

GAMBLING

## Dentsu X Finds High-Quality Traffic that Converts for Stoloto, Russia's Largest Lottery Distributor, Using Taboola

**STOLOTO dentsu**

*"We were initially very happy when we saw a high volume of quality traffic from Taboola, which increased engagement with Stoloto's content. We were thrilled when they reported an increase in conversions, and upon further investigation, learned Taboola was responsible for that uplift as well. We then doubled down on conversions as our KPI, and have successfully decreased the acquisition cost for a lottery signup on behalf of Stoloto."*

- **Lubov Germanova**, Head of Digital Media, **Stoloto**

100%

Decrease in  
Cost-Per-Click (CPC)

8

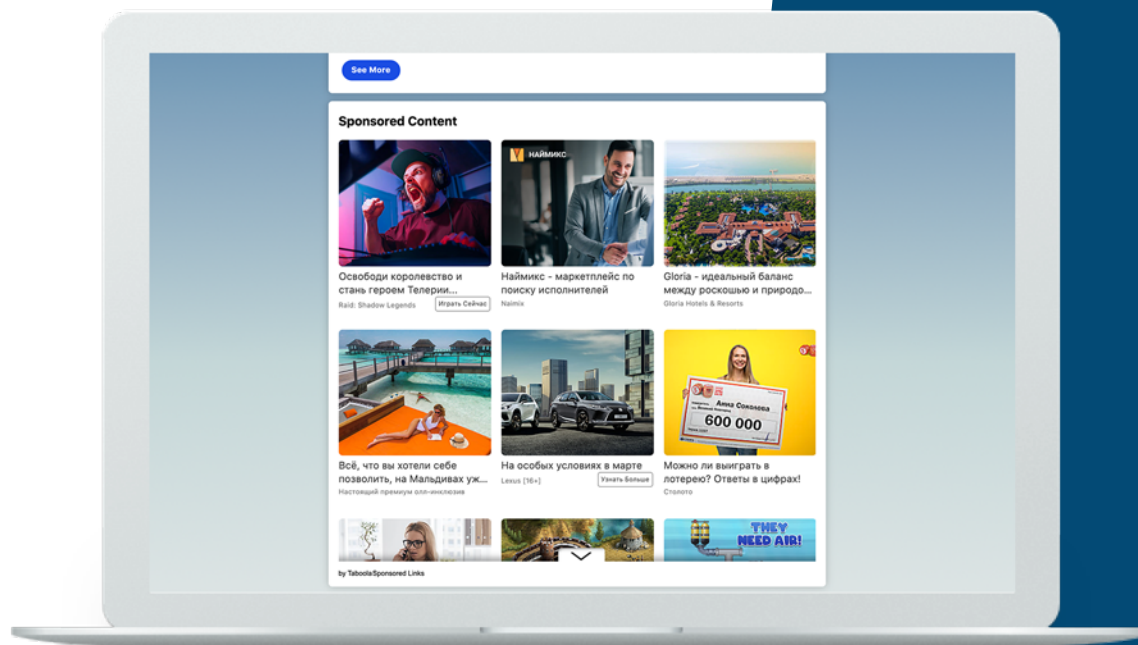
Second Increase in  
Session Duration

420%

Decrease in  
Cost-Per-Acquisition  
(CPA)

12x

times ROI increase in  
comparison to other  
traffic sources



## COMPANY

**Stoloto** is the largest distributor of state lotteries in Russia.

**Dentsu X** is part of Dentsu Inc., one of the world's largest digital marketing agencies. They worked with **Stoloto** to increase brand awareness and conversions.

## CHALLENGE

Increase awareness of **Stoloto's** lottery offering for Russian citizens, and optimize traffic for more conversions.

## SOLUTION

Use **Taboola** to distribute editorial blog content featuring the stories of **Stoloto** lottery winners and calls-to-action (CTAs) to sign up to win.

## RESULTS

Initially, **Dentsu Aegis Network** focused on awareness, increasing session duration by eight seconds. When **Stoloto** reported an increase in signups, **Dentsu Aegis Network** doubled down on conversion and decreased CPC by 100% and CPA by 420% with **Taboola**.

**Dentsu X** Hits **Stoloto's** Goals with High-Quality Traffic from **Taboola**



## Introduction

**Stoloto** is the largest distributor of state lotteries in Russia. State lotteries, distributed by **Stoloto**, are on sale in every region of the Russian Federation and at [www.stoloto.ru](http://www.stoloto.ru) and through mobile apps.

The company's use of modern technologies allows players to choose the type of participation in the lottery that they prefer; anyone can watch the lottery drawing on [en.stoloto.ru/live](http://en.stoloto.ru/live), or come to **Stoloto's** lotter center and watch the winning combination with their own eyes.

Part of Dentsu Inc., **Dentsu X Agency** is made up of ten global network brands: Carat, Dentsu, **Dentsu X**, iProspect, Isobar, mcgarrybowen, Merkle, MKTG, Posterscope and Vizeum and supported by its specialist/multi-market brands. **Dentsu X** provides best-in-class expertise and capabilities in media, digital and creative communications services. Offering a distinctive and innovative range of products and services, Dentsu Aegis Network is headquartered in London and operates in 145 countries worldwide with more than 42,000 dedicated specialists.

## Stoloto Finds High-Quality, Relevant Audiences with Taboola, Increasing Time on Site

**Stoloto** wanted to increase awareness of their brand and their lottery by reaching more Russian citizens at scale. They also wanted to attract more paying users to the lottery.

In support of this goal, Dentsu X used **Taboola** to promote editorial articles on their blog site, which featured stories of lottery winners. Through these articles, Russian citizens could get to know the winner's stories, and hear more about how they used their winnings to impact their lifestyle.

Their awareness campaign was measured using key performance indicators (KPIs) such as traffic, reading percentage, attracting new players, and average revenue per paying user (ARRPU). Throughout the duration of their campaign, **Dentsu X increased Stoloto's average session duration by eight seconds** with traffic from high-quality, relevant audiences using **Taboola**.

## Dentsu X Finds that Taboola Traffic Converts at a High Rate and Doubles Down on Conversions for Stoloto

**Stoloto** reported an increase in lottery sign-ups on their site, and found that traffic from **Taboola** was converting at a high rate through calls-to-action (CTAs) placed throughout their editorial articles.

Since then, **Dentsu X** has optimized **Stoloto's Taboola** campaigns for conversions, and has seen **a 100% decrease in CPC** and **420% decrease in CPA** across the board.