

OTTY Sees a 7.8x Return on Ad Spend with Taboola Sponsored Content



“At first, we were introduced to discovery through Outbrain, but we now work exclusively with Taboola after seeing much better results and experiencing a higher level of support and a better interface. With Taboola, we’re seeing huge success in terms of return on our ad spend.”



- Andrew Jacobs, Digital Marketing Manager, OTTY



COMPANY

The **OTTY** mattress provides comfort, support and temperature control, allowing customers to sleep fresh every night.ore importantly, it is attainable by everyone thanks to its leading price point.



CHALLENGE

Spread the word about **OTTY**'s mattress and drive quality traffic that is likely to convert to sales.



SOLUTION

Use **Taboola** to drive traffic to their website using a variety of headline and image combinations in a sponsored content campaign.



RESULTS

With **Taboola**, **OTTY** sees a **7.8x ROAS** on average every month and a **138% increase in ad spend MoM**. Conversions **increased 10x** with retargeting.

7.8X

Return on Ad Spend on Average (ROAS)

138%

Increase in Ad Spend Month Over Month (MoM)

10x

Conversions with Retargeting Campaigns



Introduction

OTTY is a UK-based company that was born from the desire to build a better mattress—one that overcomes common problems associated with purchasing and owning a high-quality mattress.

The OTTY mattress provides comfort, support and temperature control, allowing customers to sleep fresh every night. More importantly, it is attainable by everyone thanks to its leading price point.



OTTY Drives Mattress Sales with Taboola Sponsored Content





Retargeting Takes Increases OTTY Conversions by 10x

In addition to a broader targeting strategy, **OTTY** leveraged retargeting campaigns for even further conversions—those campaigns saw **10x the conversions** that the others.

“We are also seeing great success running a retargeting campaign with Taboola. With retargeting, we are able to achieve 10x higher conversion rate by reaching already-engaged audiences.” - Andrew Jacobs, Digital Marketing Manager, OTTY

Taboola retargeting dramatically increases campaign performance by simplifying the process to re-engage your site visitors. This allows advertisers like OTTY to tell compelling stories through continuous user engagement with sequential messages and action-driving creatives.



OTTY Sees Higher Return on Ad Spend with Taboola than Outbrain

OTTY, unlike other traditional mattress providers, does not sell mattresses in brick and mortar stores—their inventory moves entirely online. Online advertising and digital marketing tactics greatly support their business’ success, and they use a variety of channels to drive sales.

Among other channels like Bing, Adwords, Facebook, Instagram and more, **OTTY** uses **Taboola** sponsored content to support their top-of-funnel as well as middle-of-the funnel activities using a retargeting strategy.

Originally, **OTTY** was introduced to **Taboola** after becoming familiar with Outbrain but has since started working exclusively with **Taboola** after experiencing better account management and platform user experience, as well as seeing better results.

With **Taboola**, **OTTY** sees a **7.8x ROAS** on average every month and a **138% increase in ad spend MoM**.

OTTY’s campaigns were able to excel after implementing audience segments from Data Marketplace, as well as the addition of view-through attribution. This drove a much stronger CPA, and thus ROAS, compared to previous months.

Their sponsored content campaign drives traffic directly to their website, encouraging visitors to move down the funnel once they’ve learned more about **OTTY**’s products.