



 FASHION

Velasca Sees a 25% Increase in Leads Generated With Taboola

Velasca
MILANO

“With Taboola, we’re able to get premium publisher placements at a high volume to better reach our ideal audience. We view our account management team at Taboola as an extension of our own team. We work well together and communicate regularly.”

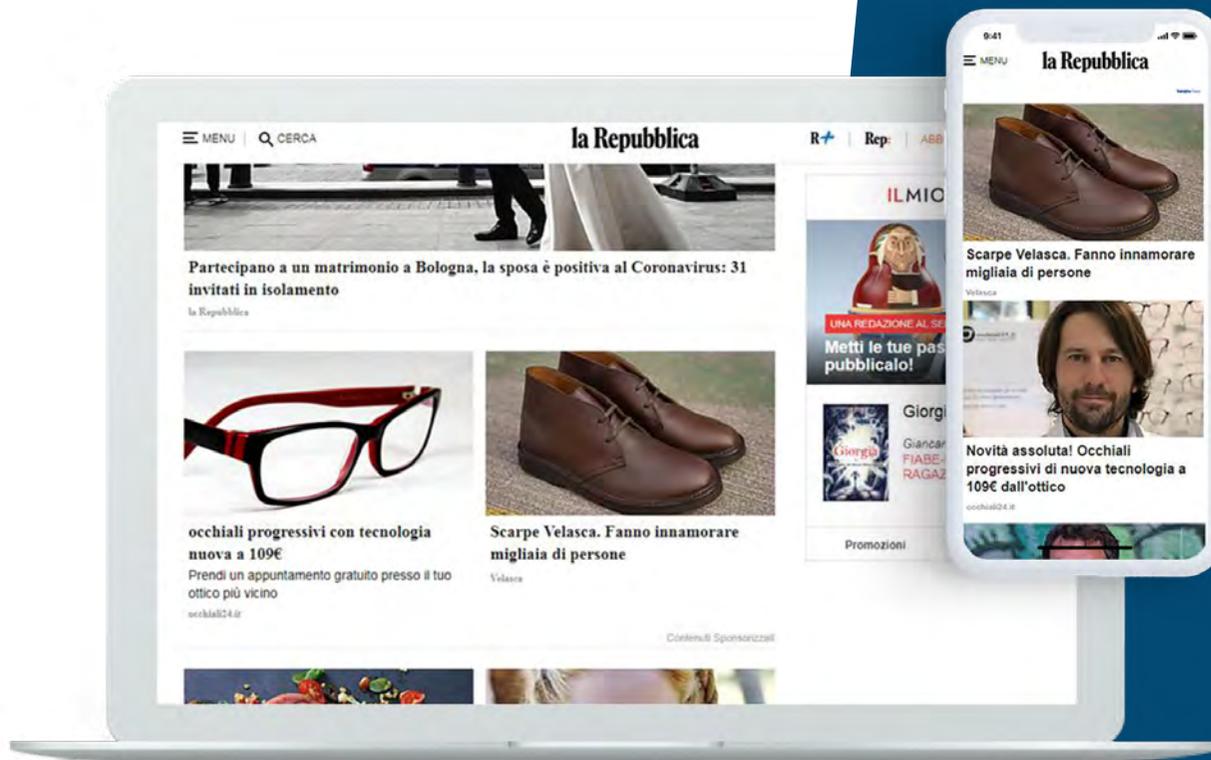
- Paola Parolo, Head of Digital Marketing & Analytics, Velasca

15%

Decrease in CPA

25%

Increase in Leads Generated



COMPANY

Velasca is a digital-first Italian fashion brand with a focus on handcrafted men's shoes made in Italy.

CHALLENGE

Velasca wanted to increase their brand awareness, lower their cost per acquisition (CPA), and advertise in premium online locations.

SOLUTION

Work with **Taboola** to create sponsored content to receive high quality traffic and reach the right audience in trusted environments.

RESULTS

Velasca saw a 15% decrease in CPA and a 25% increase in quality leads generated.

With **Taboola**, **Velasca** Sees a 25% Increase in Lead Generation

Introduction

Velasca is a disruptor in the fashion industry, creating handcrafted, high quality men's footwear in Italy, and selling to a global audience with a digital-first mindset.

As **Velasca** developed their digital marketing strategy, they knew they wanted to constantly be finding new and innovative ways to reach their ideal customers in trusted, credible places online where people consume content. For this, **Taboola** was the perfect solution.



VELASCA OPTS TO DRIVE NEW CUSTOMERS TO THEIR HOMEPAGE, AND HERE'S WHY

The digital nature of **Velasca's** strategy led them to create a homepage that tells a story fit for a first-time customer or a repeat guest. That's why when they came to **Taboola** with a primary goal of increasing brand awareness and reaching an audience who hadn't yet heard of them, their homepage was the perfect place to direct traffic.

This destination proved successful, and the traffic they saw from **Taboola** was in line with the quality they had hoped for, and a 25% increase in lead generation.

VELASCA LOWERED THEIR CPA WITH TABOOLA

The quality of the traffic generated by **Velasca's** sponsored content with **Taboola** is evident by the decrease in CPA **Velasca** experienced as a result.

Velasca has seen a 15% decrease in CPA from their **Taboola** sponsored content, and believe that the premium environment on which their ads are shown is a factor in this decrease, bringing them the type of traffic they had hoped for when they started working with **Taboola**.

CUSTOM AUDIENCES AND THE TABOOLA PIXEL HELP VELASCA TO TARGET AND TRACK RESULTS

Taboola's Custom Audiences allow clients to reach new audiences who have never seen their ads before and who are likely to convert. **Velasca**, a brand with a strong indication of their target audience, utilized this targeting tool to better reach an audience they felt would be qualified and likely to convert, and this proved successful for them.

Velasca also makes use of the **Taboola** Pixel to keep track of exactly how new customers are finding them through **Taboola**. The **Taboola** Pixel is an easy-to-implement code that allows for tracking, measuring, and optimizing across the entire marketing funnel.