



Arabella Helps Novartis Raise Awareness with Taboola Sponsored Content

“We were able to see that more leads came from the Taboola campaign than other healthcare-specific publications with whom we have direct relationships like Healthy Minute, My Life, and even the Google Display Network.”

- Douglas Gregorio, Performance Manager,
Arabella Agency

133%

Year Over Year (YOY)
Increase in Leads

14%

Of Leads Generated
with Taboola



COMPANY

Novartis is a global healthcare company based in Switzerland that provides solutions to the evolving needs of patients worldwide. **Arabella** is a full service digital advertising agency running marketing for **Novartis**.

CHALLENGE

Outperform past display and native advertising campaigns that had yielded low results, and prove value to the client.

SOLUTION

Utilize **Taboola** Sponsored Content to increase quality lead generation.

RESULTS

With **Taboola**, **Arabella** was able to yield a 133% YOY increase in quality leads generated for **Novartis**.

Arabella Yields 133% Increase in Leads for **Novartis** with **Taboola**



Introduction

Arabella is a full service digital advertising agency running marketing for **Novartis**. Based in Switzerland, **Novartis** is a global healthcare company with the potential to reach patients all over the world.

In order to maximize reach and quality lead generation after several unfruitful tries at native advertising, **Arabella** turned to **Taboola** to increase brand awareness and increase new leads.

With Taboola, Arabella is Able to Provide Tangible Value for Their Client

From the beginning of managing their campaign, **Arabella** truly felt that **Taboola** was the right channel for **Novartis**.

Taboola was a clear front-runner, even against previous healthcare-specific publications, largely due to the fact that **Novartis**'s landing page included an interactive quiz. Landing pages of this type perform well on the **Taboola** network, and are recommended by the creative strategy team. They engage potential leads in a personalized activity, and then present them with the ability to convert.

Promoting this content with **Taboola** more than doubled the amount of leads generated in comparison with a similar effort the year before.

Arabella Attracts Interested Customers for Novartis Using a Gamified Landing Page

Using **Taboola** Sponsored Content, **Arabella** was able to amplify the impact of a dynamic **Novartis** website.

After consuming information about UCE, the condition **Novartis** wanted to educate their audience on, readers were then able to take a quiz testing their knowledge. At the end of the quiz, they were able to sign up to learn more.

Compared to past efforts, the leads obtained through this were lifted by 133%, allowing **Novartis** to share important information regarding UCE with those who need it most.

After seeing success with **Novartis**, **Arabella** expanded their use of **Taboola** to more of their clients.