 HOME GOODS

# Roborock Finds Taboola Video Reaches More Audiences at Scale Than Other Leading Video Platforms



*"Taboola has been helpful when it comes to collecting data and providing advice on creative strategies. Also, their account management is very hands on, which saves us a lot of time."*

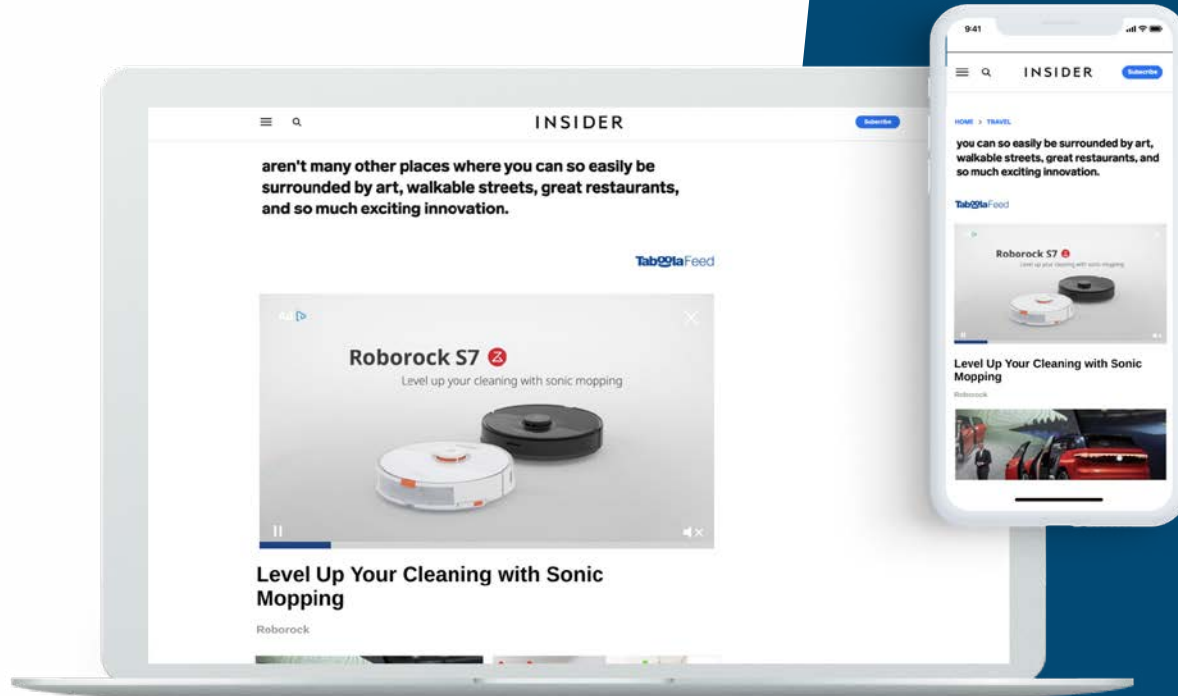
- **Chris Wang, Digital Marketer, Beijing Roborock Technology Co., Ltd.**

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18.04M  
impressions

4.23M  
completed views

25%  
Decrease in Cost Per  
Thousand Views (CPM)  
since 2020



## COMPANY

**Roborock** designs their range of robot vacuums, and cordless stick vacuums, to work so effectively that people are empowered to spend more time on the things they love and less time on chores.

## CHALLENGE

Expand **Roborock's** reach outside of Facebook and Google, while keeping CPM within target.

## SOLUTION

Work with **Taboola** to run video campaigns across their network of premium publisher sites, and retarget those audiences for conversion lower in the funnel.

## RESULTS

With Taboola, Roborock was able to obtain **18.04 million impressions, 4.23 million completed views**, and a **25% decrease in CPM** since 2020.

**Roborock** Reaches New Customers at Scale Across **Taboola's** Premium Publisher Network with Video Placements



## Introduction

**Beijing Roborock Technology Co., Ltd (Roborock)** was founded July 2014, and specializes in the research, development, and production of products that make people's lives more comfortable. They design their range of robot vacuums, and cordless stick vacuums, to work so effectively that people are empowered to spend more time on the things they love and less time on chores.

**Roborock** is headquartered in Beijing, with R&D and branch offices in Shanghai and Shenzhen where engineers, designers, scientists, and manufacturing experts collaborate closely throughout development and testing.





## Roborock Finds Taboola to be an Effective Addition to Facebook and Google Campaigns, Driving New Customers Top of Funnel

To expand their audience outside of Facebook and Google, **Roborock** turned to **Taboola** to expand their reach at the top of their funnel.

They found new customers interested in their home cleaning products at scale, in the United States (US) Germany, France and Spain. They used both sponsored content and video ad formats across **Taboola's** premium publisher network.

Success of their video campaign was measured using cost per thousand impressions (CPM), cost per thousand viewable impressions (vCPM), and cost per completed view (CPCV). Roborock found **Taboola** performed on par with Google Display and better than other leading video platforms, but ultimately allowed them to reach more potential customers.

**Roborock** then uses the audiences they've reached with their video campaigns and retargets them with sponsored content ads that drive traffic back to the homepage of their website.