Taboola

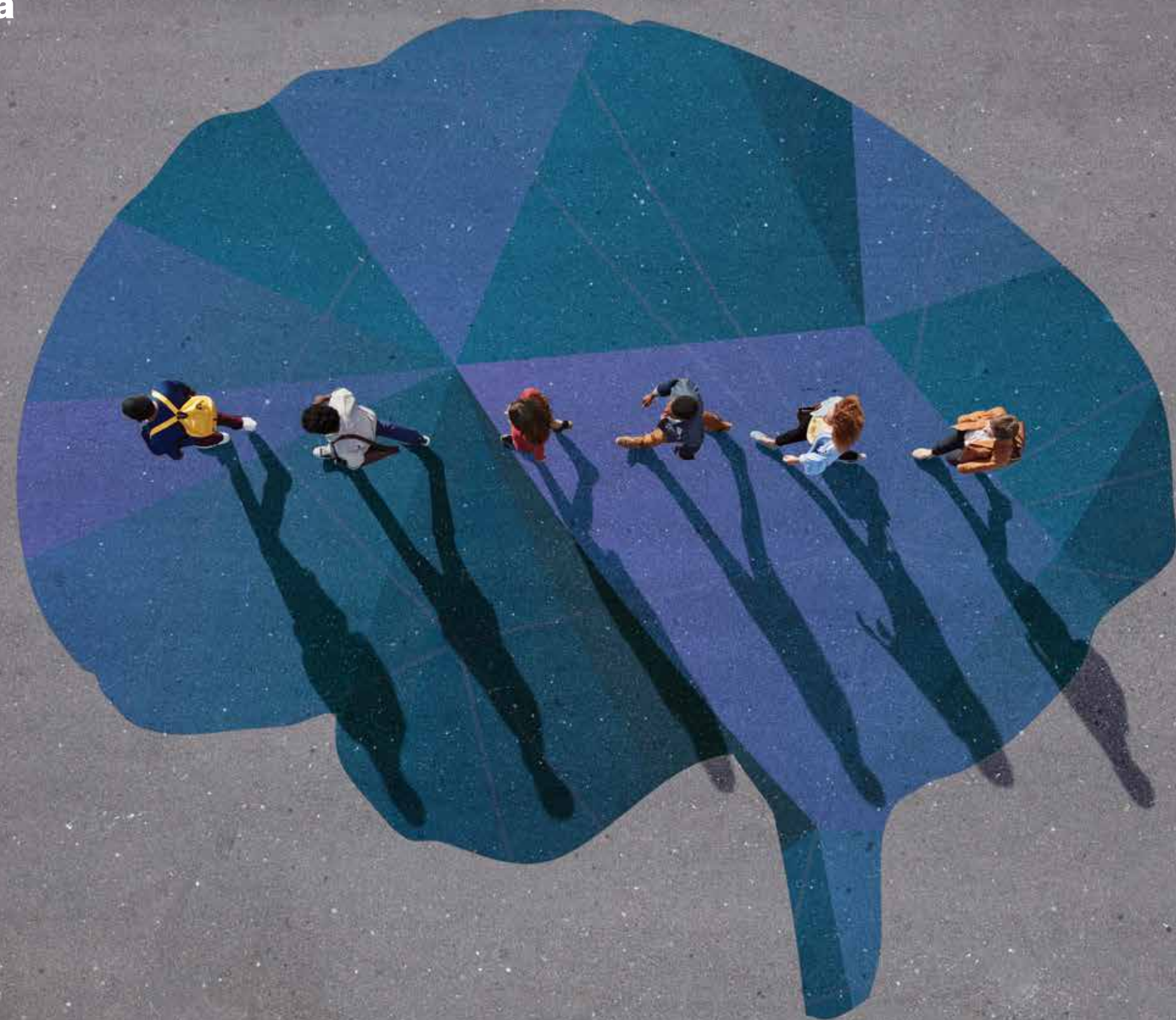# TABOOLA BRAND BOOK

OUR BRAND IS OUR STORY

At Taboola, our brand is our story, the reason we go to work every day, the things that we stand for.

We believe that by adhering to our values in all the work that we do, we can build a truly great company. A company that innovates, leads, and helps our employees and clients succeed.

A company we all love.

Taboola

OUR
HISTORY

It's happened to everyone. After a long day at work, you plop down on the couch, turn on the TV, flip through the channels, and despite an endless number of programs, there's just nothing to watch.

Adam Singolda had this problem as well. Being a young engineer, he decided to do something about it. He created software that discovered just the right thing based on a person's interests. But it was early 2007: YouTube barely existed, the iPhone wasn't launched, the world wasn't ready.

So Taboola focused on the kind of content that did exist - articles - and the company started to become a success, pioneering a new advertising format in the process. As the Internet matured, Taboola expanded to video and other channels, always focusing on the moments people are looking for what's new.

TODAY

Taboola is used by thousands of companies to help over a billion people worldwide discover what's interesting and new at the moments they're ready to experience new things. In doing so, we help companies attract, and strengthen, customer relationships.

WE
HELP
PEOPLE
DISCOVER

What's Interesting and New

For people, the content we expose through the Taboola platform is what's interesting and new. It can be news, topical information or advice, a new product or service, or something entertaining.

For advertisers, Taboola helps their brand be interesting and new. Advertisers reach their target audience when they're most receptive to new messages, products and services.

For publishers, carriers and other digital properties, Taboola is a powerful engine that helps digital properties provide, in real-time, what's relevant, interesting and new to their audience. The result: new engagement and monetization opportunities.

Enriching Lives

At Taboola, we believe the surest path to an enriched life is to be exposed to new things: new ideas, new perspectives, new products or things that are fun. It expands our mind; it helps us solve problems; it connects us to the greater world around us.

