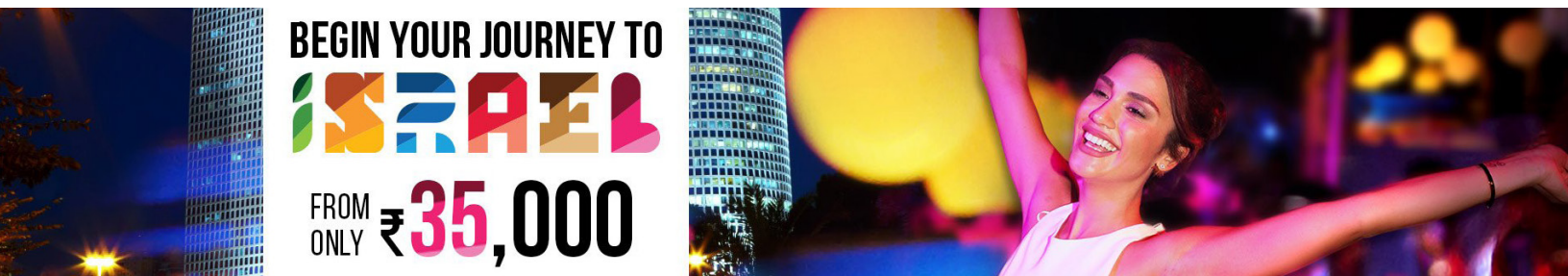


# The Israeli Ministry of Tourism’s Goal Was Completed Video Views - Taboola Upped the Ante with Conversions



**LAPAM**  
Israel Government Advertising Agency



*“We ran this video campaign to promote travel from India to Israel on other media channels, and on the open web with Taboola. With Taboola, it wasn’t just that people watched the video—they watched, clicked the video, and then converted on our site. That was how we knew Taboola users were high quality.”*

- Eyal Varshisky, LAPAM Global Digital Advertising Manager, for Israeli Ministry of Tourism



## COMPANY

LAPAM is the advertising agency for the Israeli government, and functions as a communications group for all offices of government. They are responsible for numerous marketing processes that include public and social campaigns for the Israeli **Ministry of Tourism**.



## CHALLENGE

To drive interest in tourism from India in the wake of a recently established direct flight between Israel and India.



## SOLUTION

Use **Taboola** In-feed Video to increase awareness of tourism opportunities in Israel, targeting India, at a high conversion rate. **Taboola** In-feed Video was chosen in part for their CPCV pricing model.



## RESULTS

With **Taboola**, The Israeli **Ministry of Tourism** not only achieved their target KPIs, but found their video campaign converted 40% more on **Taboola** than any other platform at a 14% CVR on the landing page, and over 30 million video impressions.

40%

Better conversion rate (CVR) than Any Other Platform

14%

CVR on Landing Page

30M+

Video Impressions



## Introduction

LAPAM is Israel's government advertising agency, and functions as a communications group for various offices of government, corporate, government-owned, and publicly-owned companies. They're responsible for numerous marketing processes that include public and social campaigns for a wide range of topics. The Israeli **Ministry of Tourism** manages all marketing through LAPAM.

They embrace a new method of advertising—one that provides their clients with integrated advertising. Every employee manages a professional division that provides The Israeli **Ministry of Tourism** clients with a 360-degree advertising solution.

Clients see campaigns transparently from concept to execution. The Israeli **Ministry of Tourism** utilizes media tools that integrate and link to each other while serving the brand and advertising message.



## The Israeli Ministry of Tourism's Goal Was Completed Video Views - Taboola Upped the Ante with Conversions

The image illustrates the integration of Taboola's advertising on a news site. The laptop screen shows a news article with a sponsored video for Israel. A circular inset provides a closer look at the video player. An arrow points from the video to a separate browser window displaying the Israel tourism website, which features a flight booking table.

BOOK YOUR TRIP NOW!		
AIR INDIA	ELAL	FLIGHT SHOP
₹35,000	₹42,000	₹77,000
<small>Direct flights from Delhi to Tel Aviv with Air India</small>	<small>Large variety of cheap flights to Tel Aviv from ₹42,000...</small>	<small>Packages start at ₹77,000 per person for 7 nights &amp; 6...</small>



## One Aspect of The Israeli Ministry of Tourism's Video Drives a High Conversion Rate

In preparation to promote travel from India to Israel in the wake of a new direct flight, The Israeli **Ministry of Tourism** produced a commercial—distributed across television, YouTube, Facebook and **Taboola**.

The Israeli **Ministry of Tourism's** key performance indicators (KPIs) are a combination of awareness and performance. After running several video campaigns in EU, they saw that **Taboola** traffic was converting at a higher rate than other platforms. This led The Israeli **Ministry of Tourism** to shift their budget allocation and launch the India campaign with high performance goals. As in all of their campaigns they wished to target premium sites and high income demographics.

The same video ran on all platforms. The success of the video powered by **Taboola** is likely due to a companion banner placed at the bottom of the video, which included a clear call-to-action (CTA) encouraging viewers to book their trip to Israel.

**Taboola** Video drives brand awareness with non-intrusive, highly viewable video placements on the world's most respected publishers. Large format ads increased engagement and attention for the The Israeli **Ministry of Tourism** audience, providing them with better results.



## Taboola Video Performs 40% Better Than Any Other Channel

The Israeli **Ministry of Tourism** had previously been working with **Taboola** to distribute sponsored content, and upon seeing success, expanded to video.

For The Israeli **Ministry of Tourism**, **Taboola's** cost per completed view (CPCV) pricing model was key to their decision to expand the partnership. They found high value in the confirmation that users would completely view their entire commercial.

With **Taboola**, The Israeli **Ministry of Tourism** not only achieved their targeted viewability and completion rates, but found their video campaign converted 40% more on **Taboola** than any other platform, at a 14% CVR on the landing page, and delivered over 30 million video impressions.