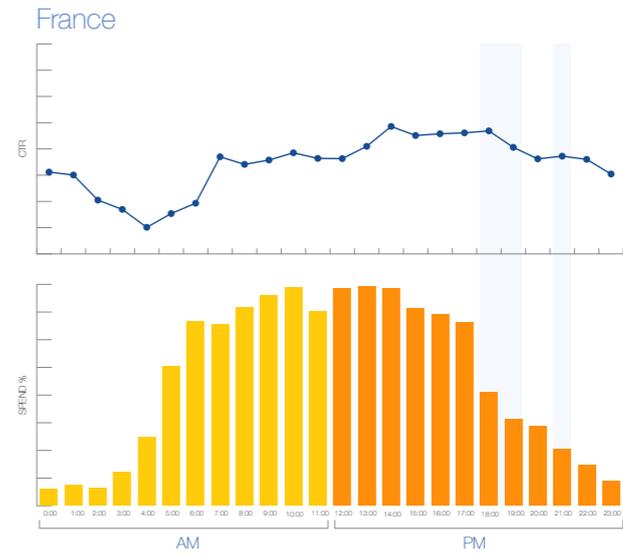
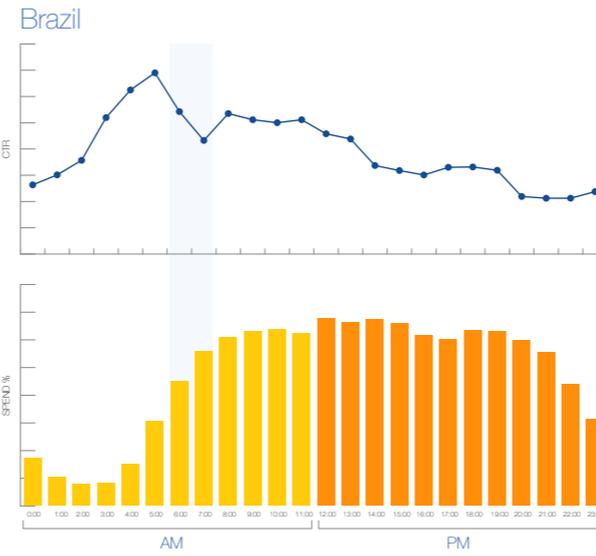


