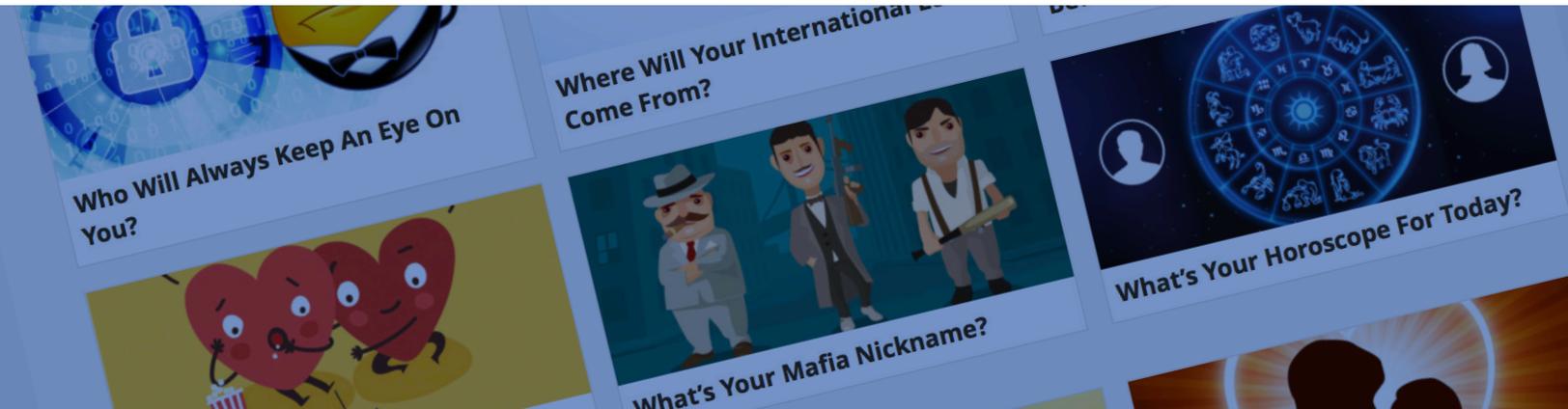


Kueez Scales up to 100 Million Quality Page Views per Month with Taboola



"We wanted a traffic source that would scale, but also bring users that would engage and be active on Kueez.com. We've seen between 5 and 10 million new users a month with Taboola, but amazingly, have seen a huge increase in engagement—an average of 10 pages visited per user, whereas other channels we see six on average."

– Ori Mendi, CEO of PRPL & Co-founder of Kueez



COMPANY

Kueez is a popular online personal content platform that drives tens of millions of views a month better.



CHALLENGE

Deliver audiences who will actively engage with **Kueez**, and drive the acquisition of users on a large scale, at an affordable cost.



SOLUTION

Use the **Taboola** discovery platform to increase engagement and drive traffic at a large scale, for a lower CPA.



RESULTS

With **Taboola**, **Kueez** exceeded their target traffic goals by acquiring approximately 100 million page views per month, with a 20% decrease in bounce rate.

100 Million

Page Views per Month

10

Average Pages per Session

20%

Decrease in Bounce Rate



Introduction

Kueez is an online personal content platform that allows users to play games based on their Facebook profiles. Operating in eight languages worldwide,

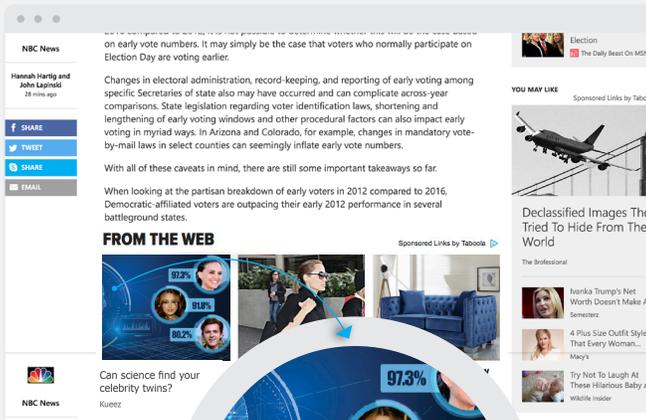
Kueez players receive high-quality content and hours of entertainment while advertisers are exposed to unique interactions with other players.

Kueez sees approximately 100 million pageviews per month around the world—and an average of up to 10 pages per visitor referred by **Taboola**.

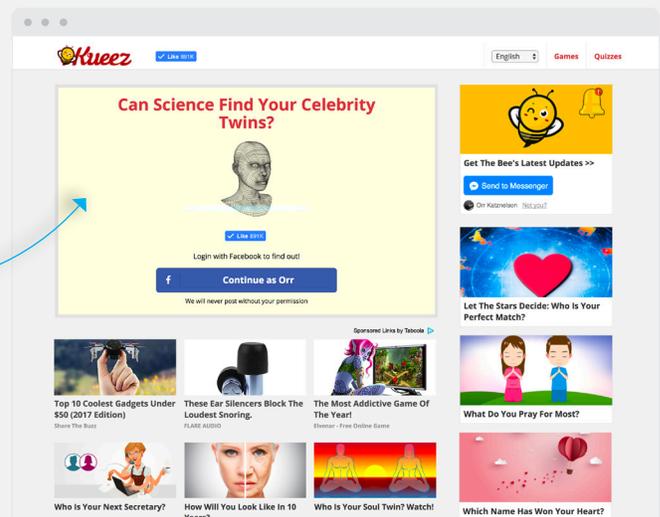
“We have built a winning platform for all sides, with users receiving a high level of content and fun, while advertisers receive quality exposure and unique interaction with their target audience,” Mendi said.



Quality Traffic Drives a Large Increase in Engagement with Games on Kueez.com



Can science find your celebrity twins?





An Increase in Website Engagement was the Driving Force Behind Choosing Taboola

Kueez uses several distribution channels to drive traffic to their site, but quickly realized after implementing **Taboola** that in terms of website engagement, **Taboola** was performing much above average.

With **Taboola**, they were approaching users that not only engaged highly with their games, but had already played the same types of games on other, similar, sites. **Taboola** was driving subscribers that consistently returned to the **Kueez** platform for more entertainment.

Part of their success was collaboration with **Taboola** from the beginning. The account management team was able to provide optimization insights and creative ideas that helped increase the success of **Kueez** campaigns.



Quality Traffic from Taboola Drives Unprecedented Engagement for Kueez

Taboola's traffic turned out to be one of the most lucrative channel for **Kueez**'s main measurements of success—user acquisition, pages per session and bounce rate.

Kueez is currently scaling at an average of 100 million page views per month, at an average of up to 10 pages per session with **Taboola** in some domains. Campaigns with **Taboola** also showed a 9 percent bounce rate.

Working with **Taboola**, **Kueez** has found incredible scale in areas like US and Brazil, and have expanded their site into eight languages since—English Portuguese, French, Hebrew, Turkish, Arabic, Spanish and German.

Today, **Kueez** is actively running campaigns with **Taboola** in the US, Brazil, UK, Australia, Canada, France, Philippines, South Africa, Israel, Kuwait, UAE and with plans to expand dramatically.

Kueez is now looking to expand its relationship with **Taboola** by increasing scale in the current GEOs, and expanding to others.

In addition, the company is adding more branded and technology-based content to the website.