



## THE STABLE

*“We’re always looking for new and innovative ways to achieve our client’s goals, and looking outside traditional search and social media platforms for consumers is one of the ways we do that. Working with Taboola to further amplify Pit Viper’s unique products proved to be an incredibly successful solution to reaching their target consumer at scale.”*

- **Lindsay Romanelli**, Director, Digital Media, The Stable

700%

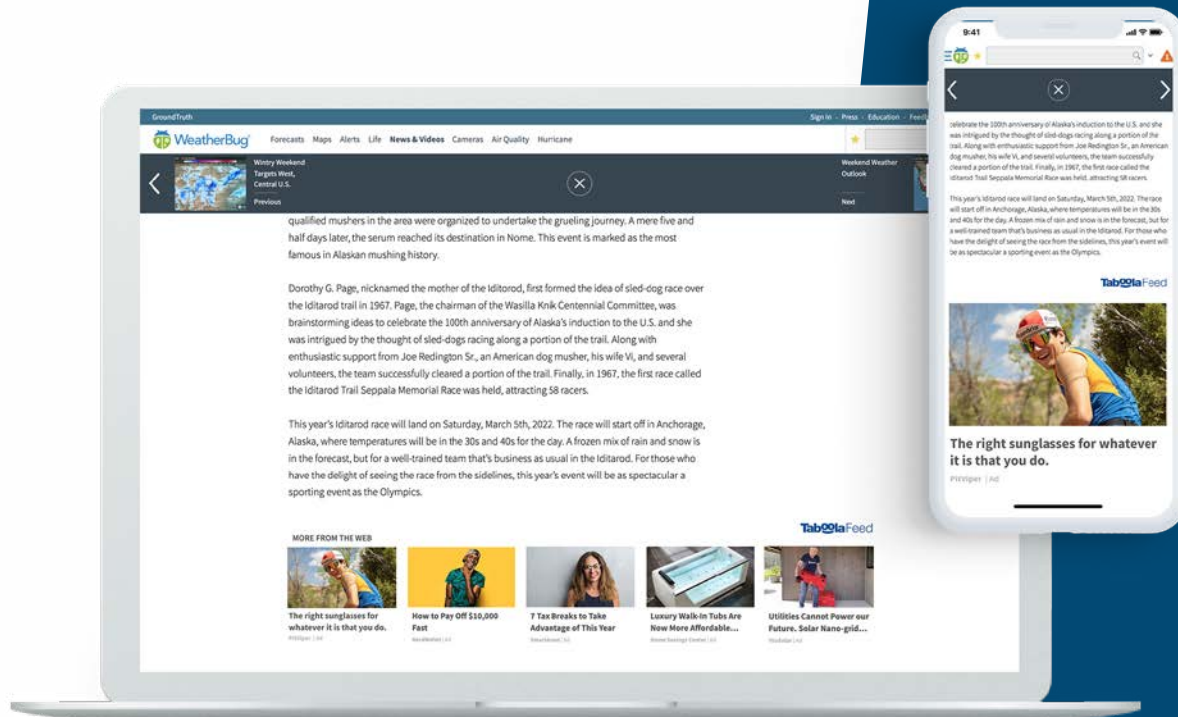
Return on ad spend (ROAS)

2x

ROAS than target goal

 FASHION

**The Stable Achieves a 700% Return on Ad Spend for Pit Viper with Taboola Programmatic**



## COMPANY

**Pit Viper** builds the functional, fun-loving gear that is serious about taking things less seriously. **The Stable** is the largest and leading Shopify Plus agency.

**Pit Viper** works with **The Stable** to reach potential consumers in innovative and exciting ways.

## CHALLENGE

Find new **Pit Viper** consumers outside of search and social media platforms.

## SOLUTION

Launch a **Taboola** sponsored content campaign through their programmatic offering with The Trade Desk, reaching consumers on premium publisher sites across the United States.

## RESULTS

With **Taboola**, **The Stable** was able to achieve a **700% ROAS for Pit Viper**, which was **2x their ROAS goal**.

**Pit Viper** Reaches New Consumers Outside of Search and Social Channels with **Taboola** Programmatic

## Introduction

**Pit Viper** builds the functional, fun-loving gear that is serious about taking things less seriously. Their foundation is creating eyewear that can take a beating, and their goal is to build quality gear for the activities they love. They're bold, they take chances and they always deliver the optimal blend of style and performance.

**The Stable**, previously **BVA**, is the largest and leading Shopify Plus agency. They incubate and grow DTC brands that you love. They believe in a brand's ability to forge human connection through commerce (the act of buying and selling), and they believe that connection happens through emotion. Their mission is to bring life to commerce.

**Pit Viper** works with **The Stable** to reach potential consumers in innovative and exciting ways.

## Return on Ad Spend for Pit Viper with Taboola Retargeting and Contextual Targeting

**The Stable** is a **Taboola** programmatic partner, and works with Taboola to amplify campaigns for a variety of different clients. Recently, **The Stable** worked with **Taboola** to amplify **Pit Viper** product pages, with the goal of reaching more potential customers that would eventually convert on site.

**Pit Viper** was looking to increase sales within the US market by reaching audiences outside of search and social channels by purchasing inventory through a private marketplace (PMP).

**The Stable** launched a Taboola sponsored content campaign to promote **Pit Viper** product landing pages. **The Stable** worked with **Taboola** on **Pit Viper's** behalf through **The Trade Desk** to capture people who had seen or interacted with ads previously, and retarget them to achieve their ROAS goals.

**The Stable** also used **Taboola's** contextual targeting abilities, to reach people who were already reading about their brand. Contextual targeting is a method of targeting articles, and therefore, the people reading those articles, as a method of reaching new audiences.

With **Taboola**, **Pit Viper** achieved a return on ad spend (**ROAS**) of **700%**.