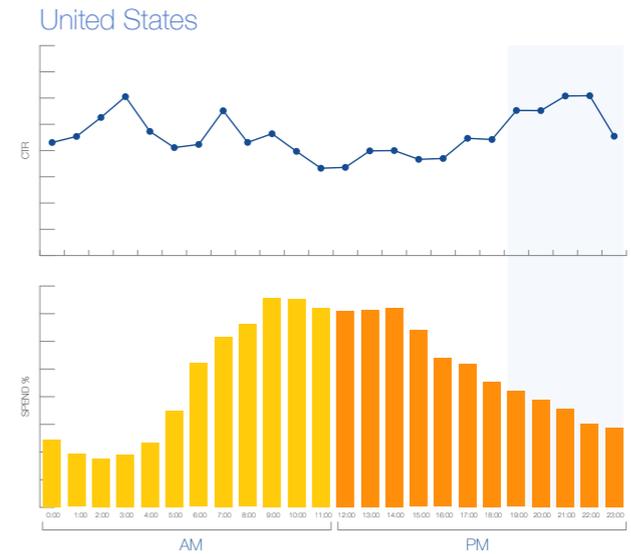
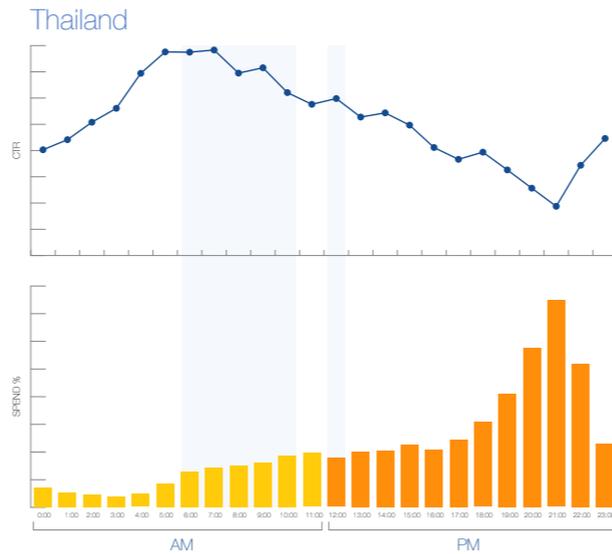
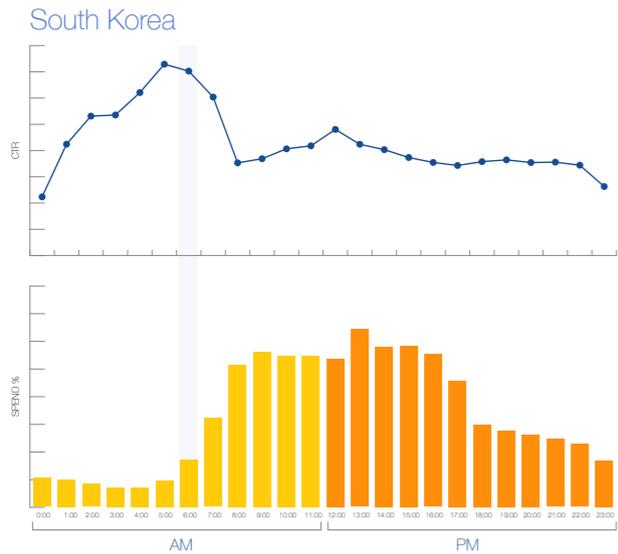
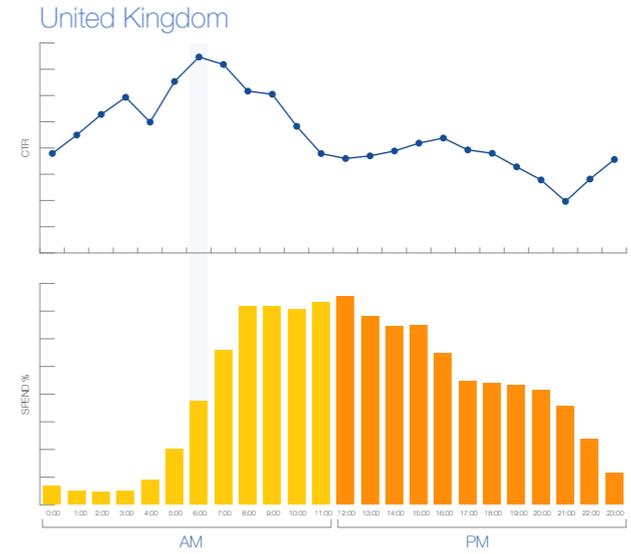
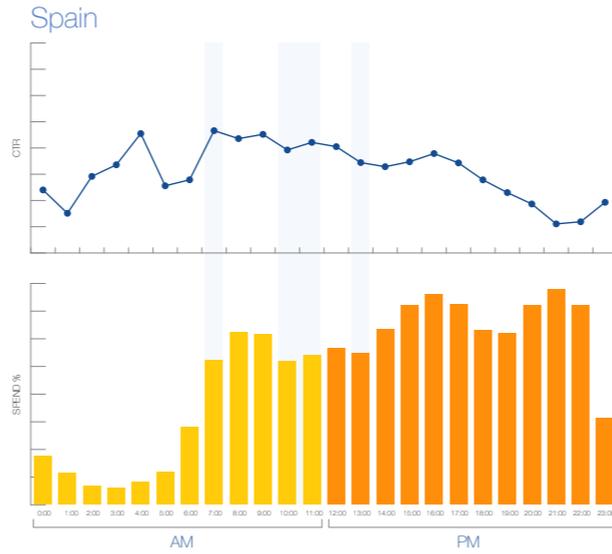
