

Taboola Brings Bundo 22% Lower Bounce Rates than Competing Discovery Platforms

Ask a Doctor Pregnancy Baby Toddler Parenting Health Community Blog



Doctor led. Parent loved.

The only parenting site that lets you connect directly with doctors and experts. Ask a question. Get evidence-based information you can trust.

Sign up for week-by-week emails



*"Not only have we seen a 13% increase in new users every month as a result of our **Taboola** campaigns, but we've also increased overall engagement and lowered our site-wide bounce rate with **Taboola's** on-site recommendations."*

- Stephanie Winans, Chief Operating Officer, Bundo



COMPANY

Bundo is a physician-driven pregnancy and parenting site that provides direct interactions with doctors and healthcare experts.



CHALLENGE

Expand its reach of targeted audience outside of traditional channels and converting visitors into loyal consumers.



SOLUTION

Utilize **Taboola's** advanced algorithmic engine to recommend personalized content to users.



RESULTS

Bundo's bounce rate decreased overall and site engagements increased monthly.

13%

Jump In New Users Monthly

45%

Boost In Pages-Per-Visit

70%

Increase In Time-On-Site



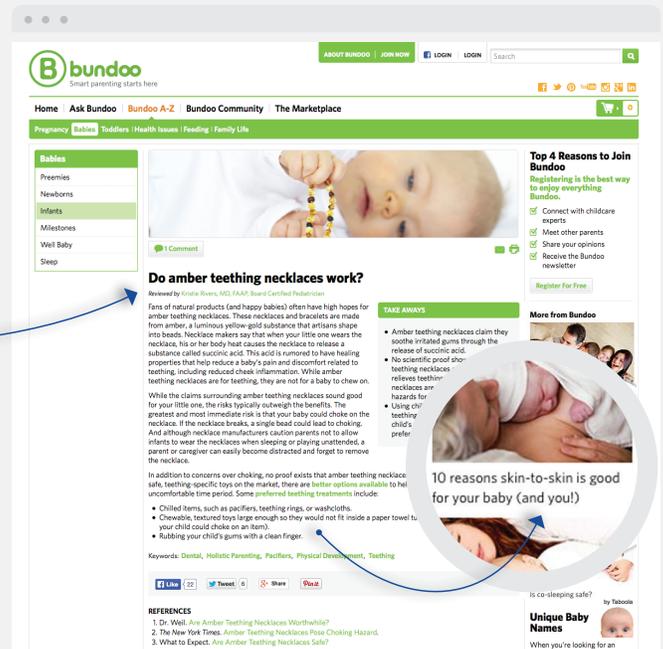
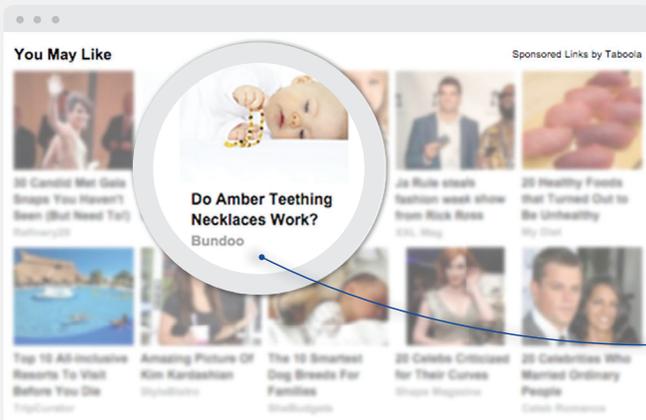
Introduction

Since its founding in 2012, **Bundoo** has evolved into the ultimate parenting resource on the Web. The site offers articles and reviews written by childcare experts, a curated marketplace of physician-recommended products, and a community platform for parents to interact directly with board-certified pediatricians, nutritionists, OB/GYNs, speech therapists, and behavioral health specialists.

Bundoo's comprehensive digital "hub" has garnered a passionate community of over 100,000 fans on Facebook and Pinterest. Since experimenting with traditional channels like SEO and SEM, **Bundoo** was looking for new ways to expand its reach among both expecting and new parents.



Taboola Serves Targeted On-Site Recommendations of Additional Bundoo Content





Driving A 13% Jump in New Monthly Users through Discovery

High-quality traffic is especially important for a high-engagement platform like **Bundoo**, whose mission is to educate parents and convert visitors into loyal customers.

Taboola's extensive network and personalization-driven algorithm presented an opportunity to reach parents at highly relevant moments across the web and attract a bigger audience for **Bundoo**'s expert-written content.

The teams partnered to promote a wide selection of **Bundoo**'s content including articles such as “*Do Amber*

Teething Necklaces Work?” and “*10 Ways to Deal With Early Rising Babies*” on premium websites like USA TODAY, Business Insider, and The Atlantic.

The ongoing campaign has generated an average of 50,000 clicks per month and **Bundoo** has seen a 13% increase in new users monthly since partnering with **Taboola**. These incoming visitors also represent some of **Bundoo**'s highest-quality traffic, with bounce rates 22% lower than any other content discovery platform.



Increasing Engagement With 60k Incremental Monthly Clicks

Building on the success of **Bundoo**'s expanded audience, **Taboola** developed an audience engagement strategy to keep users on **Bundoo.com** for longer periods of time. Powered by **Taboola**'s advanced algorithmic engine, which examines hundreds of different signals including geography, browsing history, and collaborative filtering, **Taboola** recommended personalized content to users, including both on-site content as well as sponsored items that generated meaningful revenue for **Bundoo**.

Taboola's organic recommendations have generated over 60,000 clicks per month at an average internal recirculation CTR of 3-5%. Combined with our high-quality referrals the overall engagement strategy has improved the bounce rate of **Taboola** traffic on **Bundoo.com** by 25%, boosted pages-per-visit by 45%, and increased time-on-site by over 70% since the partnership began.