



 FINANCE

**Akbank Saw a 21% Increase
in Purchases in Just One
Month With Taboola**

AKBANK

“With Taboola, we had the opportunity to reach our target audience in a user-friendly ad format and we have driven more conversions with Taboola than any other native ad platform. I think the main two factors in this success were the regular updates from the Taboola team and the SmartBid feature which helped us increase conversion volume by 6x.”

- **Beril Çelikyay** Performance Marketing
Assistant Manager at **Akbank**

54%

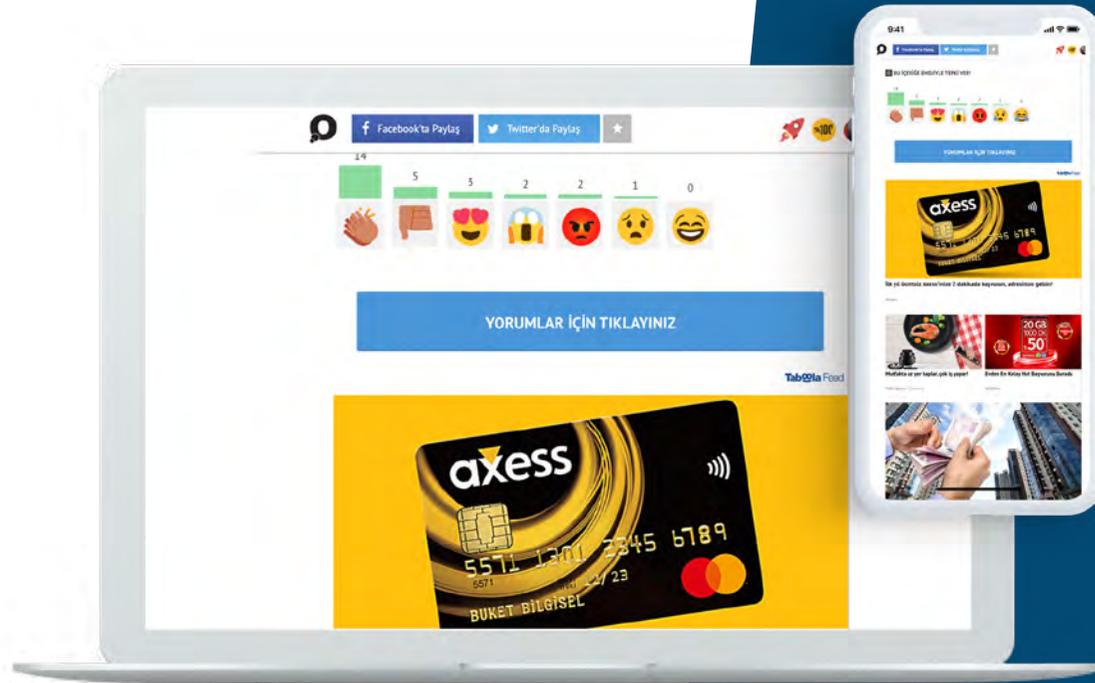
Decrease in CPA
(Cost Per Acquisition)

6x

Increase in
Conversion Rate

21%

Increase in purchases
in just one month



COMPANY

Akbank is one of the largest banks in Turkey. Their agency, **Hype**, is a performance marketing agency helping clients stay on top of the latest digital marketing trends.

CHALLENGE

Drive sign-ups for credit cards with **Akbank**.

SOLUTIONS

Utilize **Taboola** Video Sponsored Content and Smart Bid to efficiently reach qualified audiences.

RESULTS

Akbank saw a 21% increase in purchases, a 54% decrease in CPA and a 6x increase in conversion rate.

With **Taboola**, **Akbank** Saw a 54% Decrease in CPA



Introduction

Akbank is one of the largest banks in Turkey. Their agency, **Hype**, aims to help their clients navigate the latest digital marketing trends.

When **Akbank** wanted to drive more credit card sign-ups efficiently, **Taboola** was the perfect partner.

Taboola's Smart Bid Helped Increase Akbank's Conversions by 6X

Taboola's Smart Bid utilizes data from billions of network-wide conversions to bid intelligently at the right moments, by impression from the first dollar spent.

For **Akbank**, Smart Bid's blocking capabilities helped to block low performing sites which increased their overall performance and ensured that their budget was allocated to sites delivering good results for them.

Akbank Finds Low CPA With Video Ads Focused on Performance Goals

After seeing good results with **Taboola** sponsored content campaigns, **Akbank** decided to try different advertising options to achieve more scale.

Video sponsored content is a new **Taboola** product that allows advertisers to use short form video assets to achieve performance goals.

With **Taboola's** video for performance, **Akbank** increased their conversion volume while maintaining the lowest CPA through all of their video campaigns aimed at sales goals.

Taboola Pixel Helped Akbank Keep Tabs on Result

The **Taboola** Pixel is an easy-to-implement code that allows advertisers to more efficiently measure and optimize across the marketing funnel.

Akbank was able to directly see the impact of the strategies they deployed with **Taboola** and see how they related to increasing conversions and decreasing their CPA.