

 HOME GOODS

# DCB Lab Creates Engaging Video Ads for Its Jean Patrique Brand With Taboola



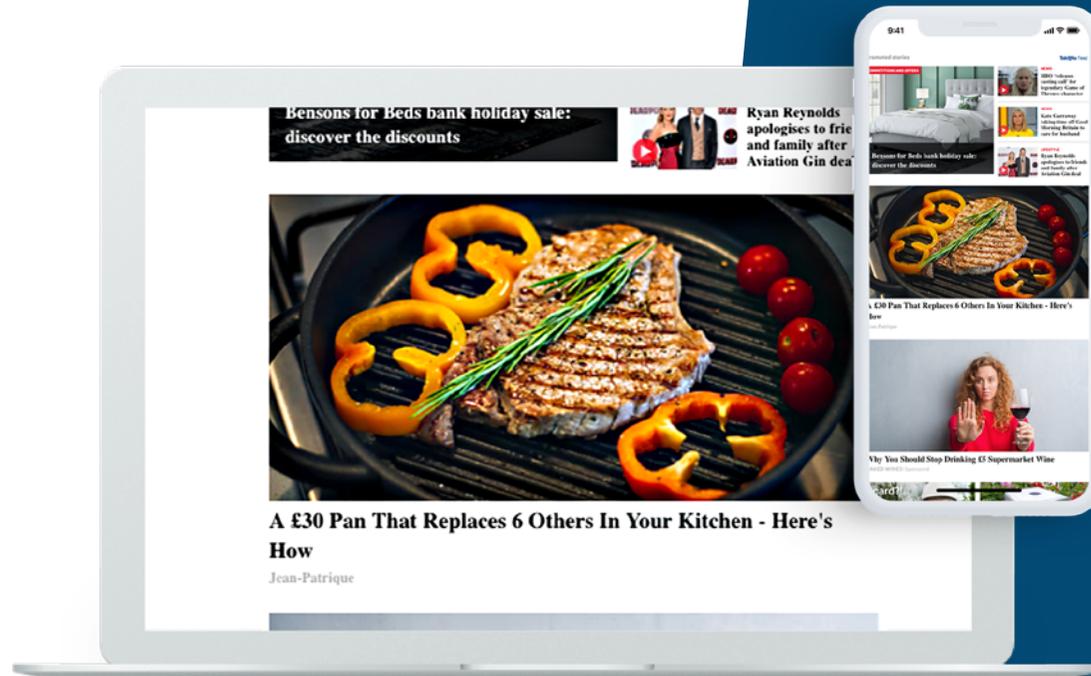
*Jean-Patrique*<sup>®</sup>  
PROFESSIONAL COOKWARE

*"We believe in the value of content marketing, creating exciting and relatable food content, and introducing products in a native way. We were able to do all of that with Taboola."*

-Jack Neilan, Head of Marketing, DCB Lab

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3.3x  
Greater ROAS



## COMPANY

**DCB Lab** is a brand incubator composed of marketers, data scientists and creatives trained in brand, direct response, and agency disciplines. **Jean Patrique** is a 20-year-old cookware institution, selling world class products at sensible prices, acquired by **DCB Lab** in 2019

## CHALLENGE

**DCB Lab** wanted to promote **Jean Patrique's** perfectly versatile 'Whatever Pan' in a way that felt creative, native, and that would yield a good return on ad spend (ROAS)—a very important metric for DCB.

## SOLUTION

Create video for sponsored content with **Taboola** to display a passion for food, and distribute the creative in native environments.

## RESULTS

**DCB Lab** saw a 3.3x higher ROAS for **Jean Patrique** in this campaign, compared to that of other channels.

With **Taboola's** Video for Sponsored Content, **DCB Lab** Created an Engaging and Effective Campaign for **Jean Patrique**

## INTRODUCTION

**DCB Lab** is a brand incubator, specialising in developing rapidly growing brands by combining theories and methods from psychology, affective sciences, and behavioural economics with an acute focus on data and ROI.

For their brand **Jean Patrique**, a cookware institution with over 20 years of experience and over 500,000 happy customers including many chefs, hotels and caterers, **DCB Lab** wanted to create an engaging, native video experience to promote their products. Understanding the value of content marketing, **DCB Lab** turned to **Taboola** to get this done effectively.



## ROAS IS AN IMPORTANT METRIC TO DCB LAB, AND THEY FOUND STRONG RESULTS WITH TABOOLA

With a focus on ROI anchored in their mission statement, **DCB Lab** takes great consideration into seeing the greatest return from every pound invested, and this campaign for **Jean Patrique** was no different. Showing the right ads to the right people at the right time on more than one platform and accessing premium news sites and digital journals are two of the reasons **DCB Lab** feels their **Jean Patrique** campaign with **Taboola** saw the return that it did.

## VIDEO FOR SPONSORED CONTENT CREATED AN ENGAGING AND EXCITING AD EXPERIENCE

One aspect of **Jean Patrique**'s value that **DCB Lab** felt it was important to convey was a passion and excitement for food and for cooking. This is why opting for video for sponsored content made the most sense in their case—to bring the experience of **Jean Patrique**'s 'Whatever Pan' to life.

With a strong video creative in place, distributing it in a native, non-intrusive way was also essential to **DCB Lab**'s plan for **Jean Patrique**. This, again, aligned perfectly with **Taboola**, making it a seamless solution.

## DCB LAB BRINGS DOWN OVERALL CPAS WITH TABOOLA PIXEL AND RETARGETING

The **Taboola** Pixel is an easy-to-implement code to help advertisers measure and optimize across their marketing funnel and build custom audiences.

In combination with the **Taboola** Pixel, **DCB Lab** found success for **Jean Patrique** with retargeting. Taking a strategic approach to targeting helped **DCB Lab** lower their CPA and it contributed to their ROAS.

## DCB LAB IS ABLE TO MAINTAIN CONTROL WITH TABOOLA

It was important to **DCB Lab** that they remain in control of **Jean Patrique**'s campaign, able to keep a close watch on what worked best, and be in communication with the **Taboola** team to be constantly optimizing their campaign.

They cite working with **Taboola** as “more than just basic account management” and found that **Taboola** checked off many criteria they look for when carefully choosing where to allocate their clients' ad spend.