

# Top Agencies Surpass Brand Video Goals for Major US Brands with Taboola

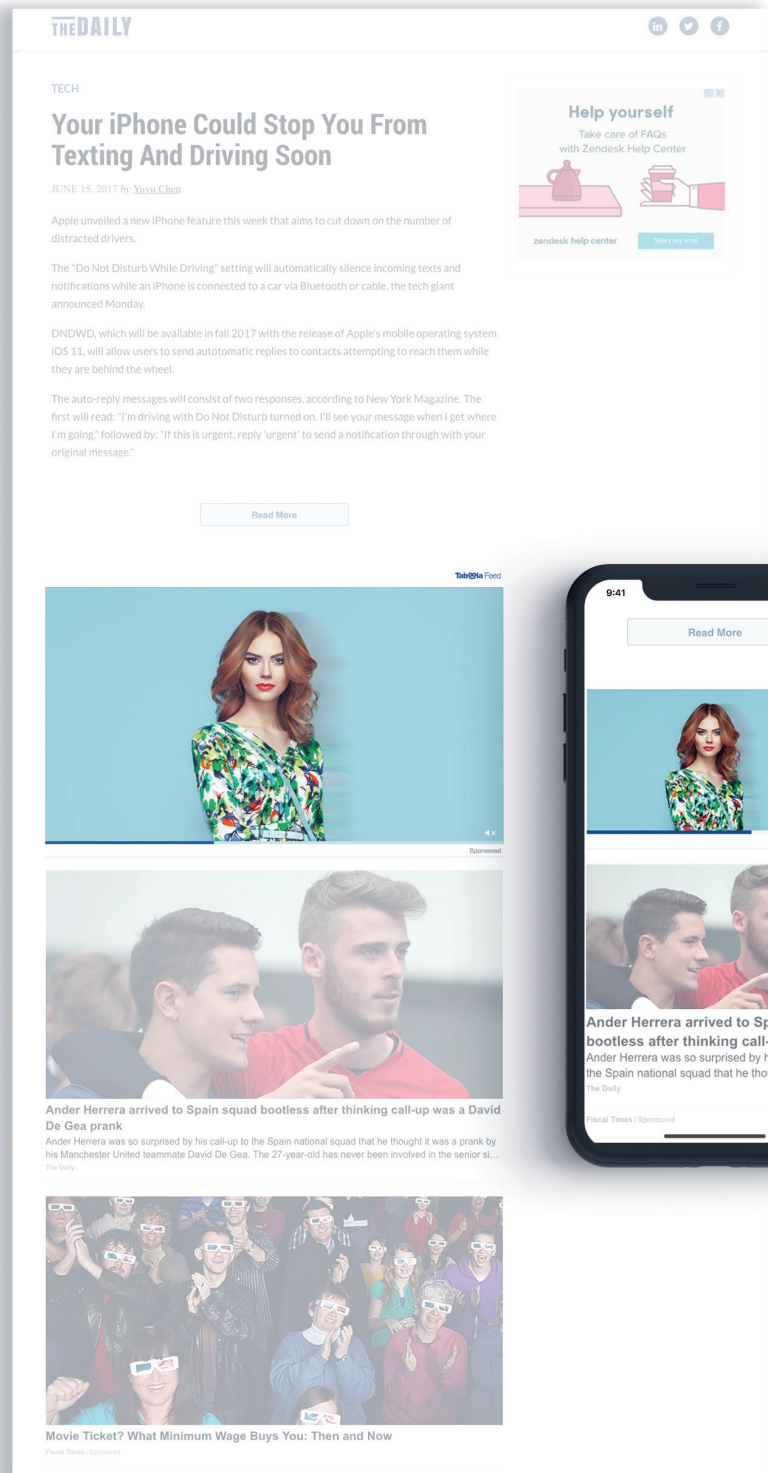


## Introduction

Taboola's programmatic video and native offerings exceed expectations and drive strong performance for leading technology, finance and fashion brands in the United States (US).

Accessed through leading demand-side platforms (DSPs), major US brands used Taboola's video inventory to increase viewability and awareness and native inventory to increase performance while also driving efficiency across the board.

Taboola works with the world's leading programmatic partners, enabling advertisers to connect to over 1.4 billion people on top publisher sites only available within our exclusive exchange.





## Major US Finance Brand

A global leader in financial services, this **Major US Finance Brand** offers solutions to the world's most important corporations, governments and institutions in more than 100 countries.

80%

Viewability Rate

\*Average Viewability Rate is 60%-70%

70%

Completion Rate

\*Average Completion Rate is 50%-66%

15%

Decrease in CPM  
Month-over-Month

*“We needed to hit our end of quarter goals and were looking for new inventory sources that might help us do so while creating efficiencies. Taboola was a great fit because of their reach on highly viewable placements which allowed us to focus on our audience targeting.”*

*- Associate Director, Leading Advertising Agency*

## Leading Agency Hits Quarterly Goals with Taboola Video

This **Major US Finance Brand** was looking to educate consumers with a video series about their often complex product offerings- focusing on achieving high viewability with the campaign.

The agency managing the campaign was looking for high value inventory sources on top quality publishers where they could leverage existing video assets. **Taboola** met all of these requirements while optimizing effectively for viewability and completion rate.



## Major US Mobile Carrier Leveraging Taboola for Native

This Major US Cellular Provider is a regional carrier which owns and operates a wireless telecommunications network in the US, serving over 5 million customers.

# 100%

Viewability Rate

*\*Average Viewability Rate is 50%-60%*

*"We're starting to see native everywhere in the industry. For this Major US Cellular Provider's recent native campaign, we partnered with Taboola to leverage the inventory across their native platform.*

*Through the private marketplace (PMP), native placements became extremely powerful because we could adjust the creative, path and landing page URL for each user, making the journey more powerful for our clients and users alike."*

*- Director, Leading Global Agency*

## Leading Global Agency finds Success with Taboola's Brand Safe Inventory

This **Major US Mobile Carrier** was looking to educate consumers about a recent expansion of coverage in key areas across the US and drive clicks to their homepage.

**Taboola's** native in-feed and homepage placements were able to capture attention when users were looking for what's next. Outperforming other native display formats, Taboola succeeded in encouraging users to learn about the **US Mobile Carrier's** coverage.



## Major US Fashion Brand

This **Major US Fashion Brand** is a nationwide chain of retail stores in the US dealing in branded footwear, generally at discounted prices.

81%

Viewability Rate

68%

Completion Rate

99%

Brand Safe Delivery  
as Measured by IAS

*"We were working with a major fashion brand on a new product launch. It was important to increase their completion rate while also staying brand safe. We expanded our inventory sources to include Taboola and immediately saw a jump in completion rate with an inventory source that met all of our brand safety requirements."*

*- VP, Leading Agency Trading Desk*

## Major US Fashion Brand Increases Brand Awareness with Taboola Inventory Accessed via PMP Deal

This **Major US Fashion Brand** was promoting a new line of children's sneakers leading up to the holidays. With their goals for viewability, completion rate and CPM in mind, the Leading Agency Trading Desk was looking for new ways to scale their branded video's audience.

By using **Taboola**, the Leading Agency Trading Desk was able to access in-feed video through a PMP to ensure priority access, transparency, and strong performance.

To further increase success, they enhanced their targeting with first and third-party audience data, and accessed unique **Taboola** audience data through the PMP.