



 AUTO

**Nissan Reaches
24,000,000 Potential
Customers With Taboola**

NISSAN



“Our partnership with Taboola has supported us in reaching our conversion objective of generating premium traffic. Using data to scale our performance helped us to further optimize the campaign results.”

-Michele Petrilli

Digital Communication Section Manager

More than

174,000

Qualified Clicks
Garnered

COMPANY

Nissan is a Japanese multinational original equipment manufacturer (OEM).

CHALLENGE

Nissan wanted to reach high-quality traffic with their performance-oriented campaigns.

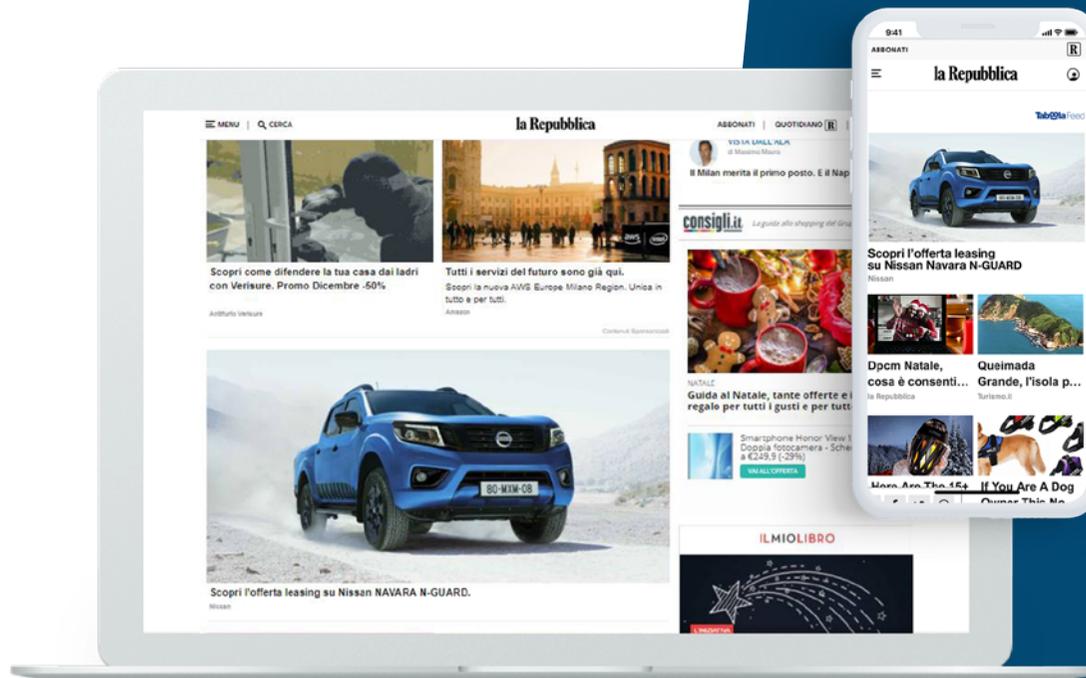
SOLUTION

Since 2016, **Nissan** has been running sponsored content campaigns on **Taboola** to drive traffic directly to product pages for models such as Qashqai, Juke, LEAF, Xtrail, and Navara where they can view pricing and request a quote.

RESULTS

With **Taboola**, **Nissan** saw over 174.000 clicks in one year

With **Taboola**, **Nissan** Sees More Than 174,000 Qualified Clicks on Their Website





INTRODUCTION

Nissan is a Japanese multinational original equipment manufacturer (OEM). “Driving Innovation to Enrich People’s Lives” is the inspiration that guides everything **Nissan** does.

For **Nissan**, this means re-thinking the ordinary, overcoming limits and expectations, and anticipating the needs of a constantly evolving world.

Nissan decided to collaborate with **Taboola** because they wanted to test out performance campaigns with high-quality traffic. **Nissan** was also eager to learn about **Taboola**’s different capabilities and find all available opportunities for campaign targeting and customization.

THE TABOOLA PIXEL HELPED SET THE FOUNDATION FOR NISSAN’S TABOOLA SUCCESS

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

On the topic, Michele Petrilli of **Nissan** said:

“The ability to implement the conversion pixel initially allowed us to evaluate the origin of the leads and optimize the creatives in order to convert as much as possible.”

The pixel helped **Nissan** monitor their campaign activity in real time, making it easy to see the high-quality nature of **Taboola**’s traffic.

NISSAN HAS BEEN RUNNING TABOOLA CAMPAIGNS SINCE 2016

Over the past several years, **Nissan** and **Taboola** have worked together to successfully reach a variety of action-oriented campaigns, from driving traffic to download a brochure, to driving audiences to book a test drive, to leading visitors to request a quote, and more.

Each time, **Nissan** has been pleased with the quality of traffic brought in, and every campaign brings with it key audience learnings to apply to future campaigns.

It’s **Nissan**’s plan to continue this work optimizing with **Taboola** to strengthen the partnership and strive for continued success in future campaigns.