

# Flare Audio Sells Thousands of Headphones in Less than a Year with Taboola



*"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

**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.



## RESULTS

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

Thousands

Headphones Sold in less than a year

79%

Decrease in CPA in the first month

## Introduction

Founded by British inventor Davies Roberts, **Flare Audio** has spent the last seven years re-inventing the loudspeaker and headphones, drawing praise from music industry luminaries including Led Zeppelin's Jimmy Page, Jarvis Cocker, Richard Hawley, Bella Sarris and producer 'Flood' in the process.

Their big innovation and mission is to minimize all types of distortion from our audio designs. From the founder's experience in the live music industry,

they have learned and understood what was going wrong with the traditional approach used to create loudspeakers and headphones, and have developed patent pending technology to create pure audio in any sound-producing device.

## Flare Audio Grows Success of New Headphone Product with Taboola

The image displays a composite of digital marketing elements. On the left, a snippet of a news article from NBC News is shown, discussing early voting numbers and factors like record-keeping and reporting. Below this, a 'PROMOTED STORIES' section features a sponsored link for Flare Audio earphones, with the headline 'These new earphones produce incredible sound quality.' and a sub-headline '9 Steps to Your Co...'. On the right, a screenshot of the Flare Audio website is shown. The website has a dark theme with the 'FLARE' logo at the top left. A navigation menu includes 'Retail Partners', 'FAQ', 'Blog', 'About', 'Contact', 'Pro Audio', and 'Hire'. Below the menu, there are links for 'Earphones', 'Earplugs', 'Earfoams', 'Accessories', 'Merch', 'Zero', 'ILS', and a shopping cart icon. The main banner features the text 'LONG LIVE EARS®' in large white letters, followed by the tagline 'The wireless earphones that produce sound quality so high, it's like listening to every track for the first time.' and a 'LEARN MORE' button. A pair of black earphones is visible at the bottom of the banner.



## Flare Audio Reaches People on the World’s Best Publisher Sites

The reason that people like **Flare Audio** headphones is because they produce the mirror image of the sound being laid down by the electronics. It wasn’t easy to achieve—but once production of the headphones was complete, **Flare Audio** needed to find new ways to get the product to market.

With **Taboola**, they were able to reach people that were on the world’s best websites. To succeed there, they created content that they hoped would reach

people emotionally—they wanted them to think, “that’s the solution to my needs,” visit their landing page, and make a purchase.

**Flare Audio** was impressed with the reasonable cost and very high amount of impressions they saw from **Taboola**, which was able to constantly drive home the message about their brand. They leveraged multiple targeting tactics, including retargeting, geotargeting, and more to reach their goals.



## Taboola Lowers Flare Audio CPA with Even Better Targeting

**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.

With **Taboola**, **Flare Audio** was able to sell thousands of headphones in less than a year, and

decrease their CPA by 79% in the first month. **Flare Audio** is continuing to work with **Taboola**, and looks forward to expanding the partnership in the future.