



ONLINE SHOPPING

# Tops Online, the #1 Online Supermarket Under Central Retail Achieves a 43% Lower Cost Per Acquisition with Taboola Attentive Audiences

**Tops online**

*"We chose to work with Taboola because we find them to be much more trustworthy than other native partners, with users that are more engaged with content and convert more than display channels. This, coupled with their powerful artificial intelligence that optimizes our ads, makes them a smart choice for our campaigns."*

- **Phanthira Taratikhumporn**, E-Commerce Marketing & Traffic Director

10%

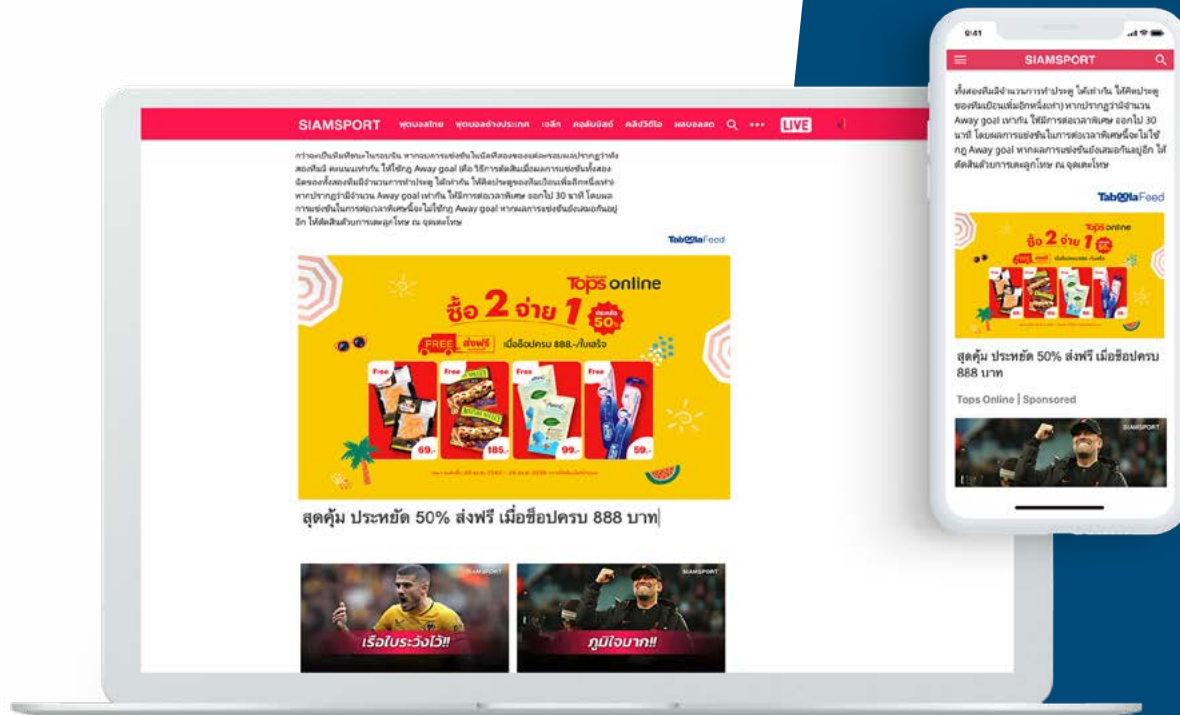
Increase in Visible Click-Through-Rate (CTR) Month-to-Month

106%

Higher Click-Through-Rate (CTR) with Attentive Audiences

43%

Lower Cost Per Acquisition (CPA) with Attentive Audiences



## COMPANY

**Tops Online** the #1 Online Supermarket Under Central Retail They're open in 45 provinces in more than 70 store locations for same-day delivery, express delivery in one hour, click and collect and drive through.

## CHALLENGE

Reach new customers and increase purchases on **Tops Online** website and Tops Online application at scale, while meeting CIR goals.

## SOLUTION

Work with **Taboola** to launch sponsored content campaigns, leveraging AI-powered tools like SmartBid and attentive audiences.

## RESULTS

With **Taboola**, **Tops Online** was able to achieve an **increase in CTR by 10%** month-to-month. Their attentive audience campaigns achieved a **106% higher CTR and 43% lower CPA**.

**Tops Online** Reaches Potential Customers on Premium News Sites, Online Magazines, Blogs and Other Digital Properties in Thailand with **Taboola**.

## Introduction

**Tops Online** is one of Thailand's top online grocery shopping chains, a subsidiary of Central Food Retail Corporation. The **Tops Online** App has more than 20,000 products for customers to choose from.

They are open in 45 provinces in more than 70 store locations for same-day delivery, express delivery in one hour, click and collect and drive through. Customers can always enjoy free, same-day delivery when customers shop at 888-BAHT with a 100% freshness guarantee. If customers aren't happy, they receive a full refund.

**Tops Online** currently operates stores nationwide in 45 provinces.



## Tops Online Drives Over \$190,000 in Revenue in Just 3 Months

When looking for a native advertising partner, **Tops Online** turned to **Taboola** for their network of premium publisher partners across Thailand. **Taboola's** direct relationships with premium publishers allowed **Tops Online** to reach consumers on new sites, online magazines, blogs and other digital properties across Thailand.

**Tops Online's** main goal was to drive more converting customers to **Tops Online** and the **Tops Online** application using sponsored content and video ads. Their two main key performance indicators (KPIs) for this campaign were website traffic and purchase conversions.

With **Taboola**, **Tops Online** was able to **achieve a 10% increase in vCTR** month-to-month. Overall, **Tops Online** generated **over \$190,000 in revenue in just one quarter**.

## Tops Online Optimizes Taboola Campaign with AI-Powered Automated Bidding and Targeting Tools

In order to ensure **Tops Online** met their goals, they implemented SmartBid, **Taboola's** automated bidding solution. SmartBid uses campaign and **Taboola's** network conversion data to predict how likely a user is to convert for every impression.

To track their performance accurately, they implemented the **Taboola** Pixel to understand the actions consumers took on site, and to optimize towards desired and valuable actions.

To retarget those most likely to make a purchase, **Tops Online** used **Taboola's** attentive audiences. An attentive audience is a group of users that have spent a significant amount of time on **Tops Online's** 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 was used to define that audience.

**Tops Online's** attentive audience campaigns drove a **106% higher CTR** and **43% lower CPA** than **Tops Online's** other **Taboola** campaigns.

**Tops Online** also retargets website visitors and uses **Taboola** Data Marketplace for interest-based targeting in order to optimize their audience. **Taboola's** Data Marketplace includes partnerships with industry-leading data providers, and offers more than 30,000 different segments to advertisers. **Taboola** also creates custom **Taboola** Segments from aggregated data related to the 1.4 billion monthly users that engage with the **Taboola** Network.