

A top-down view of a light blue desk. In the top left, a portion of a silver laptop is visible, showing the keyboard and trackpad. In the top center, a small black pot contains a green plant with long, thin leaves and white pebbles. In the bottom left, a black pencil lies diagonally. In the bottom right, a white calculator is shown, displaying '0' on its screen. The calculator has various function buttons like 'ON/C', 'COST', 'SELL', 'MARGIN', 'GT', 'M+', 'M-', 'RM/CM', '→', '√', '4', '5', '2', '1', '0', 'C/CE', and '±'.

Native Advertising Examples:

Finance

What is Native Advertising?

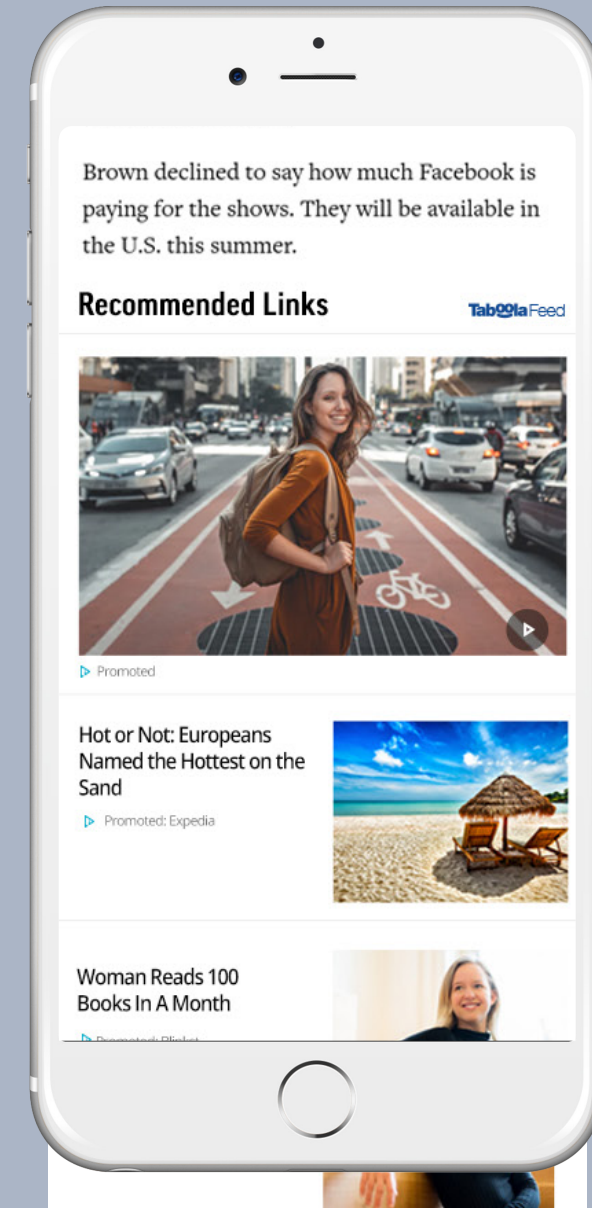
Native ads come in many shapes and sizes. Certain types of native ads exist on search and social sites as well, but the type of native ads we're talking about blend in with the look and feel of a publisher site. The Native Advertising Institute describes it best:

“Native advertising is paid advertising where the ad matches the form, feel and function of the content of the media on which it appears.”

This is particularly effective on the open web where ads are getting more intrusive, annoying, and more ineffective than ever before.

Nondisruptive ad experiences are the ones that don't interrupt the user as they're consuming the content that they originally intended, those that blend in with the look and feel of the site, and those that are targeted in a way that is truly valuable to the user.

At Taboola, we've found the sweet spot for nondisruptive native advertising on the open web—the bottom of the article.



What is Discovery?

Taboola capitalizes on the moment of discovery for marketers—that crucial moment when the user has finished consuming the media that they came for, be it an article, video, gallery, or other type of content, and they're looking for what to do next.

It's the perfect storm of effective marketing. You're in the right place, at the right time, targeting the right audience when they're open to discovering something new. This moment is crucial for both branding and performance marketing goals—as users reach the bottom of the article, they're poised to watch a new branded video, read branded content, or make the decision to engage with and convert for a new brand.

