

Colvin Sells 50% More Flowers For Valentine's Day Than Their Campaign Target with Taboola

Colvin

"We were pleased with the results we were able to get with Taboola in a short two-week timeframe, and are excited about the potential to reach such high quality audiences at a rate that can easily scale. The Taboola team has been a great partner in helping us find and test new strategies to be even more successful with future campaigns."

- **Liliana Coimbra**, Performance Marketing Manager, Colvin

50%

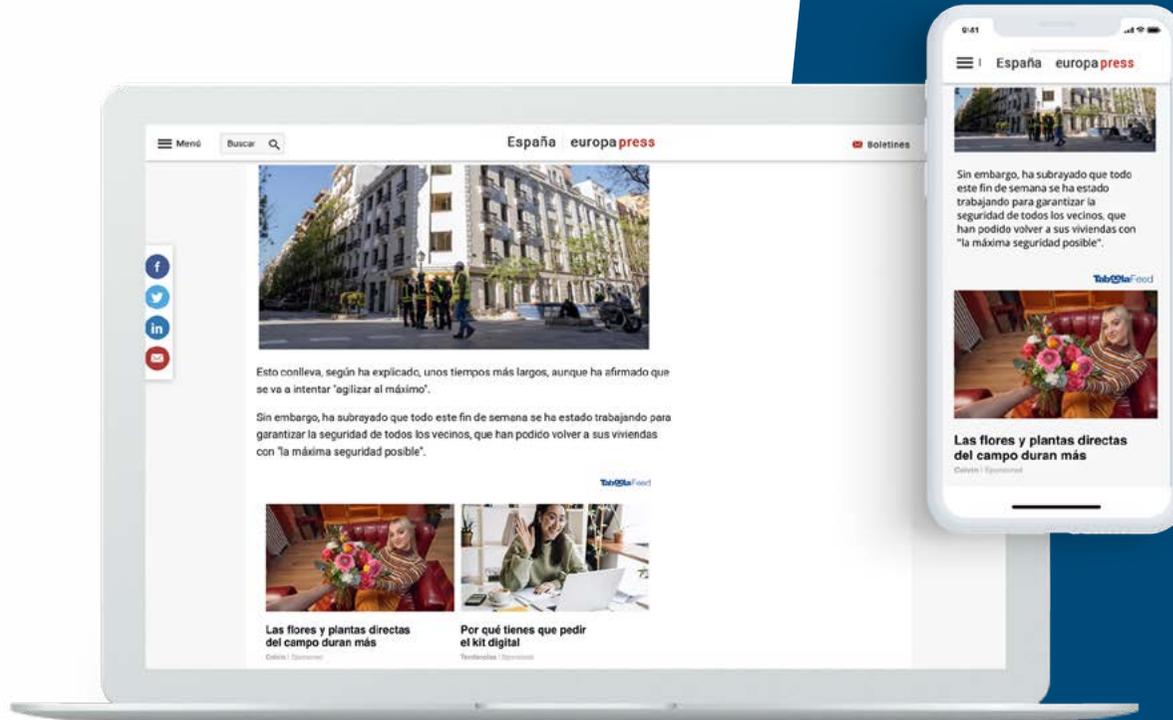
More Flower Purchases Made Than Their Native Ad Campaign Target

12%

Lower Cost Per Acquisition (CPA) than Existing Channels

90%

Lower Cost Per Acquisition (CPA) than New Channels



COMPANY

Colvin is a global start-up from Barcelona, disrupting the floriculture and gifting industry. They're reinventing the way flowers and plants are enjoyed, from their farmers to their customers' doors.

CHALLENGE

Find new consumers at scale outside of search and social channels to drive purchases before Valentine's Day.

SOLUTION

Work with **Taboola** to reach consumers on premium new sites, online magazines, blogs and other digital properties using sponsored content.

RESULTS

With **Taboola**, **Colvin** was able to achieve **50% more purchases than their Taboola campaign target at a CPA that is up to 90% lower than other channels.**

Colvin Achieves More Valentine's Day Purchases than Expected at a 28% Lower Cost Per Acquisition with **Taboola**

Introduction

Colvin is a global start-up from Barcelona, disrupting the floriculture and gifting industry. They're reinventing the way flowers and plants are enjoyed, from their farmers to their customers' doors. They envision a more human and emotional world, where they inspire people to connect with each other more often and in more meaningful ways.



Colvin Achieves More Valentine's Day Purchases than Expected at a 28% Lower Cost Per Acquisition with Taboola

For **Colvin**, an innovative and forward-thinking startup looking to do better for their customers selling flowers online, Valentine's Day is a major business event.

To diversify their media mix and reach as many relevant consumers as they could at scale, **Colvin** worked with **Taboola** to find those on premium news sites, online magazines, blogs and other digital properties outside of search and social platforms on the open web.

Colvin ran a sponsored content campaign to drive consumers to the main page of their website using creatives that featured beautiful bouquets built for Valentine's Day. In order to measure their campaign, **Colvin** installed the **Taboola** Pixel. They also implemented SmartBid, **Taboola's** automated bidding technology that uses campaign and **Taboola's** network conversion data to predict how likely a user is to convert for each and every impression.

In just two weeks, **Colvin** drove **50% more purchases than their native ad** campaign target at a **CPA that was up to 90% lower than other channels**.

After Success with Their Valentine's Day Campaign, Colvin Tests Editorial Content at Taboola's Recommendation

Consumers on the open web have a different mindset than those on search and social platforms — they're engaged with editorial content. Brands that use editorial content to engage those consumers often see good performance.

The **Taboola** team recommended that **Colvin** test editorial content for their next campaign, and **Colvin** has moved forward with testing editorial landing pages and ad creatives written with the goal of storytelling in mind.

Colvin looks forward to continuing to work with the **Taboola** team for more successful campaigns in the future.