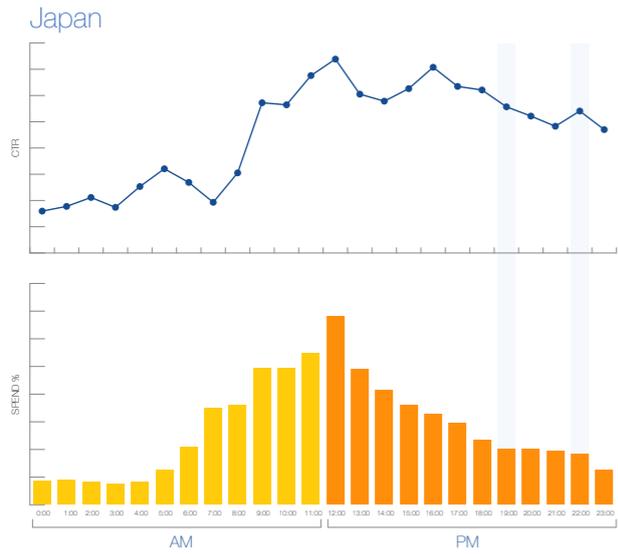
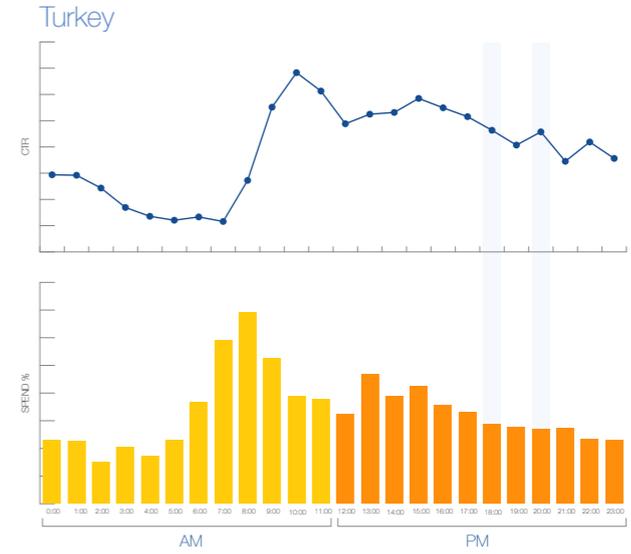
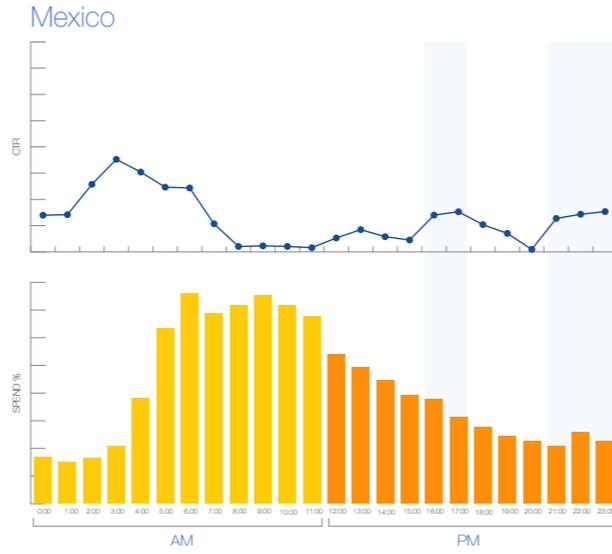
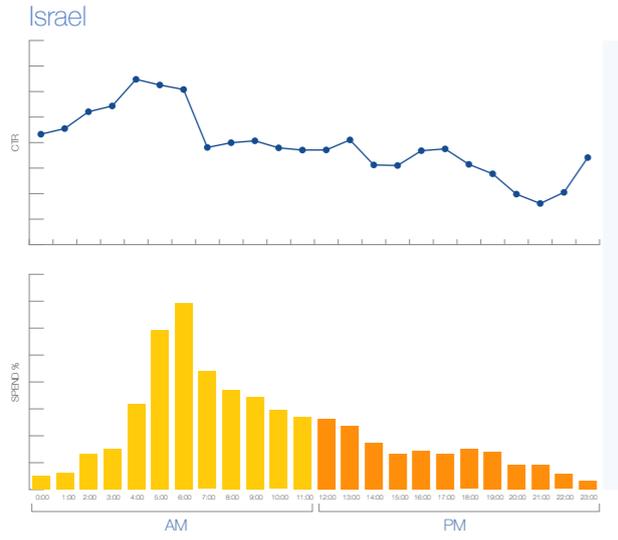
¹³ Supply is indicated by the percentage a market spends on technology content