Distributing your content on publisher sites on the open web is extremely valuable. You not only gain credibility for being on their site, but you can reach highly targeted quality audiences at scale.

The Third Pillar of Effective Digital Marketing

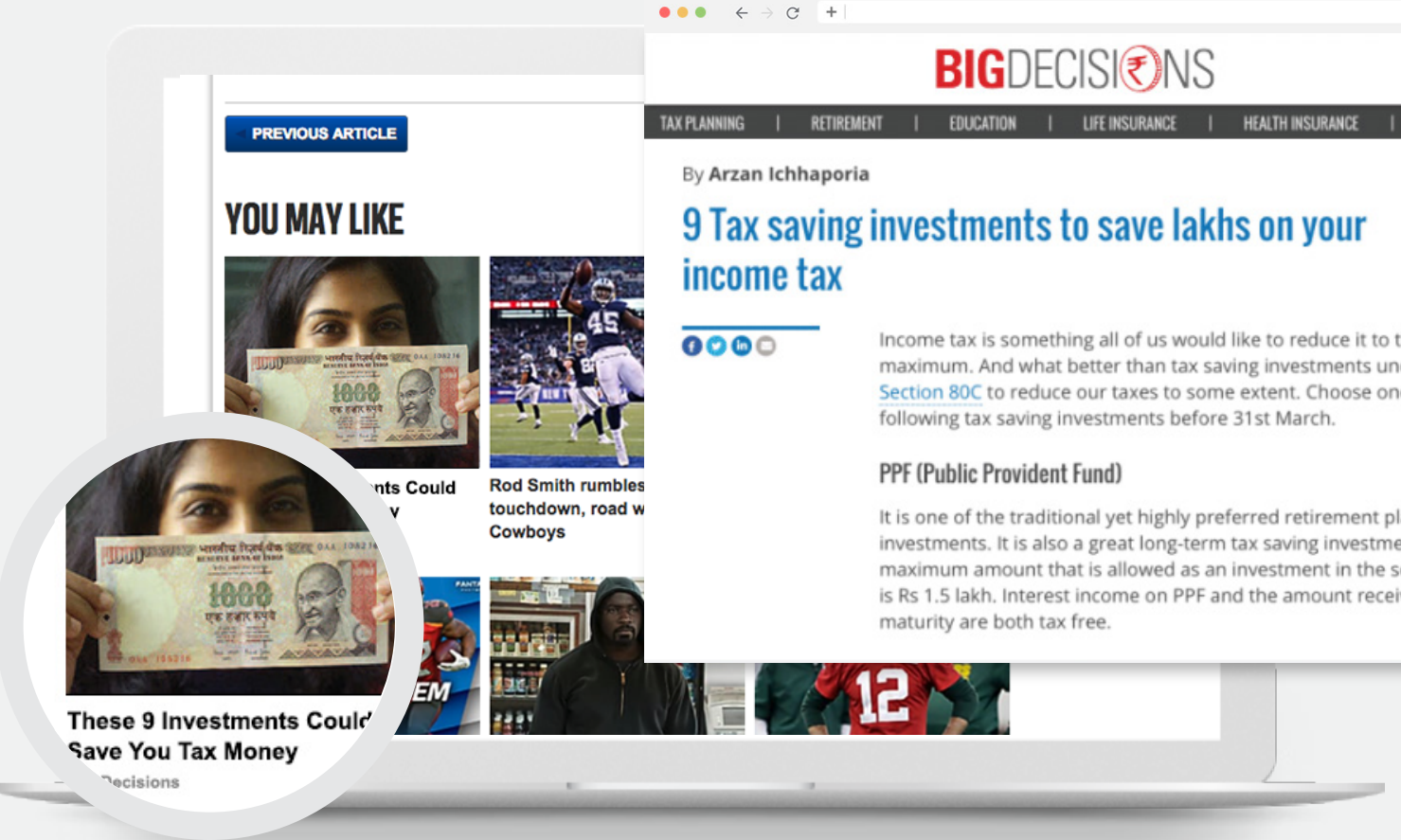
You're likely using search and social as the core to your digital media strategy—Facebook and Google are well-known channels for marketers looking to promote their products and services.

