

MAX

“When we launched a new product, our main challenge was to explain the benefits it had over our competitors’ products. Taboola’s capabilities have enabled us to convey these benefits to the consumer and tell a story in a way that yielded many high-quality conversions directly from the campaign. The amount of conversions from Taboola were high by any performance campaign standard and in comparison to any other platforms.”

- Galit Harel, Head of Digital Marketing, max

70%


Lower cost per acquisition (CPA)

14%

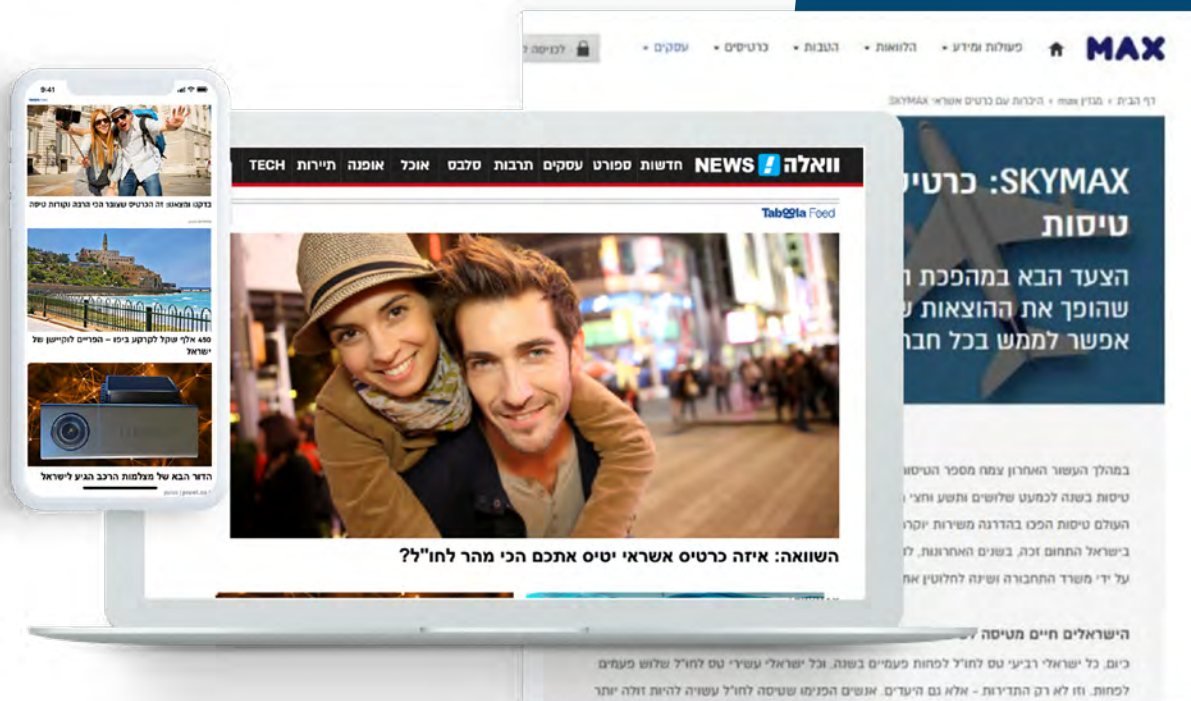
Higher conversion

10,000+

Unique article readers

 FINANCE

**max Sees a 70% Lower
Cost Per Acquisition With
Taboola Sponsored Content**



COMPANY

max is a leading Israeli financial company that offers credit solutions and other financial products.

CHALLENGE

In order to promote a new travel rewards credit card, **max** wanted to create a strong piece of content that would reach their desired audience, increase their number of conversions (apply for a credit card), and do so all at a lower CPA.

SOLUTION

With **Taboola**, **max** was able to direct potential customers to an article optimized for performance and increase the amount of readers who ordered their new credit card after they'd finished reading.

RESULTS

With **Taboola Sponsored Content**, **max** was able to lower their CPA by 70%.

max Lowers CPA by 70% With **Taboola**



Introduction

Israeli financial company **max** saw an opportunity to create a credit card with travel benefits to appeal to an Israeli market with an interest in traveling abroad. While trying several other advertising partners, **max** found an efficient way to tell the story of their new travel-focused credit card and highlight the unique selling propositions they have over their competitors with **Taboola**.

For their **Taboola** Sponsored Content campaign, **max** created an article around their new travel-focused credit card, and it was distributed to an audience likely to be receptive to their message. They found that their CPA lowered, their conversion rate increased, and they were pleased to have 10,000 article readers. All of the users who came from **Taboola** stayed on the page for over three minutes.

Compared to Other Advertising Partners, Taboola Yields 14% Higher CVR for max

For **max**, a conversion occurs when a person who's visited their promoted article content orders a credit card. One of the overarching strategies they wanted to work on with **Taboola** in order to increase their conversion rate was to emphasize the story of their credit card and their services, and highlight the unique selling propositions that separate them from their competitors.

When they started working with **Taboola**, their conversion rate increased 14%. Their article was now being shown to the right audiences, in the right place, at the right time.

The average time per session of all the readers that came from **Taboola**—which was about 10,000 readers—was more than 3 minutes per session.

max Tracks Success With the Taboola Pixel

With the **Taboola Pixel**, an easy-to-implement code that allows for tracking, measuring, and optimizing across the entire marketing funnel, **max** was able to gain a clear sense of **Taboola**'s impact on the number of credit card orders.

In the future, **max** plans to keep growing with **Taboola** and partnering to find continued success.