We want the interesting and new to be a natural part of everyone's life.

DISCOVERY PLATFORM

Taboola is a discovery platform that helps people explore what's interesting and new.

The platform serves over one billion unique users each month through exclusive relationships with thousands of premium digital properties, mobile carriers and device manufacturers. Advertisers use Taboola to promote their brand at the moments their audience is most receptive to new messages, products and services.

OUR
ADVANTAGE

Our platform utilizes proprietary deep learning algorithms that are powered by the largest dataset of content consumption behavior across the open web. Think⁴ allows the Taboola platform to distribute what's personally relevant, interesting and new at the moments people are most receptive to new things.

THINK⁴

People.
Over 1.4 billion per month.

Advertisers.
Over 10,000 from small and medium businesses to the world's largest brands.

Digital properties.
Thousands of exclusive relationships in every major market worldwide.

MOMENTS OF NEXT

Why Taboola is effective.

Taboola reaches audiences during Moments of Next:
the times in users' busy day when they're open to
exploring new things… including advertiser messages.

Taboola

A user has finished an activity, like reading an article. He's deciding what he should read or watch next.

**That's
a moment
of next.**

A user, taking a break from work, opens her phone and scans her feed. She's looking for new and interesting content to read, watch and share.

**That's
a moment
of next.**

During Moments of Next, advertiser messages are interesting and new, and people are open to hearing about these new messages. It's a unique window to promote brands, products and services.

Taboola ensures that during Moments of Next, users are matched to messages they are most likely to find relevant.

Moments of Next

OUR CORPORATE VALUES

Partners First

Our first priority is the success of our partners, both advertisers and digital properties. If our partners succeed, we succeed.

An Entrepreneurial Culture

We believe the secret to Taboola's success is in its innovative spirit. We take the initiative, get things done and push to accomplish what's next.

Data-Driven Results

We pride ourselves in using data to make our products and decisions better. Measurement helps focus our work so we continue to succeed.

Support for The Open Internet

We value the diversity and importance of the open web. Everything we do is in support of a thriving internet ecosystem.

Unity Through Diversity

Taboola is a global company, and we thrive on learning from others. We value the power of diverse viewpoints combining into one focused team.

OUR
PERSONALITY

We strive for all of our communications and interactions to be:

Accessible

Taboola's technology may be complex, but it must be as simple as possible to use and understand.

Helpful

The spirit of helping our clients and colleagues succeed must be in everything we do.

Thoughtful

Taboola is a uniquely talented organization. The thoughtfulness of our solutions and approach must come across in all our interactions.

KEEP EXPLORING

Our Brand Proposition

The heart of our brand is an ethos to **keep exploring.** We want people to embrace the unknown, to explore new things, to learn. It's the surest path to solving problems, connecting with people, even having a bit of fun. It's why we've built Taboola's technology: to help people discover what's interesting and new, enriching their lives.

We want our clients to encourage their audience and customers to keep exploring: experiencing new content, new brands, new products and new services.

Exploring extends to the way we run our business. The status quo is never enough; we always want to innovate, try new things, and find ways to make our products better, our services better and our company better - for our clients and for theirs.

OUR
AUDIENCE
MESSAGING

FOR ADVERTISERS

We help advertisers reach their target audience when they're most receptive to new messages, products and services.

Moments of Next

Taboola gives marketers the opportunity to reach audiences at the exact moment a consumer is deciding what to do next. They're the moments when consumers are most receptive to new messages, products and services. In doing so, Taboola increases the appeal of, and interest in brands.

Unmatched Effectiveness

Think[4], Taboola's deep learning algorithms, are powered by the largest dataset of content consumption behavior across the open web. Think[4] optimally matches audience interest to brand messaging, creating unmatched advertising efficiency and effectiveness.

Exclusive Global Distribution

Taboola's discovery platform spans exclusive relationships with thousands of premium content providers in every major market worldwide. This ensures brands are associated with quality, professional content in a brand-safe, curated environment.

One Billion Users to Target

With over one billion unique users a month, Taboola provides access to the largest audience on the open web, all reachable with advanced targeting and analytics. The result: an advertising solution with similar scale and audience profile to the "walled garden" social newsfeeds, but oriented around the open web.

FOR DIGITAL PROPERTIES

We help content companies drive more engagement on, and better monetize their digital properties.

Better Monetization

Think[4], Taboola's deep learning algorithms, are powered by the largest dataset of content consumption behavior across the open web. Think[4] delivers unmatched advertising efficiency, allowing digital properties to monetize their audience more than any other solution.

Audience Growth

Through the Taboola network, publisher content can be distributed to other digital properties and news aggregation services, driving more traffic to their sites. Think[4] provides unparalleled insights to editorial teams, allowing them to tailor content for audience growth.

More Audience Engagement

Think[4] analyzes publisher content to deliver, in real-time, what's most likely to be relevant, interesting and new to a given user. Digital properties have full control over the advertisements and content displayed, ensuring an optimal editorial environment.

Focused on You

Our business is predicated on helping quality journalism, and our partners' digital properties to succeed. We do not compete by trying to directly generate our own consumer traffic. As a result, our sole focus is developing solutions that drive more engagement, and better monetization for your business.

FOR CONSUMERS

We help companies distribute content you may find interesting and new.

**Always
Relevant**

When you are scanning a news feed or see relevant recommendations after reading or watching a video… that's our technology.

**The Right
Content**

We work hard every day to make sure that whenever you're looking for something interesting and new, the right content is there for you—whether you've just finished an article and are deciding what to read next, or you're checking out the latest news on your your device.

**Keep
Exploring**

We constantly think about how to make lives more enriched by exposing people to new and interesting things. We want everyone to keep exploring! Our products, technology and services are all built with this singular mission in mind.