

# Mack Weldon Increases CVR by 39% with Taboola Audience Segments



*"Mack Weldon is a digitally native—growth focused—menswear startup brand that designs and delivers premium basics for men. As a performance marketer I'm constantly looking for new ways to create awareness for our products while growing our customer base cost efficiently.*

*With Taboola, we more than doubled down on content marketing this year and grew our*

*campaigns to drive thousands of customers every month. Recently, we found especially high-converting audiences on Taboola's Data Marketplace. Targeting those audiences gave us greater scale and drove more purchases on sites that either previously did not convert or converted at too high of a cost."*

**- Zach Jacobs, Director of Marketing at Mack Weldon**



## COMPANY

**Mack Weldon** is reinventing men's basics (and beyond), providing well-designed products and a shopping experience that's much easier and more convenient than many of today's alternatives.



## CHALLENGE

As a fast-growing business, **Mack Weldon** was looking for new customer acquisition channels offering potential to scale and deliver profitable results.



## SOLUTION

Insights from initial **Taboola** campaigns identified the best audiences, allowing **Mack Weldon** to target consumers who were most likely to purchase their products.



## RESULTS

With **Taboola**, **Mack Weldon** achieved a **39% increase in conversion rate** and thousands of new customers per month.

39%

Increase in Conversion Rate



## Introduction

**Mack Weldon** is reinventing men's basics. Their mission is simple—to make sure all men's basics (and beyond) are smartly designed, and shopping for them is easy and convenient.

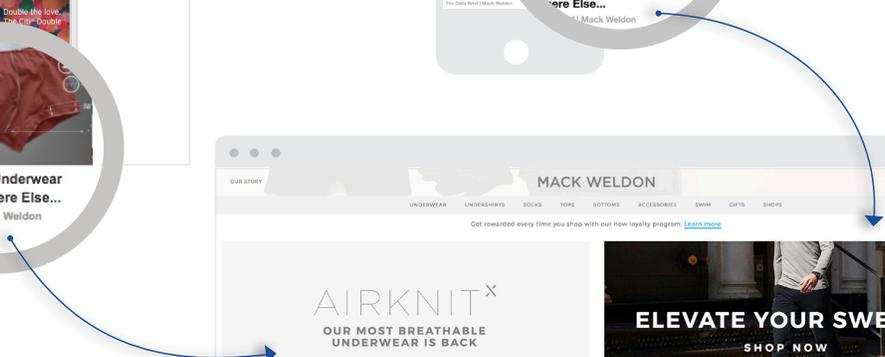
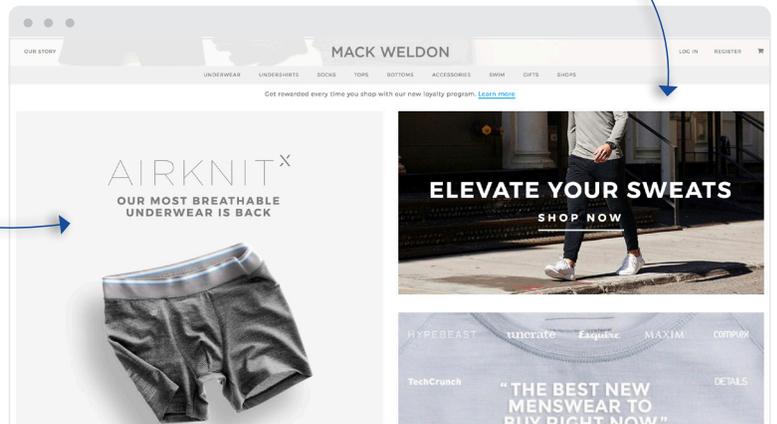
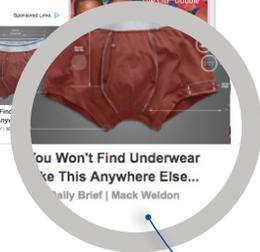
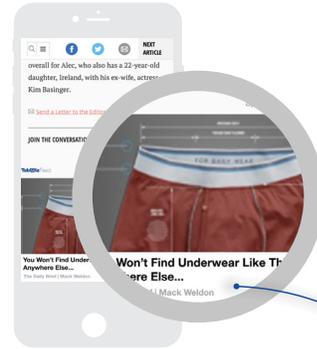
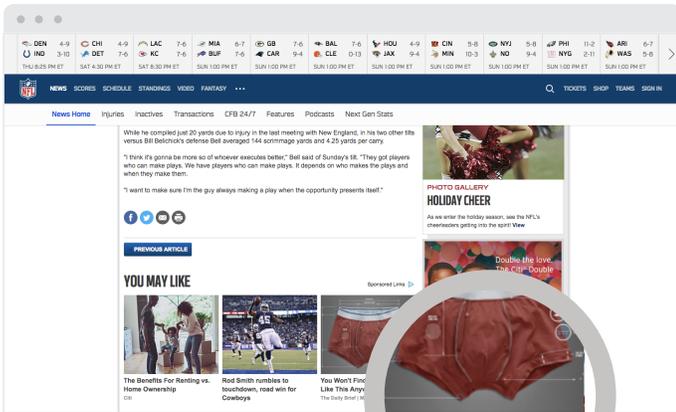
They believe in premium fabrics. Each of their fabrics is unique, engineered for a reason, and has a unique story behind its creation. Their approach to manufacturing is never random, and they never plan on entering new