We're all publishers now—publishers, brands, agencies, the general public—and it's so much easier to get lost in all the noise. As we all publish content, we all flock to search and social channels to promote it. As a result, their ads are getting more expensive, and competition for user attention is fierce.

Most marketers are missing out on a huge audience by only focusing on search and social—the rest of web.

Unlike search and social platforms, the open web has infinite potential for growth, and the potential to reach every internet user out there. Distributing your content on publisher sites on the open web is extremely valuable. You not only gain credibility for being on their site, but you can reach highly targeted quality audiences at scale.

Enter discovery—the solution to real scale for marketers in the face of a crowded online landscape.



80%
Lower Bounce Rates
Than Display

8k
Email Newsletter
Subscriptions

BIGDECISIONS

"Given the complexity of many personal finance subjects, Taboola's discovery platform enabled us to promote our story with audiences that were not only relevant, but also highly-engaged and open to learning more about Big Decisions. We're excited to continue ramping up our efforts with Taboola and discovery in the coming months."

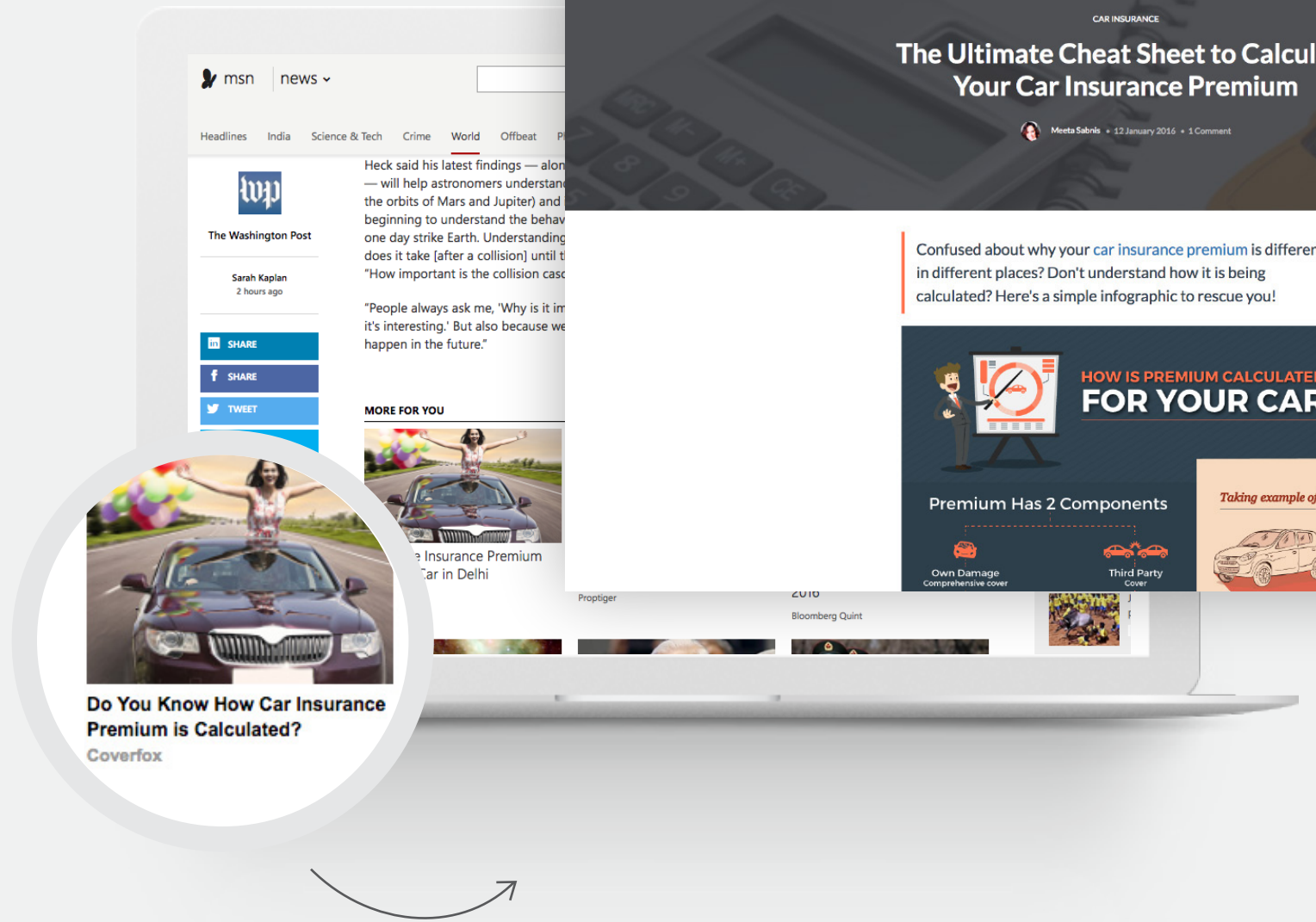
Ankit Dhadda, Digital Marketing Manager at Big Decisions

