



GAIA Successfully Increases Brand Awareness in the Mexican Market with Taboola Sponsored Content



GAIA

“Thanks to the inventory and close relationship with Taboola and our Account Manager, their platform helped us achieve our brand awareness goals as well as certain KPIs such as increasing new user sessions”

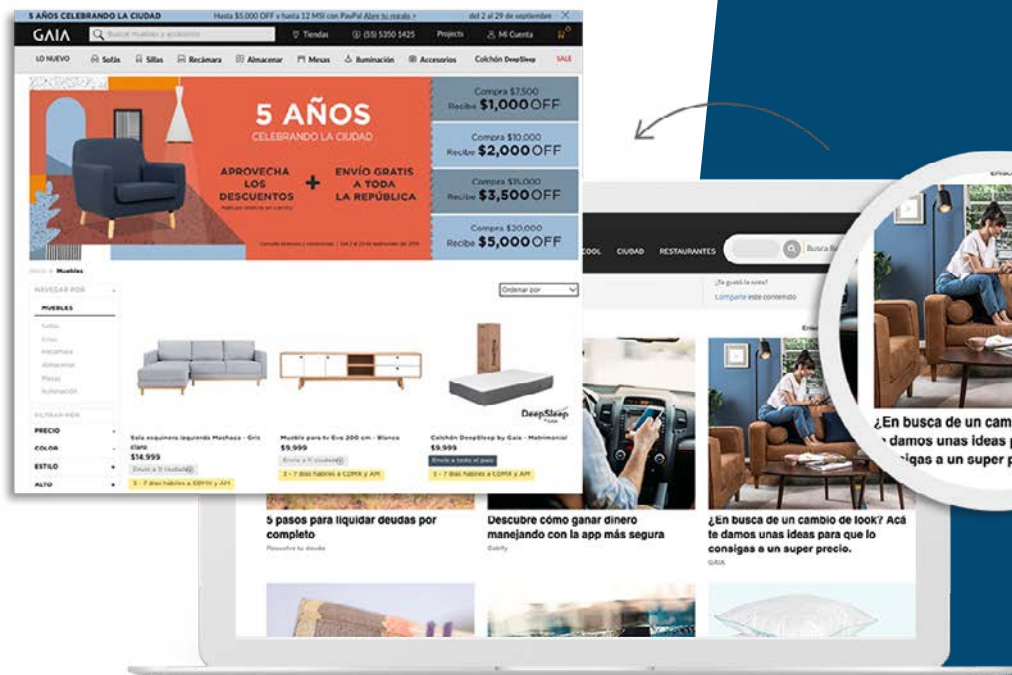
- Hassan Yassin, Co-Founder, GAIA

4 - 5

Average Time
on Site (Minutes)

5%

Decrease in Bounce
Rate After Adding
Taboola to Media Mix



COMPANY

GAIA provides furniture and accessories adapted to the urban lifestyle. With **GAIA**, customers can buy their favorite products for their home quickly, easily and safely.

CHALLENGE

Increase awareness of furniture products in a market not accustomed to the e-commerce business model.

SOLUTION

Use **Taboola** sponsored content campaigns to promote **GAIA**'s catalogue, measuring brand awareness KPIs.

RESULTS

With **Taboola**, **GAIA** saw an average of **4 to 5 minutes average time on site** (up to 4 minutes higher than search and social channels), and a **5% decrease in bounce rates**.

GAIA Finds High Quality Traffic and Hits Brand Awareness Goals with **Taboola**



INTRODUCTION

GAIA provides furniture and accessories adapted to the urban lifestyle. With **GAIA**, customers can buy their favorite products for their home quickly, easily and safely.

They offer a wide variety of products—from sofas, chairs, drawers, chests, bureaus, tables, desks, rugs, lamps, textiles, paintings and accessories in various styles such as contemporary, traditional, handmade, industrial or retro.

GAIA's pieces are crafted from wood and other materials by their team of designers, as well as curated by their interior designers, inspired by Mexico City.

They propose simple and modern designs with versatile solutions adapted to spaces such as the dining room, bedrooms, studies and offices, to suit the current needs of their customer's lifestyle.

GAIA USES TABOOLA SPONSORED CONTENT CAMPAIGNS TO PROMOTE WINTER CATALOGUE

The founders of **GAIA** were looking to service a very specific niche at the company's inception—they wanted an appropriately sized, stylistic furniture selection for Mexico's growing urban-style apartment dwellers.

GAIA provides great quality furniture at a great price—their only challenge is to spread the word about new trends and styles to potential customers.

In order to do so, **GAIA** launched a digital campaign with a main objective of driving traffic to their website. This aligned with their overall digital strategy, in which 60% of their budget was devoted to brand awareness efforts, and the rest was devoted to lower-funnel strategy.

GAIA used **Taboola** sponsored content campaigns to promote their it's catalogue in order to drive high amounts of quality website traffic.

TABOOLA DRIVES UP TO 4 MINUTES HIGHER AVERAGE TIME ON SITE THAN SEARCH AND SOCIAL CHANNELS

In order to measure brand awareness, **GAIA** focused on metrics like campaign click-through-rate (CTR), bounce rate, average time on-site, and CPM and CPC goals.

Traffic from social and search platforms averaged from one to one-and-a-half minutes, whereas traffic from **Taboola** averaged **between four and five minutes**. The addition of **Taboola** to their media mix decreased their bounce rate by 5%.

The success of their campaign came in part by their partnership with **Taboola's** account management team which was critical in helping to develop **GAIA's** creative strategy. Their work helping to craft effective titles and eye-catching creatives helped drive **GAIA's** success.

GAIA values the close partnership they've found with **Taboola's** account management team, and looks forward to expanding their relationship with **Taboola** in the future.