

# AM:PM Successfully Uses In-Feed Video to Support Summer Promotions



*"This past summer, AM:PM created a series of cartoon videos to advertise their summer promotions. When trying other channels, they saw challenges with scale and turned to Taboola. With Taboola, we were able to not only*

*achieve the brand awareness and campaign performance AM:PM desired—we blew our campaign goals out of the water."*

— Eran Lupo, CEO, 49ers IL – Network



## COMPANY

**AM:PM** is a leading City Market in Israel with deep community roots—founded in 1993, their network of urban retail has expanded to over 40 branches today.



## CHALLENGE

Increase brand awareness for a highly targeted audience in the Tel Aviv metropolitan area for **AM:PM's** summer promotions.



## SOLUTION

Create a branded video series and distribute via the **Taboola** discovery platform in order to reach **AM:PM's** target audience and increase brand awareness.



## RESULTS

With **Taboola**, **AM:PM** achieved a **completion rate of over 40%** for their in-feed videos, over-achieving their goals.

40%

Viewable Completion Rate

Introduction

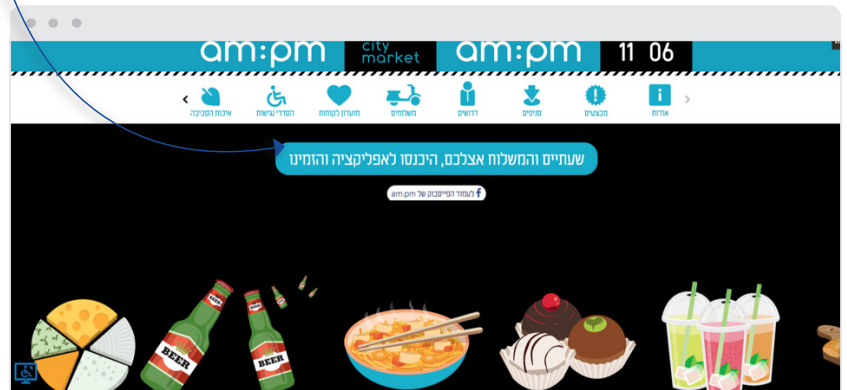
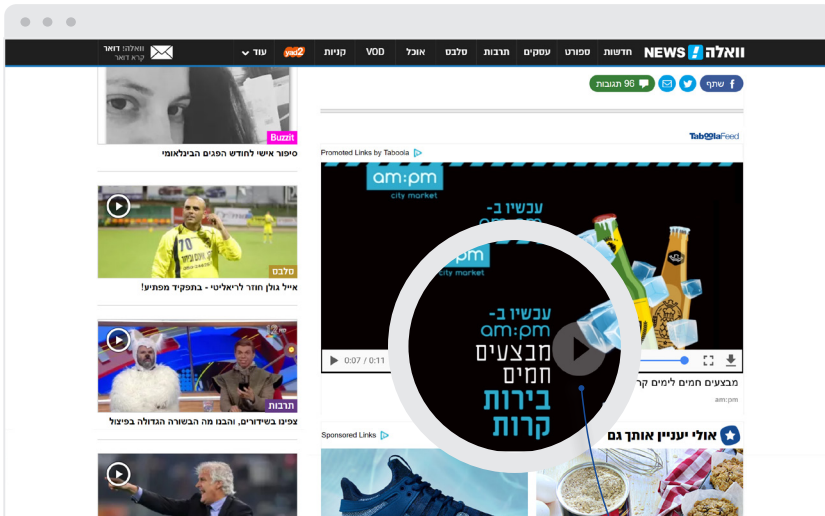
**AM:PM** began in 1993 as a small kiosk in the heart of Tel Aviv, Israel. Within a few years, the chain grew to over 40 stores.

Over the years the **AM:PM** network has grown and developed into the go-to city market for the urban retail consumer. With a vibrant atmosphere, **AM:PM**

aims to improve the FMCG (Fast Moving Consumer Goods) experience.

The chain's 40+ branches provide personal, professional and courteous service to millions of satisfied customers—24 hours a day, 7 days a week, 364 days a year.

AM:PM Reaches Scalable Audience, Targeted to a Single City, with In-Feed Video





## Summer Promotions Bring Brand Awareness Success with Video on the Taboola Network

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In order to get the word out about their summer promotions, AM:PM created several illustrated cartoon videos that advertised goods in the shop, as well as their brand. The videos were short, under 30 seconds long, and were colorful advertisements that showcased several different products in joyful ways.

The goods were on sale for a specific period, and were targeted to the city of Tel Aviv, Israel only. After the start of their campaign, AM:PM shifted their entire budget to Taboola as they saw success with their strategy.

AM:PM chose to work with Taboola because of their premium publisher base, and the ability to do such granular and effective geotargeting.



## Taboola Outperforms Other Acquisition Channels with a High Completion Rate for AM:PM

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Because of the niche geography that AM:PM was trying to target, they saw challenges at the start of their campaign. They had tried other channels for video distribution, such as YouTube, Instagram, Facebook and other local vendors, but wanted to test new placements.

After beginning their campaign with Taboola, the entirety of their campaign budget shifted to the Taboola network, where they saw a higher completion rate—40% and above—than that of any other network.