

# Taboola Helps Cornerstone Increase Membership by 2,100%



*"When we started working with **Taboola**, we were looking for ways to grow really rapidly. **Taboola** allowed us to tell our story to people we weren't previously able to reach, and as a result deliver a very high quality audience."*

- Caspar De Roij, Co-head of Acquisition and Optimisation, **Cornerstone**



## COMPANY

**Cornerstone** is a flexible, regular delivery service of razor blades and men's shaving supplies.



## CHALLENGE

After a round of fundraising, **Cornerstone** needed to scale growth rapidly and reach a quality audience that would convert at a low cost-per-acquisition (CPA)



## SOLUTION

Use **Taboola's** discovery platform to increase subscriptions and increase customer retention rate.



## RESULTS

Found traffic from **Taboola** to be high-quality, and achieved their desired rapid growth while increasing their retention rate by 30%

2,100%

Increase in Subscription Membership

30%

Increase in Customer Retention Rate



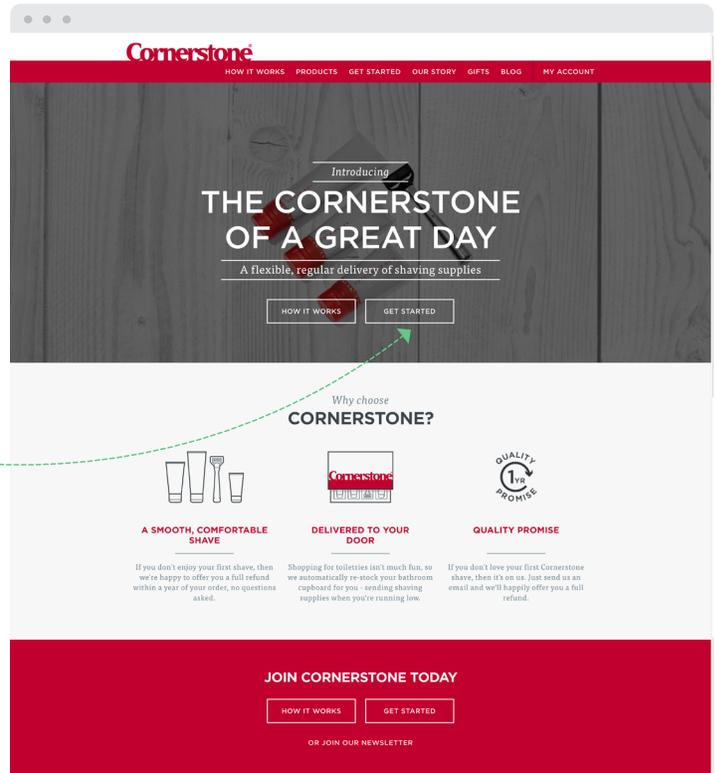
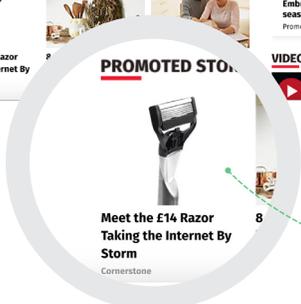
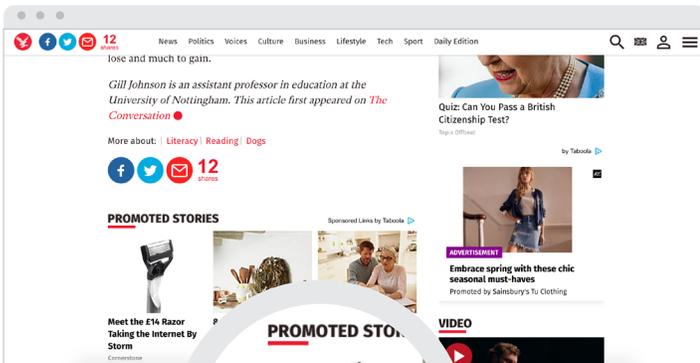
## Introduction

**Cornerstone** provides men’s razors and grooming products on a subscription basis. The company prides themselves on simplicity—they created **Cornerstone** to return to thoughtful razor design and quality ingredients for men.

Getting a comfortable shave for men has been too hard for too long, and **Cornerstone** is trying to change that. Razors and shaving products are delivered right to your door with a quality promise.



## Cornerstone Increases Retention Rate when they Reach a Quality Audience



**PRESS**  
 ShortList  
 PROACTIVE  
 Telegraph  
 Esquire

**STAY IN TOUCH**  
 Like us  
 Follow us  
 Follow us  
 help@cornerstone.co.uk

**SHAVE FOR FREE**  
 Refer a friend to Cornerstone and we'll give you both a £10 spend on our shaving supplies as a thank you.  
 Once you've joined as a member, simply login to 'My Account' to get your unique referral link. Refer enough friends and more you'll be shaving for free!



## Cornerstone Works with Taboola to Focus on Growth

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**Cornerstone** began working with **Taboola** after raising a round of funding. Their focus was to rapidly increase memberships, and they were looking for a channel that would provide them a quality audience at their target CPA.

The shaving subscription service also utilizes other channels, including social advertisements, podcast advertising and native advertising to name a few. Lately, their focus has shifted to audience quality—tracking metrics like average order value and customer retention rate. This is where **Taboola** really has really shined.



## This Razor Service Saw a 2,100% Increase in Subscription Memberships with Taboola

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When **Cornerstone** started focusing on rapidly expanding their membership numbers, they had attained about 5,000 members. After expanding their channel strategy to work with **Taboola**, they reached about 110,000 members—a 2,100% increase.

As their membership grew, they switched focus to the quality of their audience. With the help of our Creative Strategy Team, **Taboola** was able to drive a high volume of quality traffic, and has helped to increase their customer retention rate by 30%.

**Cornerstone** is now working hard to expand their campaigns on the **Taboola** platform, which includes their recent launch into video.