¹⁴ Consumer demand is indicated by the average calibrated CTR for technology content

HIGH OPPORTUNITY TIME OF THE DAY, BY COUNTRY

Various countries see more engagement with education content during work hours, and some before and after work. Either way, take into consideration the gap between the demand for education content and the supply to identify the times of day with highest potential by region.





WHERE IS YOUR AUDIENCE?

Targeting by Device, Country
and Site



HIGH OPPORTUNITY DEVICES

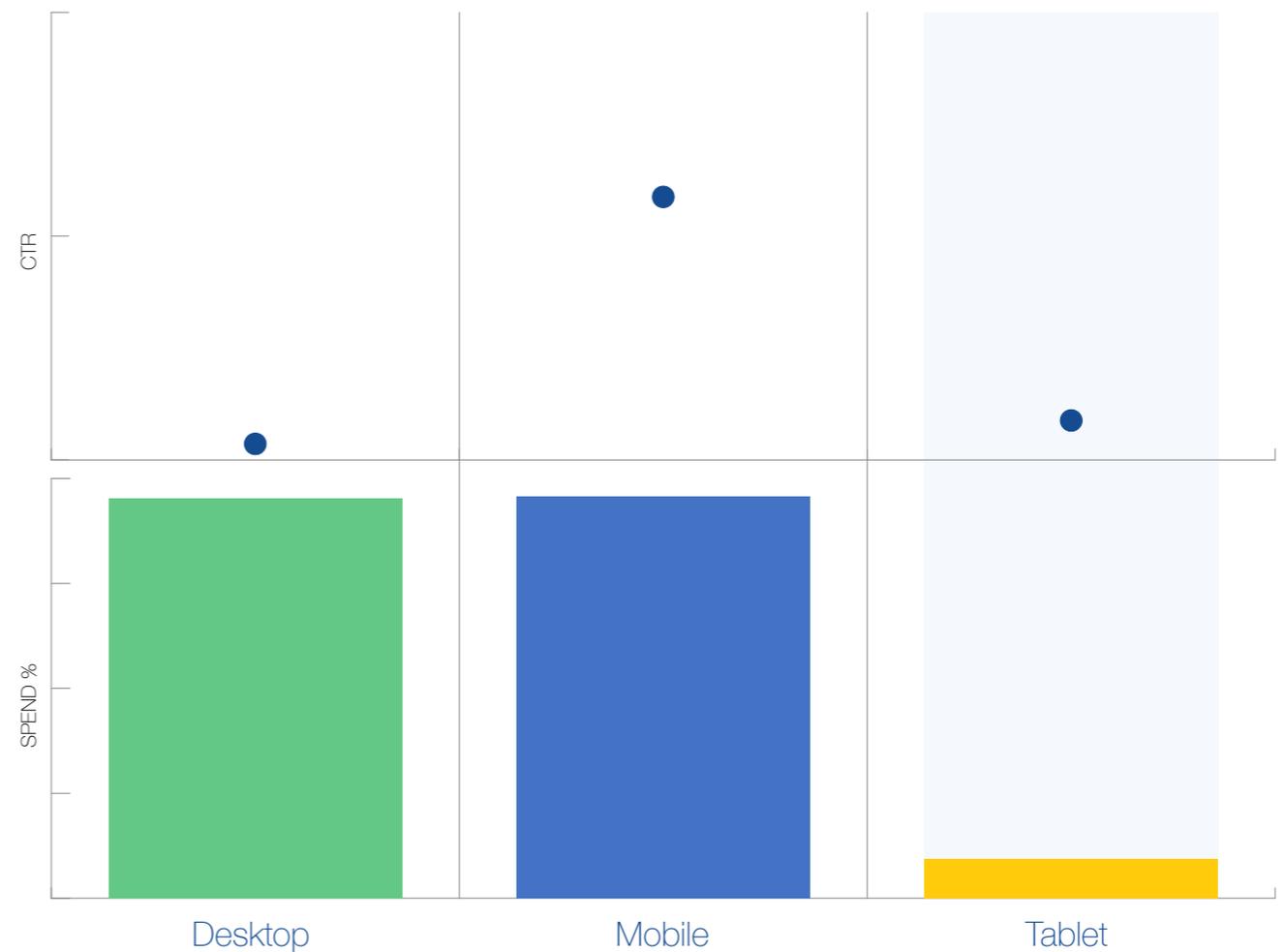
Across all device types—desktop, mobile, and tablet—supply of technology content is the highest on mobile devices and desktop devices, but tablet campaigns are where the highest opportunity lies.



TIP

Test tablet device targeting on your next campaign.

Device Performance for the Technology Vertical Worldwide, 2019
Supply¹⁴ of Education Content vs. Consumer Demand¹⁵ by Device, 2019