Company:
Big Decisions is a financial website offering easy-to-use calculation tools and educational resources that help users manage their personal finances.

Challenge:
Educate new audiences across the web about Big Decisions and attract new users to their personal finance services.

Solution:
Leverage Taboola's discovery platform to promote educational landing pages to highly-engaged users on top sites across the web.

Results:
Discovery campaigns generated over 8,000 subscriptions for Big Decisions' email newsletter; Taboola-referred users spent more than 3.5 minutes on-site, and generated 4 pages-per-visit, surpassing the results of traditional advertising campaigns.



63% Decrease in Cost Per Lead



“While many content distribution channels allowed us to judge our articles for things like average time on page, visitors per session, share metrics and more, Taboola was able to do all this, and excel in meeting our ROI goals—cost per lead and cost per acquisition.”

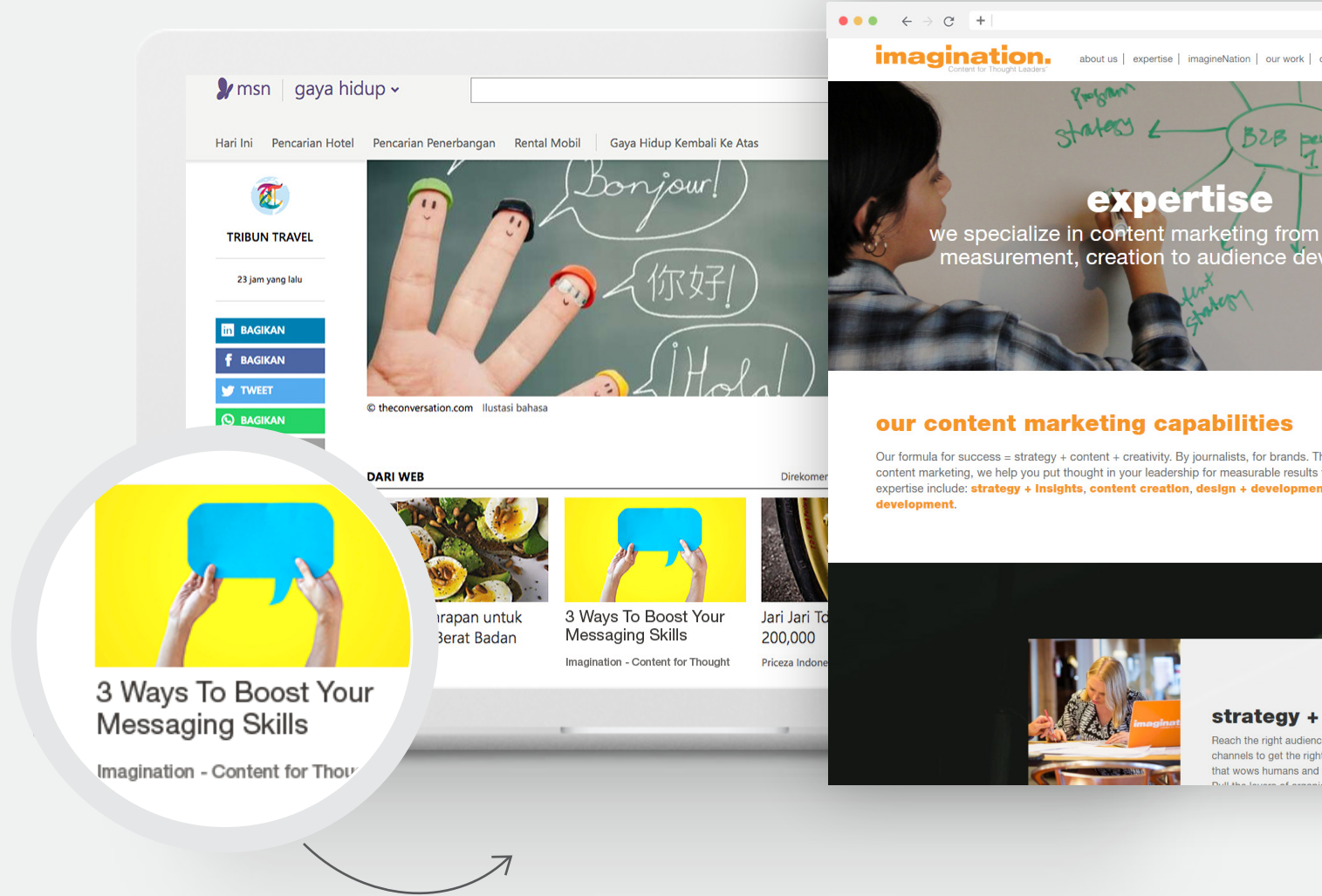
Jaimit Doshi, CMO, Coverfox

Company:
Coverfox is a simple, affordable and reliable insurance online marketplace for bike, car, health, travel and term life insurance.

Challenge:
Identify useful and high-performing content for users, while also achieving a strong return on investment (ROI) for creative campaigns.

Solution:
