

 TECHNOLOGY

## Vodafone Sees Incremental Sales at a Lower Cost With Taboola



**vodafone**

*“Since starting to work with Taboola, we’ve seen an incremental increase in sales on display channels at a significantly lower cost.”*

- Esra Suzme, Head of Brand & Marketing Strategy

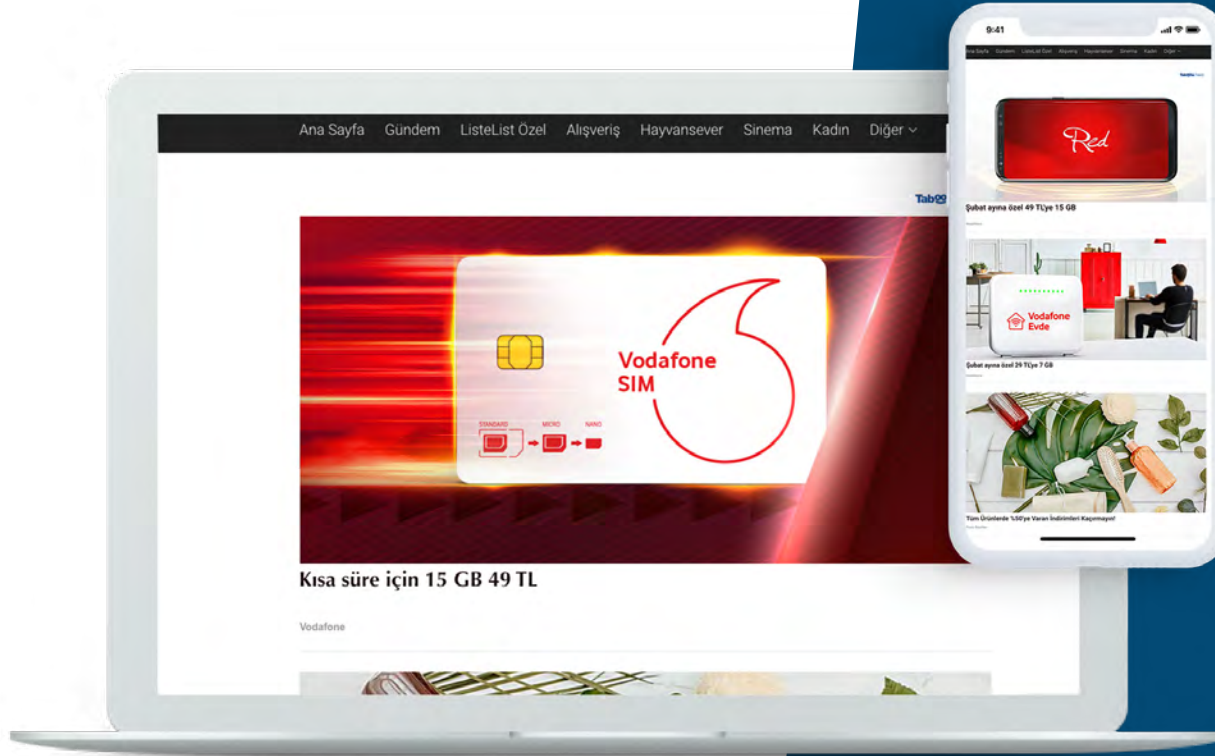
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42%

Decrease in Cost per Sale

11%

Of Overall Display Channel Sales from Taboola



## COMPANY

Vodafone is a leader in technology communications through mobile, fixed, broadband and TV services.

## CHALLENGE

After experimenting with different marketing channels, **Vodafone Turkey** was looking to efficiently grow brand awareness and sales of mobile tariffs and home internet service.

## SOLUTION

Vodafone found an efficient increase in sales with **Taboola** Sponsored Content.

## RESULTS

With **Taboola**, Vodafone was able to decrease their cost per sale by 42% (MoM), with 11% of display channel sales.

**Vodafone Turkey** Attributes 11% of Display Channel Sales to **Taboola**



## INTRODUCTION

A part of the **Vodafone Group**, which operates as one of the world's foremost telecommunication companies, **Vodafone Turkey** offers total telco technologies including fixed, mobile, and content services, to consumers and enterprises with the vision of being a pioneering operator of digitalization.

**Vodafone Turkey** serves 24.1 million mobile and over 1 million fixed broadband customers.

To present their service offerings to consumers in ways that were creative, effective, and efficient, **Vodafone Turkey** began running campaigns on **Taboola**, and found they were able to deploy high-quality creatives and efficiently increase sales.

## VODAFONE TURKEY SEES SUCCESSFUL CAMPAIGNS WITH STRATEGIC CREATIVES AND DEVICE-BASED BIDDING STRATEGY

Creating and iterating on assets was an essential part of **Vodafone Turkey**'s partnership with **Taboola** from the very start. **Vodafone Turkey** began with generic creatives & simple texts. After two weeks period, they took a look at their results and considered recommendations from **Taboola** account management. They then further adjusted their creatives specifically for **Taboola**. After this, performance increased and they've seen continued success with this creative strategy.

It was also an important part of the strategy for **Vodafone Turkey** to keep mobile and desktop placements separate. This provide **Vodafone Turkey** the ability to view every publisher's performance based on each platform separately and identify clear opportunities for continued success.

## VODAFONE TURKEY FINDS A CLOSE AND LONG-LASTING PARTNER IN TABOOLA

The creation of **Vodafone Turkey**'s campaigns with **Taboola** was a true team effort. From the beginning of the partnership, both teams collaborated on campaign structuring and creative assets, and continued to iterate on these in order to be constantly optimizing for success.

In the future, **Vodafone Turkey** plans on venturing into more ad formats with **Taboola**, including video, and continuing to work closely with the **Taboola** team to efficiently increase sales.