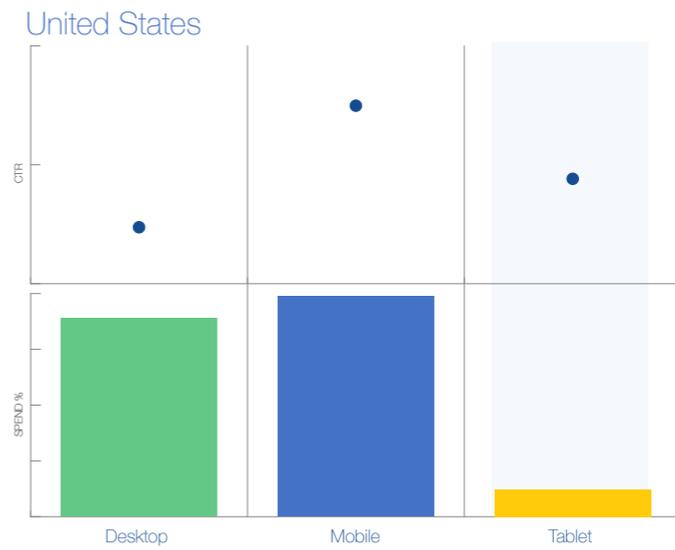
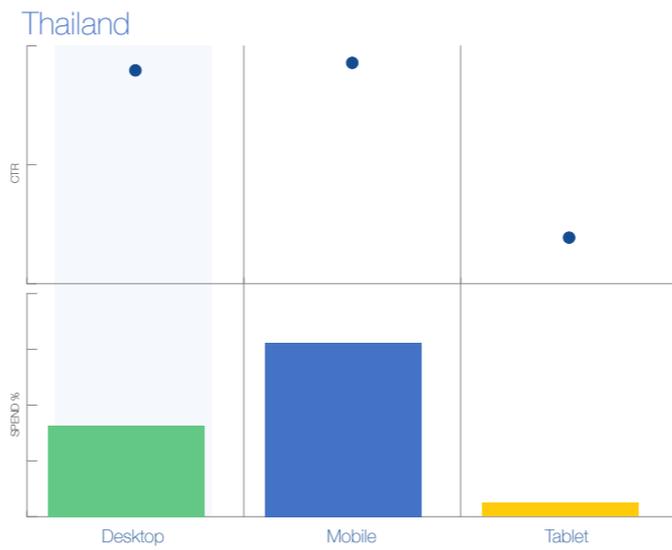
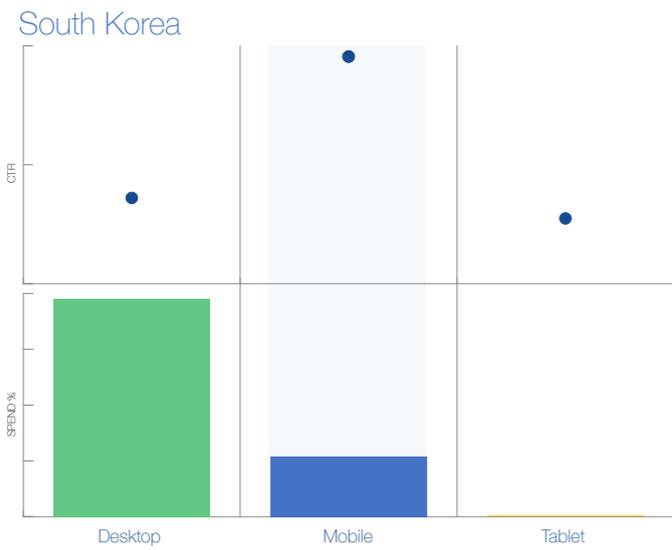
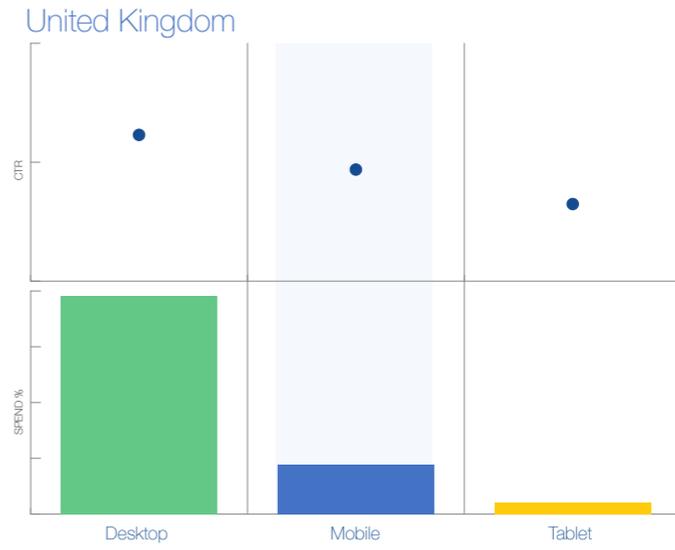
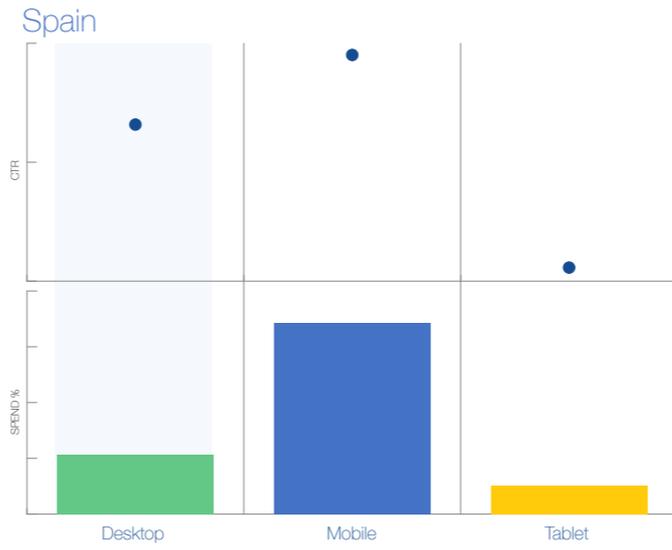
