



 HOME GOODS

With Taboola Sponsored Content, Ingage Media Helps Their Client Beko Increase Clicks And Attract New Customers



“We were happy to see the results of this campaign. With a 75% increase in VCTR, we really managed to optimize our clicks and drive new customers to our website.”

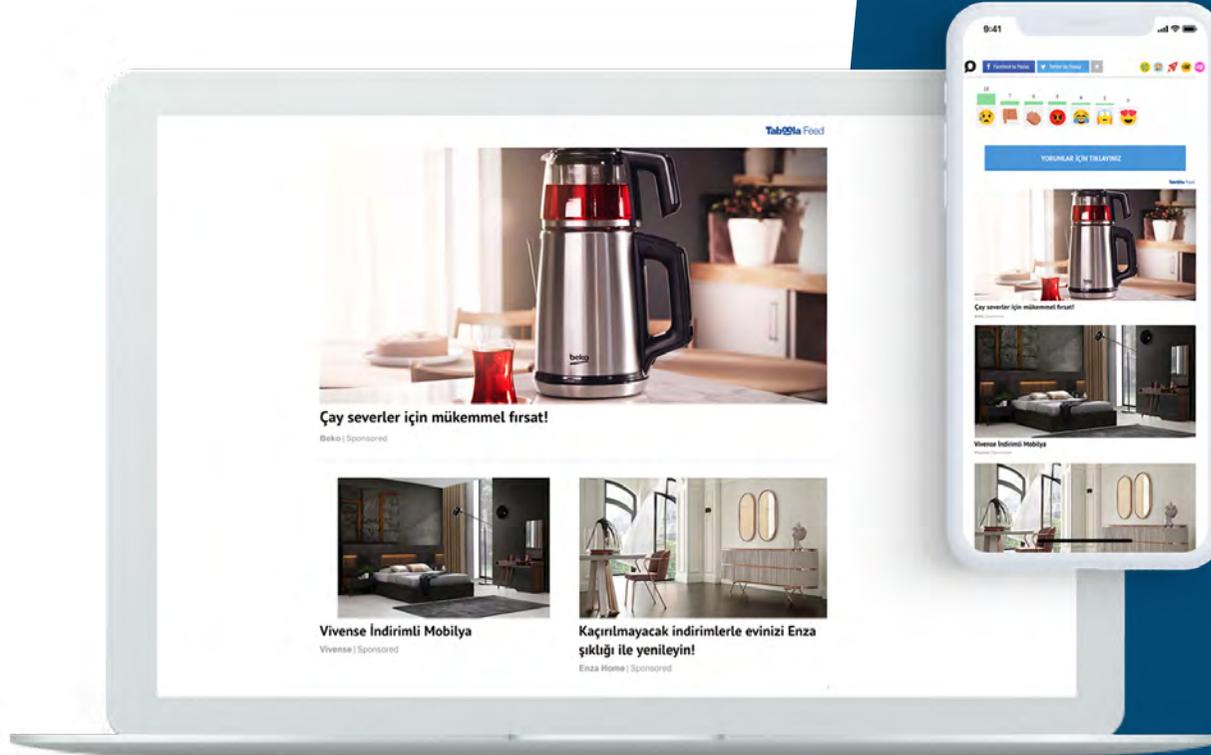
- Metin Çerasi (Head of Digital Strategy & Marketing, Arçelik A.Ş.)

75%

Higher vCTR

86%

New users out of total



COMPANY

Ingage Media is a digital marketing company offering different services from strategy, to planning, to performance management, to digital optimization, and digital asset management solutions. Their client **Beko** is a global appliance brand active in more than 140 countries.

CHALLENGE

Ingage Media wanted to drive potential customers to **Beko's** new Dem Tea Machine.

SOLUTION

Use **Taboola** sponsored content to drive traffic directly to the product page for **Beko's** Dem Tea Machine.

RESULTS

Ingage Media and **Beko** saw a 75% higher vCTR (viewable click-through rate), and high rate of first-time visitors discovering **Beko's** products.

Ingage Media Sees **75% Higher vCTR**
For Their Client **Beko** With **Taboola**

Introduction

Ingage Media provides digital marketing services to its clients in different sectors with a team of digital strategy and digital asset management experts. In the case of their client **Beko**, a global appliance brand under the company **Arçelik A.Ş.**, they were looking to drive traffic to a specific product—the new and innovative Dem Tea Machine.

To drive high-quality traffic and try to engage with new users, **Ingage Media** turned to **Taboola** sponsored content, and ended up increasing **Beko's** vCTR and new traffic to their site.

"In our Beko Dem Tea Machine campaign, we not only attracted new users to the website and let them learn about the new product, but also created the product awareness we wanted to achieve in the campaign with high vCTR."

-Ceren Yalı, Senior Strategy & Planning Specialist,
Ingage Media



THE AUDIENCE TARGETING TECHNIQUES INGAGE MEDIA ATTRIBUTES TO THEIR VCTR SUCCESS

In order to achieve the kind of vCTR goals **Ingage Media** and **Beko** had, they worked with their **Taboola** account management team to make use of **Taboola's** wide offering of audience segments. They used both **Taboola** Segments as well as third-party data to reach audiences who were primed to be the most interested in **Beko's** offering. They also opted to use geotargeting to reach users located in Turkey.

The careful targeting strategy used in this campaign not only led to high a vCTR, but it also brought in a large percentage of new users—86% of the total users brought in, a metric that **Ingage Media** and **Beko** found exciting.

“We’re always trying to reach the right audience for our brand. The targeting that Taboola provides us based on third party data helped us double Beko’s vCTR rates since it enabled us to reach the right audience.”

- Emrecaan Yasan, Performance Strategist, Ingage Media

INGAGE MEDIA AND TABOOLA COLLABORATED CLOSELY TO OPTIMIZE THE CAMPAIGN

“At the early stage of the campaign, we increased our campaign performance by applying the suggestions offered by the Taboola team to remove branding from the campaign images. We experienced how positive the non-branded ads were for new user acquisition and vCTR metrics compared to the branded ads”

- Aslı Kiral Yazkan, Digital Communications Senior Specialist, Arçelik A.Ş.

At the start of the campaign, **Ingage Media** opted to use a branded image of **Beko's** product. Their team at **Taboola** noticed an opportunity to test an image without a logo present, and saw tangible results from the change.

After the success of this campaign, **Ingage Media** and **Beko** implemented the **Taboola** Pixel to easily measure and optimize across the marketing funnel and keep track of conversions.

“Taboola has proven to be a useful platform to bring our campaigns to a larger scale,” says Arçelik A.Ş.' Digital Communications Team Leader, Selis Aykan Yüksel.