

Taboola and Flintobox Sign Up Families Across India for Monthly ‘Discovery Boxes’



Flintobox

“Flintobox is proud of its innovative approach to early child development through monthly activity boxes. However, educating parents about the concept and the product was proving difficult.

Taboola has been an effective channel that has helped us reach wider audiences across the web who are ready to discover play-based learning products such as Flintobox.”

- Anthony Chacko, Marketing Manager, Flintobox



COMPANY

Flintobox is a theme-based “discovery box” service that curates exploratory activities and games for young children, and delivers them to customer homes as a monthly subscription.



CHALLENGE

Engage parents at the right moment to drive new subscriptions at a cost effective CPA.



SOLUTION

Use the **Taboola** discovery platform to attract highly engaged audiences to informative blog content, eBooks, and customized landing pages to drive sign-ups.



RESULTS

By driving high-quality traffic to the **Flintobox** website at scale, **Taboola** has delivered a 15% increase in subscriptions at a lower 20% CPA than any other channel.

20%

Lower Cost Per Acquisition (CPA) than Search and Social Channels

15%

Increase in Subscriptions



Introduction

Flintobox is a theme-based “discovery box” service that curates exploratory activities and games for children between the ages of two and eight.

Delivered to customers’ homes as a monthly subscription, each box is tailored around a specific theme, such as “The Little Scientist” or “Wildlife Safari,” allowing kids to learn about new subjects and develop interests in a fun and engaging way.

Since its launch, **Flintobox** has carved out a successful niche in the Indian childhood education market, but teaching new parents about its unique product was, at first, difficult.

Flintobox teamed up with **Taboola** to promote its story on top sites across the web, reaching parents at highly opportune moments to enroll new subscribers.



Flintobox Converts Subscribers with Taboola

The image illustrates the partnership between Taboola and Flintobox. On the left, a laptop screen shows a news website (NDTV) with a Taboola feed. The feed includes articles such as "People from Israel cannot believe these flight prices" and "This Product Will Get Your Kids Away from the TV Screen". A magnifying glass highlights a child in the "This Product Will Get Your Kids Away from the TV Screen" article. On the right, a tablet displays a Flintobox advertisement. The ad features the headline "Here is a Quick Way to Take Your Kids Off the TV and Engage them in Meaningful Activities" and a list of questions to identify busy parents. Below the ad, logos for featured partners like PARENTEGE, Mother & Baby, theparentmoms, THE HINDU, and INDIAN EXPRESS are shown. At the bottom, a section titled "What is Flintobox?" explains that the service creates award-winning discovery boxes filled with fun exploratory activities and games for children aged 3-7.



Content Marketing Educates Potential Subscribers

A major initial challenge for **Flintobox** was that its subscriptions represented an entirely new concept for parents. The company’s early search marketing efforts proved ineffective, because parents weren’t aware that such a product existed.

They were more likely to seek out traditional media for their children, such as books, toys or television programs.

In order to educate parents about its product and drive interest, **Flintobox** created a robust content marketing campaign, including informative blog content, eBooks, and customized landing pages.

Using the **Taboola** discovery network, **Flintobox** promoted its content through publishers on the open web, reaching parents when they were most open to discovering new information.



Flintobox Reaches the Right Consumers with Discovery

Taboola’s predictive algorithm analyzes hundreds of real-time signals to match people with content they may like but never knew existed.

Upon arriving at the **Flintobox** website, **Taboola’s** high-quality traffic proved to be especially engaged, reducing CPA by 20% compared to other channels, including search and social.

By driving high-quality traffic to the **Flintobox** website at scale, **Taboola** has become a significant source of new subscribers for the company.

Flintobox’s previous acquisition efforts were largely based on social media, an increasingly costly and crowded channel. **Taboola** has emerged as a valuable partner in diversifying the company’s overall marketing strategy in a cost-effective way.

In just the initial phase of its **Taboola** campaign, **Flintobox** saw a 15% increase in new subscriptions.