

AFFILIATE

## AdCombo Launches Multiple Affiliate Marketers with Taboola, Achieving a Positive Return on Investment

Results Were Achieved Without Sacrificing the Scale Seen on Social and Display Platforms



*"Positive partnerships with premium media sources and advertising platforms, like Taboola, coupled with skilled media buying teams, are key to success in the changing digital environment. We're proud to have scaled native advertising campaigns in partnership with Taboola."*

- **Ella Mak**, Head of Affiliate Management, AdCombo

32%

Decrease in CPA Quarter-over-Quarter (QOQ) for Selected Offers

6,000%

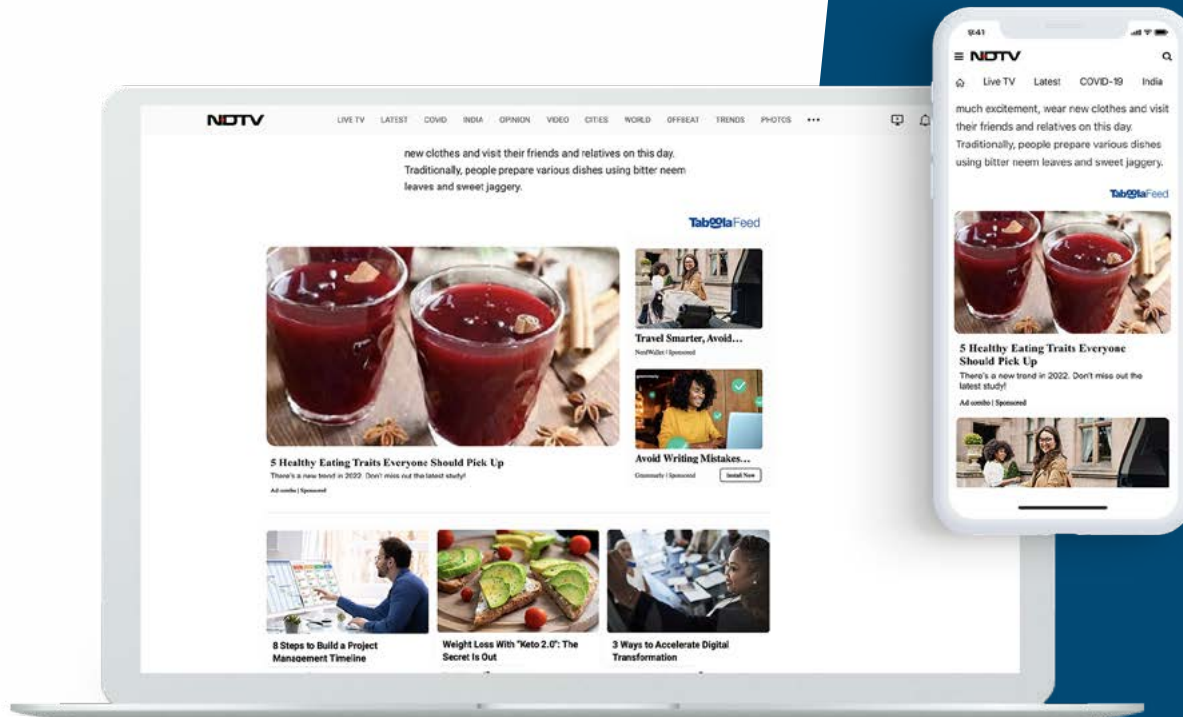
Increase in Traffic Spend QOQ from Selected Partners

Dozens

of clients launched with Taboola and AdCombo

10%

Approve Rate, meaning higher number of qualified leads from Taboola compared to Facebook



## COMPANY

**AdCombo** is a CPA network of 100,000 affiliates, who generate over 1 billion clicks a day across the globe. They provide thousands of exclusive offers in low competition markets across more than 12 niches, including healthcare and finance.

## CHALLENGE

Find a reliable, performance-driven partner, to provide high-quality support for their affiliate partners on the demand side of the business.

## SOLUTION

Establish a relationship with **Taboola** to create synergy between **AdCombo's** affiliate network, and **Taboola** for a customer-oriented and mutually beneficial partnership.

## RESULTS

In partnership with **Taboola**, **AdCombo** was able to **decrease CPA for selected offers by 32% QOQ**, **increase traffic spend by 6,000%**, and launch dozens of clients on the **Taboola** platform.

**AdCombo's** Expertise and Knowledge of **Taboola's** Platform has Led to Success for Several Affiliates

## Introduction

CPA Networks operate as an aggregate of several products and services. They connect brands with a network of commission-incentivised affiliate marketers who resell those products and services on a CPA-basis.

**AdCombo** is one of the leading CPA networks, comprised of 100,000 affiliate marketers, who generate over 1 billion clicks a day across the globe. They provide thousands of exclusive offers in low competition markets across more than 12 niches, including health and finance.



## AdCombo Launches Successful Campaigns on Taboola for Dozens of Affiliates

In order to ensure their clients see consistent return on investment (ROI)-positive results, without sacrificing volume and quality they see on Facebook and Google, **AdCombo** partnered with **Taboola**. This mutually beneficial partnership allows affiliates to receive well-rounded and personalized support.

The affiliate marketing business is dynamic and demanding. The competition at CPM auctions can be tough in selected markets. In order to succeed with native advertising, affiliates need to be prepared to remain flexible, and constantly adjust their approach to landing page building and optimization. The guidance and support of a CPA network makes creating and maintaining ROI-positive campaigns at a high volume on Taboola that much easier.

**AdCombo** kicked off the partnership with just a few experienced clients, and quickly became an expert on running **Taboola** campaigns. Now working with dozens of clients around the world, **AdCombo** is an expert in the **Taboola** algorithm, optimizing **Taboola** campaigns for success, how to reach different audiences in different markets, and how to scale campaigns effectively.

**AdCombo** uses a combination of Taboola's products and features, as well as their own wealth of expertise, to help clients scale and remain profitable without relying too much on social and display as traffic sources.

## AdCombo Launches Successful Campaigns on Taboola for Dozens of Affiliates

Some of the tools **AdCombo** uses to do so for their affiliates include **Taboola**'s SmartBid, Attentive Audiences, and Motion Ads to name a few.

SmartBid is **Taboola**'s automated bidding platform. For each impression, SmartBid uses both campaign data, and **Taboola**'s network conversion data to predict how likely a user is to convert and adjust the bid accordingly.

Attentive audiences are part of retargeting campaigns, and are groups of users that have spent a significant amount of time on a website, but haven't yet converted. Customer behaviors such as number of recurring visits, time spent on site, and more, are measured by **Taboola**'s algorithm, and the strength of these behaviors are used to define an Attentive Audience specific to an advertiser's campaign.

Finally, Motion Ads are a new **Taboola** ad format. These are moving ads up to 15-seconds in length that are designed to help advertisers gain more conversions at more scale.

Today, several AdCombo clients have reached five-digit-a-day spend without sacrificing the quality and stability. Several clients saw more than a 30% decrease in CPA on selected offers, resulting in months of stable and profitable affiliate campaigns.

As a result of the motivated and involved account management support from both parties, **AdCombo**'s clients learned to leverage high-quality publishers from **Taboola** and generate high-volume traffic with lower CPA for **AdCombo**'s offers.