

## BlueBet Videos Reach Sports Fans Over 1.5 Million Times with Taboola

**BlueBet**

*"We've been partnered with Taboola for several years now, and see them as an extension of our business to help grow our brand awareness in Australia. The Taboola campaign team has always delivered sensible, considered campaign strategies with professional execution."*

- **Bill Richmond**, Chief Executive Officer, BlueBet

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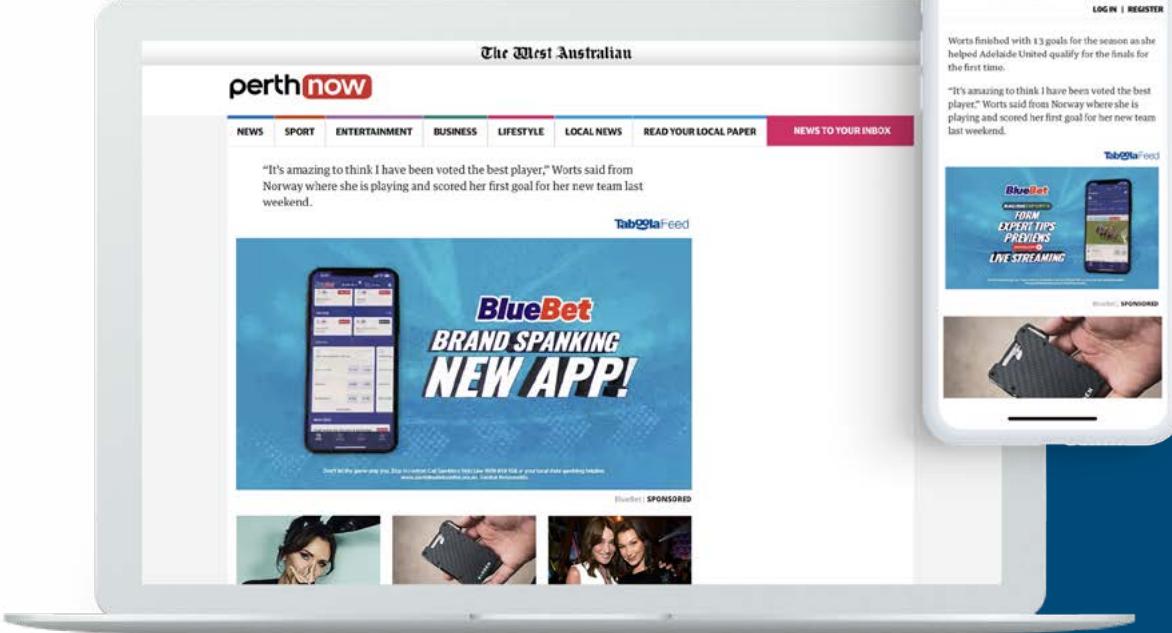
830,000+

Completed Video Views

1.5 million

Viewable Impressions

# Taboola Case Study



## COMPANY

**BlueBet** is an Australian publicly listed company (BBT) with offices in Darwin and Sydney and operates under a Northern Territory Gambling License.

## CHALLENGE

Find new and innovative ways to increase their brand awareness within Australia in a competitive wagering industry.

## SOLUTION

Work with **Taboola** to distribute video ads across premium news sites, online magazines, relevant niche websites and other digital properties.

## RESULTS

With **Taboola**, **BlueBet** saw over **830,000 completed views** and **1.5 million viewable impressions**.

**BlueBet** Reaches Sports Fans in Premium Places Across the Open Web with **Taboola**.



## Introduction

**BlueBet** is an Australian publicly listed company (BBT) with offices in Darwin and Sydney, and operates under a Northern Territory Gambling License. Executive Chairman Michael Sullivan has been one of Australia's leading bookmakers for over thirty years and brings with him a strong team of bookmaking industry professionals who can service all of their customers' needs.

Their mission has always been to provide customers with a wholesome betting experience, which includes strong products, great promotions and the best odds. As the 'true blue Aussie bookie', **BlueBet** offers a domestic product in an Australian market saturated by foreign bookmakers. **BlueBet** operates 24 hours a day, 7 days a week on the web via [www.bluebet.com.au](http://www.bluebet.com.au) as well as their cutting edge iPhone and Android apps.

## Taboola Video Viewers Finish BlueBet Ads Over 830,000 Times

The wagering industry is competitive in Australia, and **BlueBet** is always looking for new and innovative ways to grow their brand awareness in Australia. They turned to **Taboola** to expand their reach beyond search and social media platforms, to reach people on premium news sites, online magazines, relevant niche websites, OEM carriers and other digital properties.

**BlueBet** works closely with **Taboola** to launch and manage video campaigns across the **Taboola** network, closely optimizing for impressions, reach and completed video views. Their eye-catching video creatives direct viewers to their website, where they can get started with **BlueBet**.

In order to reach the most relevant audiences within Australia, **BlueBet** uses **Taboola** targeting capabilities like geotargeting and zip code targeting.

With **Taboola**, **BlueBet** has seen more than 830,000 completed video views and almost 1.5m viewable impressions. They've found **Taboola** to continuously deliver strong results for brand awareness campaigns, and plan to run performance-based campaigns in the future.