ONLINE

"We, at Super-Pharm, are always looking for new traffic resources that will lift our sales and at a stable conversion rate and CPA. When we heard about Taboola DCO we decided to be the first in the Israeli market to implement the new technology in our marketing efforts. We were happy to discover Taboola DCO managed to bring back many of our website's abandoned cart users while keeping our target CPA stable."

- **Dina Portnoy,** Super-Pharm On-Line

HEALTHCARE / CPG

Super-Pharm See a 503% ROAS in Just Six Months With Taboola DCO

503%
Return on Ad Spend
 (ROAS)

4%
Conversion Rate
CVR

COMPANY

Super-Pharm is Israel's largest drugstore, founded in 1978 with over 260 local branches, a leading e-commerce site and 70 branches in Poland.

CHALLENGE

Super-Pharm was looking for an innovative way to open a new incremental revenue stream and increase online purchase activity while maintaining positive ROAS.

SOLUTION

Launch a **Taboola** Dynamic Creative Optimization (DCO) campaign to generate direct purchases to **Super-Pharm's** eCommerce website, and utilize retargeting to engage potential customers who visited **Super-Pharm's** website but did not purchase.

RESULTS

Super-Pharm saw a **503% ROAS** (Return on Ad Spend) and a **4% conversion rate** over just six months with **Taboola** DCO.

Super-Pharm Reach Target CPA Consistently Throughout Campaign

INTRODUCTION

Super-Pharm is Israel's largest drugstore, founded in 1978 with over 260 local branches, 70 branches in Poland and a leading e-commerce site. **Super-Pharm's** retail and marketing models have been an inspiration to many leading retail companies in Israel.

Super-Pharm sought for a new incremental revenue stream to increase online purchase activity, they knew **Taboola** would be a great solution to usher the company into a new era of advertising.

TABOOLA DCO DELIVERS ATTRACTIVE PERSONALIZED ADS TO CONSUMERS AT A 4% CONVERSION RATE

With a **Taboola** Dynamic Creative Optimization (DCO) campaign, **Super-Pharm** was able to drive online sales by tapping into **Taboola**'s massive user base and advanced technologies and delivering attractive personalized ads to re-engage site visitors.

Taboola DCO is a new retargeting feature that targets consumers based on specific online behavior. It enables advertisers to surface a specific product in the **Taboola** feed after a user has engaged with the product page on an online store without completing a purchase.

This product ad includes price and any current discounts or offers. This then drives a user to complete the purchase, or maybe even explore new products.

THOUGHTFUL A/B TESTING HELPED OPTIMIZE FOR SUPER-PHARM

Taboola and **Go Digital Marketing**, **Super-Pharm's online agency,** consistently tested elements of **Super-Pharm's** campaign to optimize for success.

Their campaign originally included images without logos or pricing, which was later A/B tested successfully. Ad templates were also consistently tested throughout the campaign to optimize for the best results.

All three parties - **Super-Pharm**, **Taboola** and **Go digital Marketing** worked closely together to make these creative testing decisions, all with the goal of achieving results for **Super-Pharm**.

RETARGETING CONTRIBUTED GREATLY TO 503% ROAS

Retargeting was a large part of **Super-Pharm's** campaign, as it allowed them to showcase specific items to the potential customers who had already shown interest in them.

The campaign was measured using **Super-Pharm's** own last click attribution model. **Taboola**'s product team optimized for those goals in partnership with **Go Digital Marketing**.

Finally, **Taboola**'s algorithm surfaced specific abandoned products to relevant consumers based on **Super-Pharm's** website data and best selling products.