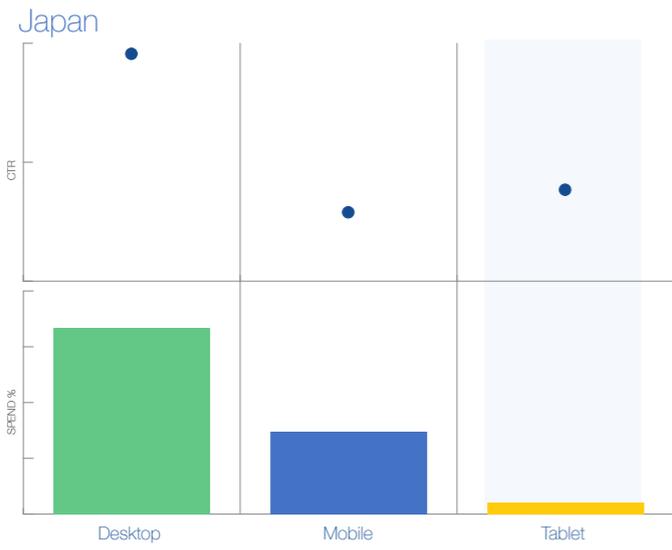
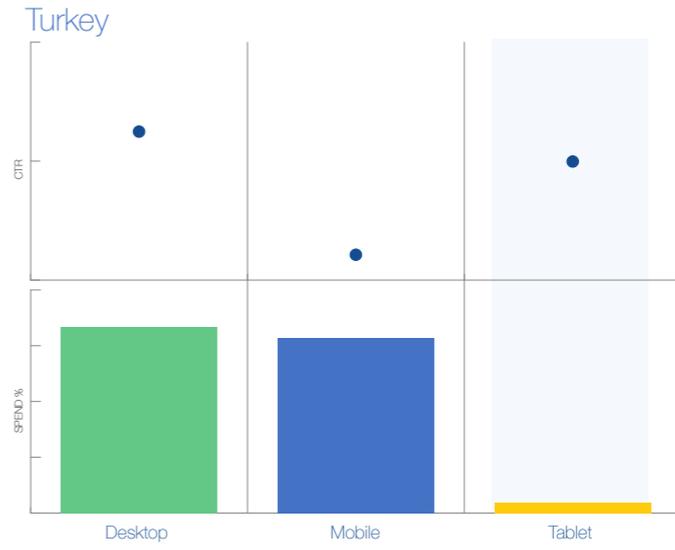
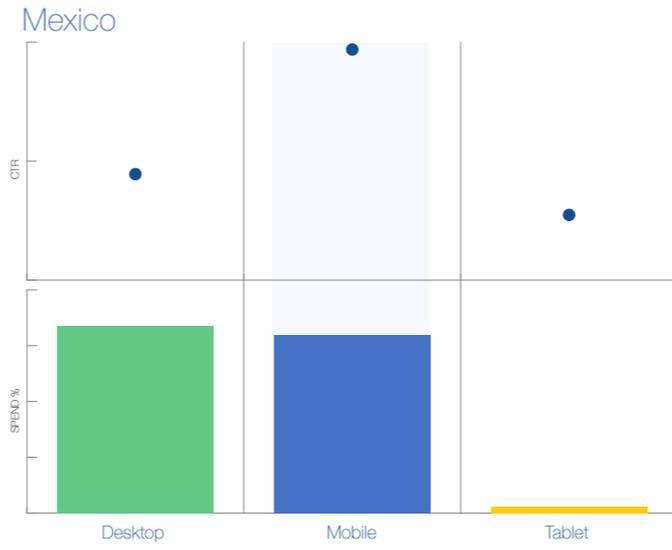
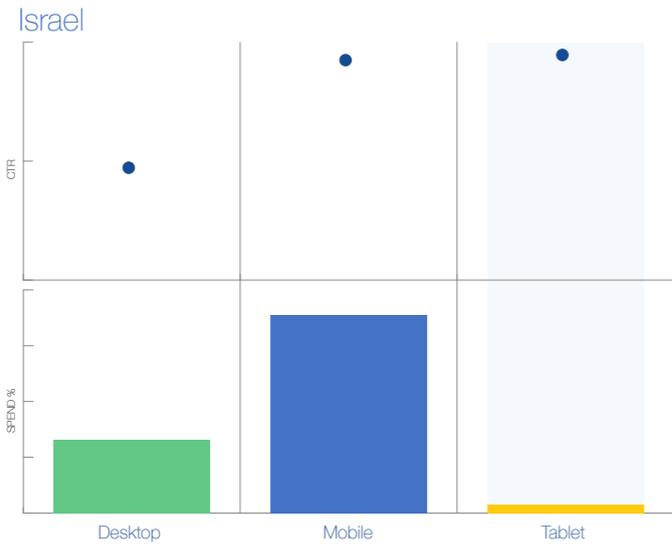
¹⁴ Supply is indicated by the percentage a market spends on auto content