Use Taboola’s discovery platform to analyze the best content to reach their maximum audience, while also achieving a positive ROI.

Results:
Exceeded their goals for ROI, decreasing their CPL by 63%.



“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%

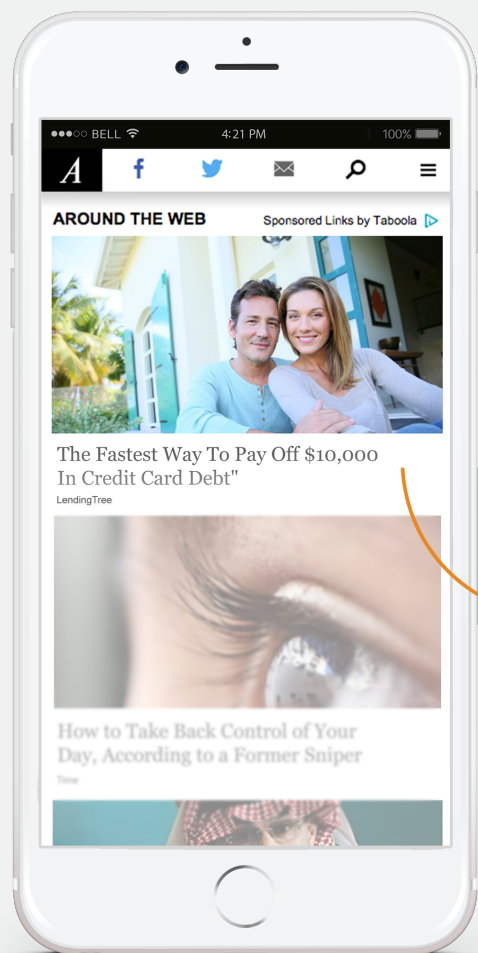
Increase in Web Traffic

27k+

Number of New Visitors

32K

Number of Clicks



lendingtree

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65%
Lower Cost-Per-Acquisition



“Content marketing has become a major marketing channel for LendingTree, and Taboola’s Internal Retargeting enables us to achieve the most value from our paid campaigns. We’re very excited to roll out this strategy to other categories beyond credit cards in the coming months.”

Jarret DiToro, Director of Content Marketing at Lending Tree

Company:

LendingTree is an online lending exchange that connects consumers with multiple lenders, banks and credit partners, covering a number of financial borrowing needs.

Challenge:

Looking for higher margin opportunities that could maximize the impact of its credit card-related content promotion budgets.

Solution:

Incorporate Taboola’s Internal Retargeting capabilities to specifically engage users that were further down the “consideration funnel.”

Results:

LendingTree saw conversion rates jump by 100%, and cost-per-acquisitions (CPAs) drop by 65%, across its retargeted Taboola campaigns.

