TaboolaCaseStudy

📱 MOBILE APP

Talkatone Finds Taboola to Be A Top Monetization Partner in Both Android and iOS Apps
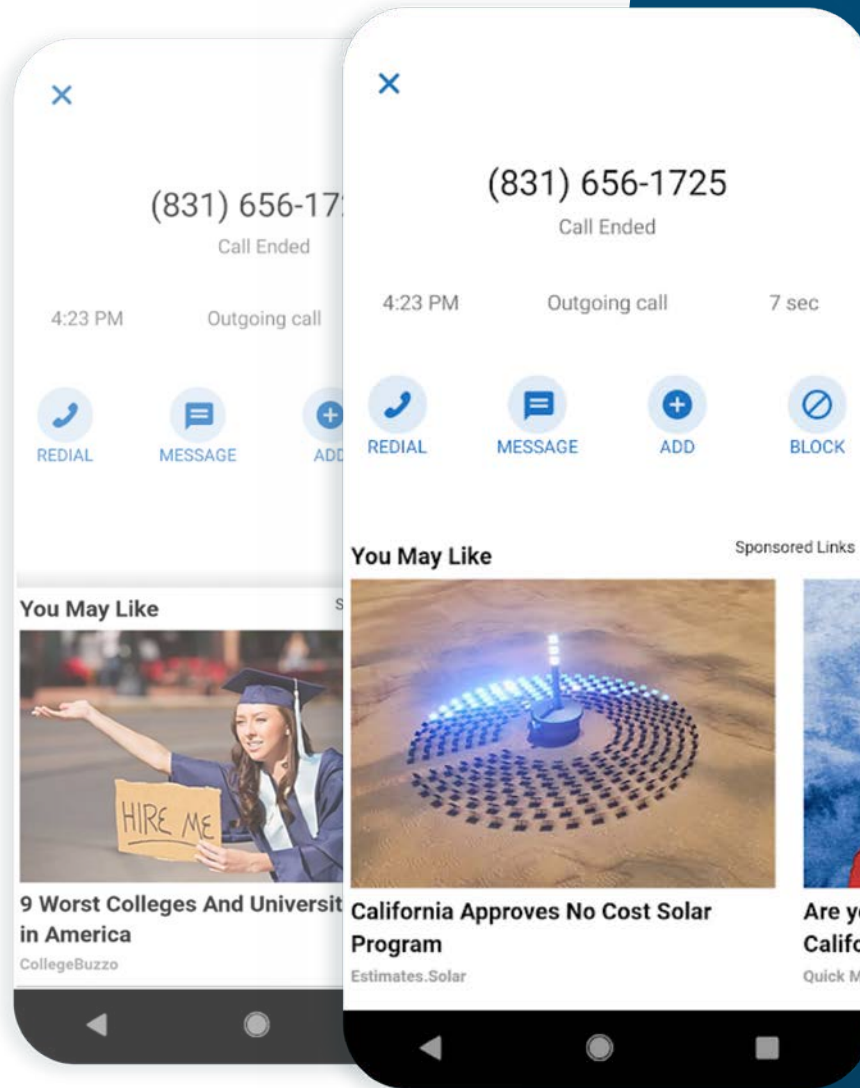
📞 Talkatone

"We previously had a hard time monetizing the end-call screen within our mobile app on both Android and iOS. When we partnered with Taboola, we saw the value of sponsored content recommendations in place of display ads, and blew our revenue goals out of the water."

David De Ridder, Vice President, Talkatone

3x

Increase in Revenue From End-Call Screen

COMPANY

Talkatone, an Ooma company, is a leading provider of free texting and calling for Android and iOS mobile devices in the US and Canada.

SOLUTION

Implement Taboola sponsored content recommendations using Taboola's mobile software development kit (SDK).

CHALLENGE

Increase stagnant revenue on the end-call screen, displayed after users have completed a phone call.

RESULTS

With **Taboola**, **Talkatone** has seen an **3x increase in revenue from their end-call screen**.

Talkatone Users Are Met with Sponsored Content Recommendations at the End-Call Screen

Talkatone Finds Taboola Sponsored Content Recommendations a Valuable Monetization Source at the Moment of Next

As long as a user has data, he or she can use **Talkatone** as a primary phone number. It's also an option for those who might need a second phone number—independent contractors, realtors, owners of online businesses and more.

Talkatone mainly monetizes through in-app advertisements, and in addition, provides paid services for customers who want to make international calls or an ad-free experience.

As **Talkatone** users finish phone calls, they're met with an end-call screen that displays once a call is complete. Here, users are in the moment of next—having just completed their intended in-app action, they're open to discovering something new.

It's here that **Talkatone** has implemented sponsored content recommendations using **Taboola**'s mobile SDK. Bringing the full scope of **Taboola**'s publisher platform to the mobile environment, Taboola's new Mobile SDK seamlessly integrates into native applications to drive higher engagement and revenue.

Talkatone began their partnership with **Taboola** by implementing sponsored content in it's Android App, and when they saw incredible success, expanded to include the same carousel of sponsored content in their iOS app.

With Taboola, **Talkatone** has seen an **3x increase in revenue from their end-call screen**.

Introduction

Talkatone is a leading provider of free texting and calling for Android and iOS mobile devices in the US and Canada.

Registered **Talkatone** users get a free US phone number, free SMS and MMS messaging, free universal group picture messaging and free inbound and outbound calling. Users can also purchase calling credits to make international calls.