clothing categories before looking in their own drawers and closets to see what's missing.

**Mack Weldon** promotes safe, lawful, humane, and ethical manufacturing around the world. They're designed in the heart of New York City, with warehouse and fulfillment centers in Massachusetts.



## Mack Weldon Scales when they Find the Right Audience





## Data Marketplace and Retargeting Drive Sales with Content Marketing

**Mack Weldon** was looking for a channel to acquire new customers cost effectively. They turned to **Taboola** as a content recommendation platform, and created landing pages that would cater to audiences arriving via native advertising.

Initially, **Taboola's** predictive engine was able to locate and identify relevant audiences from hundreds of premium sites around the web, and campaigns are optimized on a day-to-day basis by fine-tuning the brand's messaging, site-level targeting, bids and budget allocation.

Throughout the process, **Taboola's** Data Marketplace was acquiring insights into which audience segments were delivering the best performance. Several data providers ranked near the top of the list, providing insights that helped the team set up new campaigns aiming to capitalize on additional users within those segments, across current, new and previously blocked sites on the **Taboola** network.

In addition, and with some insight from Zach Jacobs, **Taboola** was able to build one of its first custom audience segments for a specific advertiser. In this case, the process involved an understanding of **Mack Weldon's** core customer, competition, product set and experience on other digital channels. Campaigns targeting this curated audience delivered a **39% lift in conversion rate**, allowing the brand to scale its efforts with **Taboola** to new levels.

Across all of these efforts, **Mack Weldon** was able to engage prospective audiences with owned content – a long form article covering the top reasons current customers really loved underwear from **Mack Weldon**. **Taboola** then assisted in retargeting interested users, with messaging and landing pages based on the user's position in the funnel – whether they had visited the site, or added items to a shopping cart – and then excluded existing customers from additional campaigns, as they had already made their way to purchase.



## Taboola Brings a Large Number of Customers at a Low CPA

With **Taboola** at the forefront of their content marketing efforts, **Mack Weldon** has achieved a steady rate of acquisition – delivering thousands of customers new-to-file every month.

**Taboola's** Data Marketplace has enabled additional scale, by helping **Mack Weldon** target users more likely to convert, enabling more competitive bids on existing sites as well as new publisher inventory sources altogether.

Promoting owned content, targeting new audiences, coupled with sequential messaging (retargeting users who've engaged with a previous campaign, but haven't yet converted to purchase) drove high quality traffic and incremental return-on-investment for **Mack Weldon** –

visitors were **2.8x as likely to convert** on the secondary campaign, after engaging with content from the brand initially.

To optimize their owned content article, **Mack Weldon** worked with **Taboola's** creative strategy team to optimize creative combinations (headlines and thumbnail images) for the best results, and rotating new creative into experimental campaigns has proven helpful in maintaining scale.

**Mack Weldon** plans to test new targeting features and ad formats available with **Taboola**, including video, new audience segments, and more.