The Israeli Ministry of Tourism’s Goal Was Completed Video Views - Taboola Upped the Ante with Conversions

“We ran this video campaign to promote travel from India to Israel on other media channels, and on the open web with Taboola. With Taboola, it wasn’t just that people watched the video—they watched, clicked the video, and then converted on our site. That was how we knew Taboola users were high quality.”

- Eyal Varshisky, LAPAM Global Digital Advertising Manager, for Israeli Ministry of Tourism

**LAPAM** is the advertising agency for the Israeli government, and functions as a communications group for all offices of government. They are responsible for numerous marketing processes that include public and social campaigns for the Israeli **Ministry of Tourism**.

**CHALLENGE**

To drive interest in tourism from India in the wake of a recently established direct flight between Israel and India.

**SOLUTION**

Use **Taboola** In-feed Video to increase awareness of tourism opportunities in Israel, targeting India, at a high conversion rate. **Taboola** In-feed Video was chosen in part for their CPCV pricing model.

**RESULTS**

With **Taboola**, 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.
LAPAM is Israel’s government advertising agency, and functions as a communications group for various offices of government, corporate, government-owned, and publicly-owned companies. They’re responsible for numerous marketing processes that include public and social campaigns for a wide range of topics. The Israeli Ministry of Tourism manages all marketing through LAPAM.

They embrace a new method of advertising—one that provides their clients with integrated advertising. Every employee manages a professional division that provides the Israeli Ministry of Tourism clients with a 360-degree advertising solution.

Clients see campaigns transparently from concept to execution. The Israeli Ministry of Tourism utilizes media tools that integrate and link to each other while serving the brand and advertising message.

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One Aspect of The Israeli Ministry of Tourism’s Video Drives a High Conversion Rate

In preparation to promote travel from India to Israel in the wake of a new direct flight, The Israeli Ministry of Tourism produced a commercial—distributed across television, YouTube, Facebook and Taboola.

The Israeli Ministry of Tourism’s key performance indicators (KPIs) are a combination of awareness and performance. After running several video campaigns in EU, they saw that Taboola traffic was converting at a higher rate than other platforms. This led The Israeli Ministry of Tourism to shift their budget allocation and launch the India campaign with high performance goals. As in all of their campaigns they wished to target premium sites and high income demographics.

The same video ran on all platforms. The success of the video powered by Taboola is likely due to a companion banner placed at the bottom of the video, which included a clear call-to-action (CTA) encouraging viewers to book their trip to Israel.

Taboola Video drives brand awareness with non-intrusive, highly viewable video placements on the world’s most respected publishers. Large format ads increased engagement and attention for the The Israeli Ministry of Tourism audience, providing them with better results.

Taboola Video Performs 40% Better Than Any Other Channel

The Israeli Ministry of Tourism had previously been working with Taboola to distribute sponsored content, and upon seeing success, expanded to video.

For The Israeli Ministry of Tourism, Taboola’s cost per completed view (CPCV) pricing model was key to their decision to expand the partnership. They found high value in the confirmation that users would completely view their entire commercial.

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