

The Line Uses Taboola and Content Marketing to Drive Sales



THE LINE

“Taboola has been one of the most effective ways to bring first time visitors to the site compared to other mediums; we have been able to build our online audience, deliver content to users who engage, consume, and continue to stay in touch later on.

The ability to place and optimize content for the best results in real-time to our target audience has been invaluable while building the business and protecting our brand in the process.”

- Bailey Foote, eCommerce Manager, The Line



COMPANY

The Line is a an online boutique that curates products from both established and emerging designers and are placed in context through inspiring editorial features.



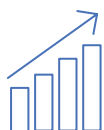
CHALLENGE

Reach new audience and boost brand awareness.



SOLUTION

Leverage **Taboola’s** content discovery platform for customer acquisition and retention.



RESULTS

Increase in overall brand awareness gained through content discovery.

+72M

Impressions In
3 Months

100%

Increase
In Traffic

12%

Email Subscriber
Growth



Introduction


The Line is an online boutique that offers a unique shopping experience, showcasing products that can be found at their brick and mortar store, The Apartment by **The Line**, located in New York City's upscale SoHo

shopping district. With refined, versatile, and honest goods from emerging creatives across fashion, home, and beauty, **The Line's** quintessential collections are stripped down and built to last.




Targeted Audience through Taboola's Content Discovery Platform

AROUND THE WEB




Building a Timeless Wardrobe
The Line

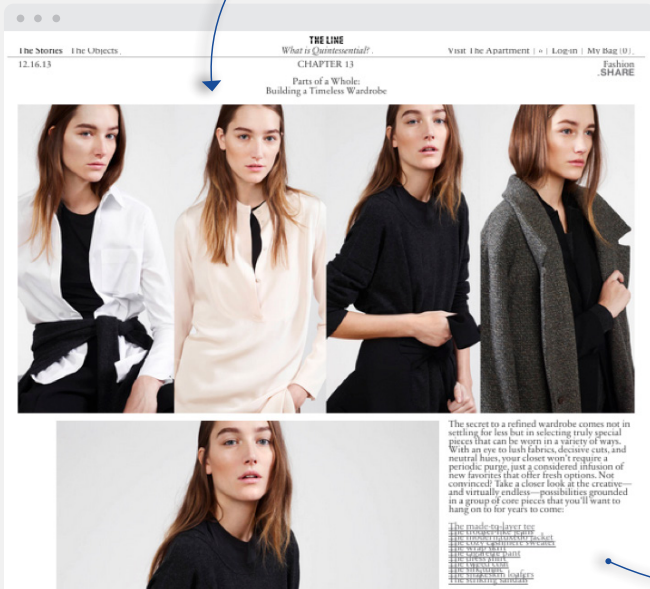


Beware of Manufacturing Bottlenecks Travelers

Sponsored Content by Taboola



Michael Jordan's Mega Estate is Just As Luxurious As You'd Expect (Photos)
LonnyMag



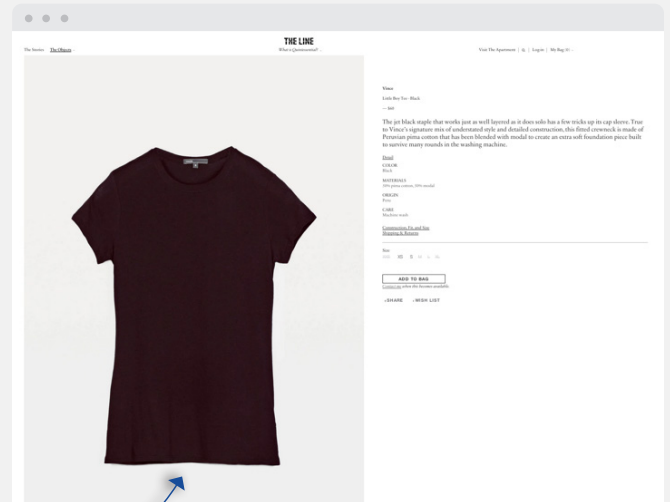
THE LINE
What is Quintessential?
CHAPTER 13
Parts of a Whole: Building a Timeless Wardrobe

Visit The Apartment | Log In | My Bag (0)

1 the Names 1 the Objects 12.16.13 Fashion SHARE

The secret to a refined wardrobe comes not in searching for less but in selecting truly special pieces that can be worn in a variety of ways. With an eye to lush fabrics, delicate cuts, and neutral hues, your closet won't require a periodic purge, just a considered infusion of new favorites that offer fresh options. Not convinced? Take a closer look at the creative—and virtually endless—possibilities grounded in a group of core pieces that you'll want to hang on to for years to come.

The made-to-layer top
The classic turtleneck sweater
The oversized button-down shirt
The long-sleeved t-shirt
The wrap-style top
The turtleneck sweater
The wrap-style top
The turtleneck sweater



THE LINE

View The Apartment | Log In | My Bag (0)

View
Look Into This Block
— top

The jute block single that works just as well layered as it does solo has a few ticks up its top sleeve. True to The Line's signature mix of understated style and detailed construction, this fitted t-shirt is made of Peruvian pima cotton that has been blended with modal to create an extra soft foundation piece built to survive many washes in the washing machine.

Dark
Color: Dark
Material: 100% Cotton
Price: \$28.00
Color: Dark
Material: 100% Cotton

ADD TO BAG

CHANGE VIEW LIST



A Unique Digital Storytelling Strategy

The Line chose to weave traditional storytelling techniques into their content (quite literally) and even went so far as to create “chapters” as a way to reach their audience and offer products for consideration.

Chapter 13 is called “*Part of a Whole: Building a Timeless Wardrobe*” and features select apparel that is refined, neutral, and textured. Similarly, Chapter 24 is named “*Uncompromisingly Natural: Botanical Beauty by Susanne Kaufmann*” and transports the reader to Austria’s Bregenz Forest on the north side of the Alps where Kaufmann’s line of spa treatments and body soothing products derive from.

Stories like these are carefully crafted to match the brand’s voice and serve as the essence behind **The Line**’s content marketing strategy to engage potential consumers. After readers learn about the origin and mythological aesthetics behind wood, stone and metal, they may be more inclined to consider “authentically modern” housewares such as the The Line’s Creel and Gow Amethyst Bowl or the High Quality Petrified Wood with Steel Base cocktail table.



Results that Speak Volumes

In the past, customers primarily learned about **The Line** via word-of-mouth and email marketing campaigns, and the team wanted to strengthen their outreach efforts as much as possible. After leveraging the full power of **Taboola**’s content discovery platform, **The Line**’s

content earned **over 72 million impressions** and an **almost 100% traffic increase** in February alone. Their e-commerce team was also pleasantly surprised by **email subscriber growth**, which **spiked by 12%**.