1. Set Goals

Your discovery campaign should begin with a discussion about what success will look like and how you might be able to measure it. We see successful advertisers reach for these goals often:

1. Branding—consider branded video campaigns, or sponsoring content like media coverage, upper funnel owned articles, and galleries.

Common KPIs include completion rate, viewability, pageviews, time on page, and more.

2. Performance—consider animated thumbnail campaigns, or sponsoring content like lower funnel owned articles, product pages and more.

Common KPIs include sales, conversions, cost per acquisition (CPA) and cost per click (CPC) goals, and increase in CTR and more.

2. Set Up Your First Campaign

Once your goals are set, you'll need to collect your content—a list of URLs to promote—based on your goals above.

From there, head over to our quick-start wizard (signup.taboola.com/join) and follow these simple steps, or log in to your backstage account (backstage.taboola.com) to get started.

To upload your relevant content items, you'll need the following:

1. Basic campaign details light flight budget and flight length.

Beginners tip: Although you can start your campaign today with just \$10 a day, we recommend a starting daily budget of \$50 to \$100 for at least a two week long campaign flight for *best results*.

2. Initial audience filters, such as country or device. For more advanced targeting options, check out our retargeting capabilities and Tabools Data Marketplace.

Beginners tip: for example: if you're looking to promote a mobile device, you might want to check out Taboola Segments in Backstage: Interest > Technology > Smartphones.

3. Title and thumbnail combinations to promote your URLs. These serve as the vital first impression for your piece of content, enticing people to click and to learn more about your story.

Beginners Tip: keep your titles under 40 characters to start. Colorful images that include expressive people perform best across the board. Check out Taboola Trends (trends.taboola.com) for real-time title and image insights by vertical and location.

3. Set Your Budget

Most of our advertisers measure their campaign budget using their CPC.

1. Set your budget based on total flight, CPC and more. We advise new partners to be relatively generous if possible with CPC, rather than immediately driving towards the lowest possible number.

2. Higher CPCs enable a campaign to effectively cast a wider net at the beginning and therefore uncover more opportunities to optimize toward well-performing audience segments.

Beginners tip: start with a generous budget based on your standards. Check in on your first campaign daily, and adjust your budget based on top performing publisher sites for your audience.

4. Analyze as You Go

As your campaign runs, you'll want to keep an eye out for what going right—things like publisher sites that are driving good results, and audience segments that you might want to zero in on.

1. **After your content discovery campaign has generated a sufficient amount of audience data, take a step back and consider how the overall performance compares to your original goal or KPI.**
2. **Finally, look for ways to make it even more efficient, targeting audiences by more granular variables like time of day, site, and device type.**

Beginners tip: your CTR in backstage is indicative of good performance for a publisher or audience segment, but if conversions are what you're after, install the Taboola Pixel for more detailed insights.

Last Thing Before You Go

To sum it all up, all you need to get started is a set of URLs and the titles and thumbnail combinations you want to use to promote them.

You can get started in just four easy steps:

1. **Set your goals:** choose between branding or performance KPIs
Collect your assets: build multiple creatives based on Taboola Trends best practices
2. **Define your budget:** start with a generous CPC that fits your needs
3. **Analyze your performance:** install the Taboola Pixel for detailed insights

Access to discovery, and native advertising on the open web is simple as starting your first campaign. Start your campaign at signup.taboola.com/join.

Did You Know

We've gone through a lot—an introduction to native advertising campaigns that have succeeded with these channels, and tips for getting started.

1. Native advertising and discovery drive results throughout the funnel for branding and performance campaigns.
2. Companies such as Flare Audio, Blinkist, and PANDORA have achieved results that include selling thousands of headphones, acquiring tens of thousands of users, and a 130% increase in conversions.
3. You can start getting meaningful traffic and leads with a \$50 to \$100 daily budget.
4. Taboola is live on tens of thousands of publishers, serving 450 billion recommendations a month, and we're leveraging that exposure for your brand.
5. While Facebook and Google are great platforms, Discovery is still the acquisition channel with the most opportunity—which as Gary Vee would say—that's the best time to jump into the game.



Drive Quality Audiences From Top Publishers with Your Video and Content Campaigns

Increase Traffic, Get Conversions, and Grow Revenue

[Start Your First Campaign](#)