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

HIGH OPPORTUNITY DEVICES, BY COUNTRY

These country-specific trends provide a benchmark for education advertisers looking to allocate spend by device in specific countries.





TARGETING BY SITE: HOW TO FIND YOUR NICHE

When choosing sites to advertise on, marketers tend to assume that they'll have more success if their ad fits contextually alongside their content.

But, this isn't always true. The best way to know for sure? Data. Similarly to audience targeting, you'll want to start with wide targeting, see which sites perform best, and optimize from there.

HERE'S A TARGETING FLOW WE'D RECOMMEND FOR A MONTH-LONG CAMPAIGN:

WEEK 1

When you're starting out, keep your targeting as wide as you're comfortable with—we recommend using brand safety measures like black lists if you need to exclude some sites at first.

WEEK 2

Check in with your campaign at the end of the week. Where did your ads perform best? Are you surprised by the vertical? Choose several sites to test based on your initial results.

WEEK 3

This is a good time to take a look at your creative performance. Is each headline, photo, or video resonating with every site? A/B test different combinations for the right fit.

WEEK 4

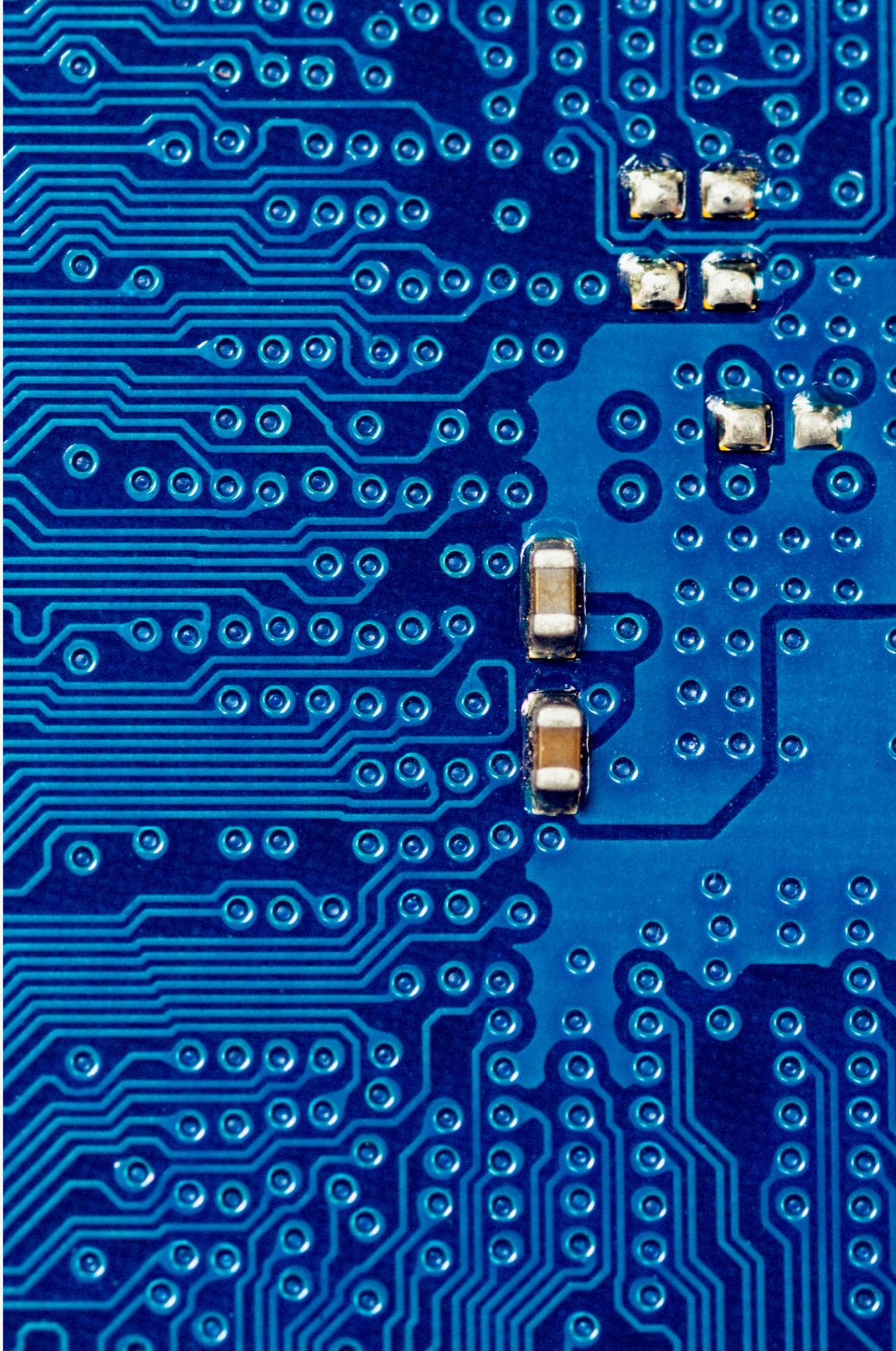
When analyzing your campaign, take a look back at what surprised you, and look to test new sites in order to expand your reach in the future.

REPEAT

Return again to the focus of Week 1, targeting broadly, followed by assessing and analyzing to find new sites to test.

HOW DO YOU MEASURE?

Here's What the Competition
is Tracking



COMMON KPIs

Among the key performance indicators (KPIs) that technology marketers measure, purchases are a clear frontrunner. Technology marketers choose to create bottom of the funnel campaigns to most directly achieve their goals.

