

# Mornin' Glory Sees 1483% Increase in CVR with Taboola as Top Channel

## Starter Kit One

5,00 € inkl. Versand

- ✓ 1x Klingenkopf mit 5 Rasierblätter und Trimmer
- ✓ 1x Extra schwerer Rover Rasiergriff

JETZT TESTEN

Sofort lieferbar  
Lieferzeit 1-3 Tage



*"We wanted to make a big splash in the German market, and needed a channel that would provide us with a high-quality audience interested in discovering our brand. Taboola has become a top partner for acquisition in*

*Germany—we've seen a significant impact on our overall bottom line."*

**- Corinna Breitreutz, Head of Performance Marketing at Mornin' Glory**



### COMPANY

**Mornin' Glory** is the smart alternative to the shaving brands on the supermarket shelves. Its products are available by direct purchase and subscription packages.



### CHALLENGE

Grow the German market quickly, and drive high-quality converting traffic with high return on investment (ROI).



### SOLUTION

Use the **Taboola** discovery platform to drive quality traffic that converts at a large scale and impacts **Mornin' Glory** native ad conversion rate goals.



### RESULTS

Achieved an 1483% increase in conversion rate (CVR) for **Mornin' Glory** with **Taboola** over time and a 10% increase in native advertising conversion rate.

1483%

Increase in Conversion Rate with Taboola over Time

10%

Impact on Overall Conversion Rate of All Native Ads

## Introduction

**Mornin' Glory** provides a smart alternative to the shaving blades on the supermarket and general store shelves. Their mission—to build a brand that makes every man's morning a glorious morning.

They pride themselves on quality. The **Mornin' Glory** team is fully dedicated to reinvent men's morning ritual

by bringing high-quality and affordable razors directly to their customers. To ensure a perfect grooming, **Mornin' Glory** complements its razors with a line of high quality pre- and post-shaving products. Sourced locally, these great products are free of parabens, alcohol and aluminum and without animal testing.



## Mornin' Glory Drives High Performance with Sponsored Content

The screenshot shows a website interface with a sponsored content advertisement for Mornin' Glory. The ad is titled "Neue Rasurmarke - gewohnte Qualität" and "Rasierklingen einfach nach Hause liefern lassen". It features a product image of a razor in its packaging, a price tag of "Nur für kurze Zeit 5,00€ inkl. Versand", and a "JETZT TESTEN" button. Below the product image, there are three icons representing benefits: "100% Qualität" (Klingen aus hochwertigem japanischen Stahl), "100% Käuferschutz" (14 Tage Widerrufsrecht ohne Angabe von Gründen), and "100% Service" (Wir arbeiten bei Sonderwünschen sehr flexibel). The ad also includes a "Starter Kit One" section with a price of 5,00 € und Versand, listing "1 Alpha Rasierklinge und 1 River Rasiergriff", "Klingen, die nicht nur scharf sind, sondern auch günstig", and "Praktische Lieferung, portabel in deinen Briefkasten". At the bottom, there is a section titled "Es ist nur ein Nassrasierer. Aber endlich mal ein richtig guter." with a product image and two callouts: "5-Klingen-Technologie" (eine besonders gründliche Nassrasur) and "Präzisionstrimmer" (Einzeltlinge auf der Rückseite für perfekte Konturen).



## Taboola Drives Significant Impact on Mornin' Glory Customer Acquisition

In order to sufficiently establish themselves as a leading razor brand in the German market, **Mornin' Glory** started performance marketing with sponsored content—they were looking to achieve the biggest outcome for the least amount of spend.

To target their campaigns, **Mornin' Glory** used **Taboola** geotargeting to reach an audience that would be genuinely interested in discovering their brand, and therefore would have the best probability of conversion.

They used **Taboola** in the beginning of their dive into the German market, and their very first **Taboola** campaign is still running today. Over the course of the relationship, **Taboola** has become their marketing channel with a high budget and is one of the biggest contributors to **Mornin' Glory's** bottom line.



## Taboola Lifted Native Ad CVR for Mornin' Glory by 10% over 10 months.

**Taboola** traffic is one of the highest converting traffic channels for **Mornin' Glory**, performing on the same level like social media and search marketing.

This success is partly due to the account management team at **Taboola** whose optimization expertise on the technology platform has provided highly efficient targeting techniques. The **Taboola** creative strategy team also worked with **Mornin' Glory** to optimize creatives for success in their market.

**Mornin' Glory** achieved an increase of 1483% CVR from the performance campaigns they've run with **Taboola** over time, and a 10% increase in their native advertising conversion rates.

**Mornin' Glory** is considering the running of video campaigns with **Taboola** in the future, as well as increasing the campaigns budget for the channel.