

Taboola Consistently Lifts Campaign Results for Content Marketing Agency, Imagination



"Taboola is an invaluable platform for content marketing agencies, offering a powerful way for clients to reach their target markets, cost-efficiently and at scale, whether running small-budget campaigns or multi-million dollar content distribution programs."

- Yuris Bendiks, Paid Distribution Manager, Imagination



COMPANY

Imagination is a full-service content marketing agency based in Chicago, Illinois.



CHALLENGE

Boost the return on investment (ROI) for clients running content marketing campaigns.



SOLUTION

Leverage **Taboola's** discovery network to reach highly valuable audiences across the web in a cost-effective and scalable way.



RESULTS

Using **Taboola**, **Imagination** increased web traffic by 150%, received 27K+ new visitors to their client's site, and saw 32K+ clicks.

150%
Increase in Web Traffic

27K+
Number of New Visitors

32K+
Number of Clicks



Introduction

Imagination is a full-service content marketing agency based in Chicago and serving clients across digital, video, social media formats and more. The team works with clients from the early stages of content strategy through custom content creation and ultimately distribution.

To help boost the potential ROI of these campaigns, **Imagination** leverages **Taboola's** discovery platform to reach valuable audiences across the web in a cost-effective and scalable way.



Taboola Leads to Better Campaign Performance for Imagination Clients

The image illustrates the integration of Taboola's discovery platform with Imagination's content marketing strategy. It features three main components:

- Laptop Screen:** Displays a social media profile for 'ms1 | gaya hidup' with a post featuring hand-drawn characters and the text 'Bonjour!' and '你好!'.
- Tablet Screen:** Displays the 'imagination.' website, highlighting 'expertise' in content marketing from strategy to measurement, and 'our content marketing capabilities' with a formula: 'Our formula for success = strategy + content + creativity. By journalists, for brands. Throughout each stage of content marketing, we help you put thought in your leadership for measurable results that matter. Our areas of expertise include: strategy + insights, content creation, design + development, and audience development.'
- Inset Image:** A circular inset shows hands holding a blue speech bubble, symbolizing content creation or communication. An arrow points from this inset towards the website content on the tablet.



Taboola Drives Better Results than Adwords for Financial Services Client

For a financial services client, **Imagination** ran a campaign of more than 40 articles on basic financial advice and tips, promoting content through **Taboola**.

With a budget of \$30,000, the team generated more than 300 million impressions and 328,000 clicks for its client, with more scale and efficiency than AdWords.



Senior Living Campaign Sees 150% Increase in Web Traffic

When a senior living community provider was looking to reach new audiences online, **Imagination**'s team conducted an overhaul of the company website and created a library of informative content in the form of articles, photos, videos and quizzes.

Imagination promoted these items through **Taboola** and increased traffic to the company website by more than 150%.



Retailer Generates 275,000 New Web Visitors with Taboola

Imagination has crafted several content-driven online campaigns for one of the nation's leading home improvement chains. Promoting these featured content items through **Taboola** has generated more than 430 million impressions and 275,000 clicks to-date.