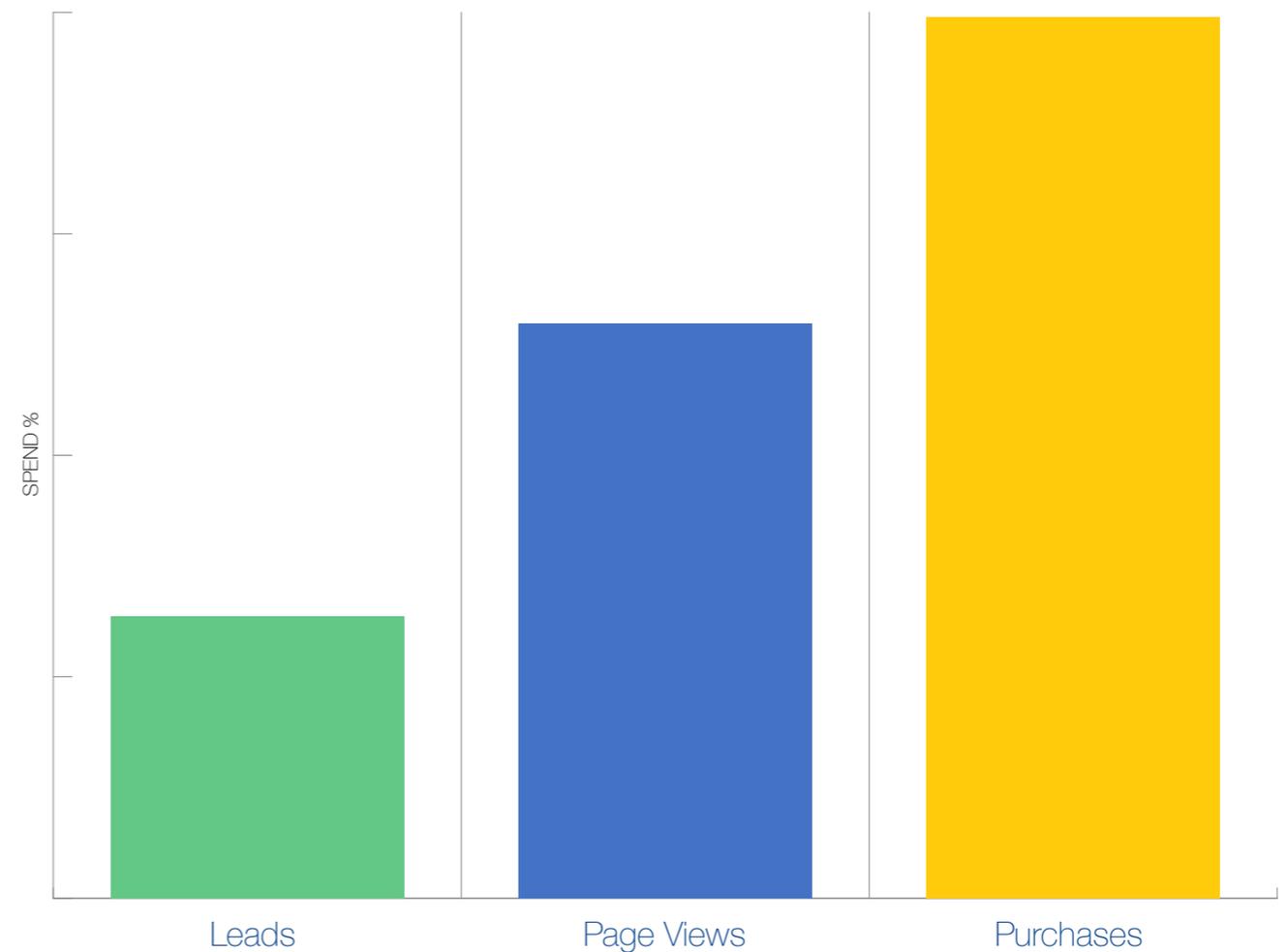
BENCHMARK CVR
0.00802%



TIP

Try testing a bottom of the funnel campaign.

Most Used KPI for the Technology Vertical Worldwide, 2019
Supply¹⁷ of Technology Content vs. Consumer Demand¹⁸ by KPI, 2019



¹⁷ Supply is indicated by the percentage a market spends on technology content

¹⁸ Consumer demand is indicated by the average calibrated CTR for technology content



START YOUR CAMPAIGN TODAY

[START NOW](#)

TO SUM IT UP...

We covered a lot of ground here—the who, what, when, where and how of technology discovery campaigns, and how you can apply them to your own campaigns.



HERE ARE FIVE TAKEAWAYS:

- 1 Who.** You might be surprised to find out who's interested in your products. Do some digging, and don't always assume that you know the full extent of your audience.
- 2 What.** To reach consumers in the market for technology products, try testing out video.
- 3 When.** Reach consumers when they're most likely to be receptive—don't ignore Q3 and large technology events, and focus on early morning hours at the very start of the week.
- 4 Where.** A big opportunity lies with tablet devices—take advantage of it, and test campaigns there.
- 5 How.** Finally, test your next bottom of the funnel campaign with native. There's a high opportunity for success there.



GET STARTED WITH TABOOLA

Taboola enables over 1.4B people to discover what's interesting and new at the moments they're most ready to explore. Advertisers use Taboola to reach their target audience when they're most receptive to new messages, products and services.

We've Got the Tools to Help You

Taboola Pixel

Track multiple conversions by multiple audiences across multiple URLs.

Retargeting

Reach customers closer to the point of sale— target people who are more likely to convert.

Smart Bid

Automatically adjust the baseline bid to drive conversions or page views by site.

Lookalike Targeting

Model the behavior and characteristics of your current customers and use it to target similar audiences.

That's not all. Taboola has every targeting option you need for a successful discovery campaign—location, demographic, creative and more.



TOP CAMPAIGN CONTENT

	Segment	Impressions	Actions
A	my clients - lookalike - top 5%	297,100	2,192
B	my clients - lookalike - top 10%	399,102	3,012
C	my clients - lookalike - top 15%	807,631	5,011

START YOUR CAMPAIGN TODAY

START NOW

