

Taboola Helps Blinkist Educate 60,000 people in Just Six Months



“We’re able to access this unique niche of people through social media marketing, but at a very limited scale, and frankly we weren’t growing as fast as we wished - then we found content marketing. If I had to say anything to someone considering Taboola, I would say: do it.

Working with Taboola will not only help you iron out your value proposition, but they’re also a great addition to your marketing mix. Content discovery is the future.”

Sandra Wu, Digital Marketing Manager at Blinkist



COMPANY

Blinkist is an app that provides access to key insights from 2,000+ bestselling nonfiction books, transformed into powerful packs any user can read or listen to in just 15 minutes.



CHALLENGE

To scale acquisition efforts beyond social media channels, and establish **Blinkist** Magazine as a thought leader in personal development.



SOLUTION

Taboola gave **Blinkist** access to a large audience of people who already love reading using Taboola S2S technology.



RESULTS

With **Taboola**, **Blinkist** was able to acquire over 60,000 new sign ups at their goal CPA.

60,000+

Sign Ups in Six Months



Introduction

Blinkist is an app that provides access to key insights from 2,000+ bestselling nonfiction books in 19 leading categories, transformed into powerful packs any user can read or listen to in just 15 minutes.

With **Blinkist**, users can boost their professional skills by learning essential ideas from books in their field, ranging from productivity to business to science. They can also uncover subjects they never knew they loved, and become the best version of themselves yet with top titles in self-improvement.



Blinkist Taps New User Base and Scales with Taboola

The image shows a laptop screen displaying a Taboola advertisement for Blinkist. The ad features a 'PROMOTED STORIES' section with three main items: 'Escape the wind and rain this autumn. Head to sunny Tenerife!' by Trivago, 'Want To Read More In 2018?' by Blinkist, and 'Ben & Jerry's And New Belgium Team Up On A New Beer' by Ben & Jerry's. A circular callout highlights the Blinkist article. To the right, a desktop browser window displays the Blinkist Magazine website, featuring a headline about a Gallup poll on work weeks and a 'Try Blinkist for free' sign-up form. An arrow points from the Blinkist article on the laptop to the sign-up form on the desktop.



Taboola Helps to Shape Blinkist's Content Strategy for Unprecedented Success

Blinkist users are driven, willing to learn, and want to go far in life—they're knowledge hungry and want to improve themselves, but **Blinkist** faced a challenge trying to explain their product succinctly.

Not just a learning app, they're after an important mission that a lot of people resonate with, and which needs to be explained in more detail. They were able to achieve that with content articles on the **Taboola** Network. In addition, **Blinkist** used **Taboola's** Server to Server (S2S) tracking to track app downloads directly.

Along with the app, **Blinkist** also has a magazine, which serves to brand **Blinkist** as a thought leader in personal development, instead of just an app. After meeting with the

Taboola Creative Strategy team, they were able to better qualify traffic with more targeted articles.

Their marketing mix initially consisted of social media and affiliate marketing. With the addition of content discovery platforms such as **Taboola**, **Blinkist** was able to fully tap into the world of modern learners. The **Taboola** creative strategy team helped them execute their own strategy.

Blinkist also appreciated the size of the **Taboola** network, and believe the speed of **Taboola's** product developments is pushing the industry forward. **Blinkist** also found the control over which type of publishers they could advertise with to be liberating, and like that they could choose to spend more with publishers that were profitable for them.



Blinkist took advantage of Taboola's tracking capabilities

Another reason **Blinkist** chose to work with **Taboola** was their capability to track app downloads and link results directly to their campaign. They could see every conversion on the dashboard, which made optimization extremely easy.

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*"The **Taboola** network is so huge and we've barely tapped it. We're hoping to penetrate every focus market through **Taboola's** publishers.*

*"I'm always amazed of the reach of the **Taboola** network. If I wanted to target a country at the far end of the world, **Taboola** would've gotten there already and partnered with their biggest publisher," **Wu said.***

Tracking capabilities coupled with the reach **Taboola** provides is fueling **Blinkist's** desire to keep expanding with **Taboola**.