

FreedomPop Surpasses CPA Goal with just \$0.10 CPC with Taboola



FreedomPop

*"With **Taboola**, we were able to perform more effectively than projected against our CPA goals, especially in regards to our international acquisition efforts. The **Taboola** network helped us reach a significantly broader and more highly engaged audience than other networks, allowing us to achieve cost per click of only \$0.10."*

- Sonya Haines, Marketing & Growth, FreedomPop



COMPANY

A 100% free mobile services company, **FreedomPop** is ensuring no one is left off the connected grid.



CHALLENGE

Reach a high quality, international audience in need of cell phone and internet service and keep them connected.



SOLUTION

Use **Taboola's** discovery platform to reach new audiences on premium sites across the web in Spain, the United Kingdom (UK) and the United States (US).



RESULTS

Moved the needle with **Taboola** in international markets, exceeding expectations for new users in Spain.

\$0.10

Average CPC
in Spain



Introduction

FreedomPop is a 100% free mobile phone and internet services company that provides cellular services for light users - ensuring no one is left off the connected grid.

They also offer a suite of devices, digital services, and social sharing so users can share data across accounts. **FreedomPop** is currently available in the U.S., U.K., and Spain.



Low CPA was Achieved with a Highly Targeted Earned Media Campaign





Successful Prospecting Yields Even More Leads for FreedomPop

Taboola content discovery platform uses predictive technology to reach prospects when they're open to discovering something new. We analyze hundreds of signals in real-time (such as device type, referral source, geography and more) to match people with the right content.

After a very successful press campaign, **FreedomPop** wanted to use media coverage to drive more site traffic. Working with **Taboola**, **FreedomPop** capitalized on leads generated through earned media, and much higher conversion rates and lead growth than expected.



FreedomPop Achieves \$0.10 CPC

Throughout its campaigns on **Taboola**, **FreedomPop** generated thousands of subscribers that resulted in service packages implemented.

By targeting the right people, at the right time and with the right content, **FreedomPop** was able to exceed their growth expectations with just a **\$0.10 CPC in Spain**. **FreedomPop** will be exploring more opportunities with **Taboola** to continue to grow and scale.