



“We were running B2B campaigns, directing potential customers to blogs and editorial content related to our services. Then we worked with Taboola to change our campaigns structures and retarget already engaged audiences with lead-generating landing pages. As a result, our qualified lead rate increased from 70% to 92% in just a month.”

- **Onurcan Acar**, *Digital Marketing Manager, Multinet Up*

92%

Qualified Lead Rate

75%

Increase in
Conversion Rate

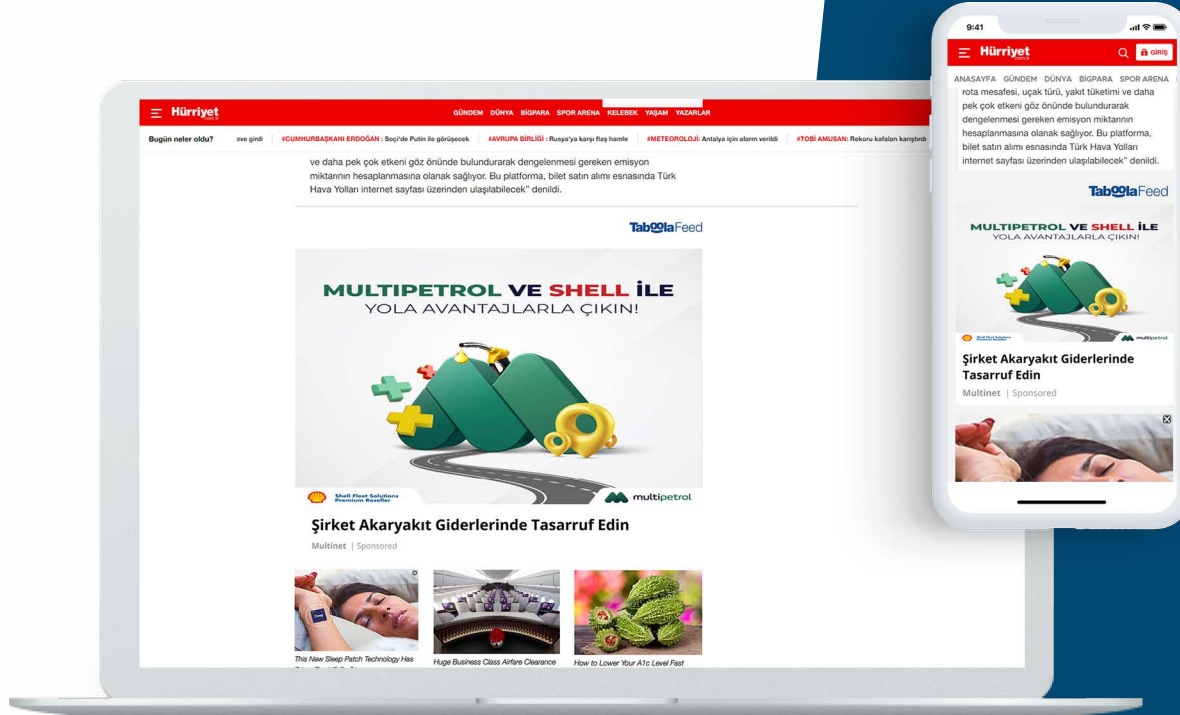
49%

Decrease in Cost Per
Qualified Leads



FOOD

Multinet Up Achieves 92% Qualified Lead Rate with Agency ALM Corp and Taboola Ads



COMPANY

Multinet Up, established in 1999, was founded as a Turkish meal card company that has evolved into a leading fintech brand. Their agency **ALM Corp** provides digital marketing services to over 1000 consultants and agencies globally.

CHALLENGE

Drive qualified leads from companies looking to sign up for their services.

SOLUTION

Use **Taboola** image ads and motion ads to reach and retarget audiences with editorial content and landing pages

RESULTS

With **Taboola**, **Multinet Up** and **ALM Corp** reached a **92% qualified lead rate**, **75% increase in conversion rate**, and **49% decrease in cost per qualified leads**.

Introduction

Multinet Up was established in 1999 as a meal card company for businesses, and it has evolved into one of the leading fintech groups in Turkey. **Multinet Up** offers a virtual payment infrastructure to help companies manage employee-related expenses such as meal cards, fuel, flexible fringe benefits, rewards, travel, and accommodations. Its ecosystem includes over 200,000 institutions, 2 million card users, and a range of branded solutions including MultiPetrol, MultiGift, and MultiTravel.

Founded in 2000, **ALM Corp** is a leading Canadian agency, providing digital marketing services to over 1000 consultants and agencies globally. With a commitment to service excellence across the e-marketplace, **ALM Corp** harnesses the latest tools and methodologies to help consultants capture new customers and retain their current ones.



Multinet Up Retargets Highly Engaged Audiences with Taboola Ads

Multinet Up and **ALM Corp** were already running B2B campaigns to reach companies who might be interested in signing up for their services — particularly the Multinet Up meal card and **MultiPetrol** fuel service. To get ahead of competitors and drive qualified leads, however, they needed a new strategy.

The brand and agency worked with **Taboola** to create separate campaigns: one that reached new customers with editorial content, and one that retargeted already engaged customers with lead generation forms.

Together, they launched a campaign including image ads and motion ads across **Taboola's** extensive network of premium publisher sites, reaching audiences on desktop and mobile. Image ads include an engaging thumbnail and headline. Motion ads include visuals that move for up to 15 seconds, and look like a GIF. They're designed to be eye-catching and improve advertiser campaign results. **Multinet Up** further complemented its ads with descriptions, which offer more information pre-click, and call-to-action (CTA) buttons, which drive users to complete a specific post-click action.

Multinet Up and **ALM Corp** also built custom ads to use **Taboola's** Attentive Audiences feature. With Attentive Audiences, advertisers can target specific groups of users that have spent a significant amount of time on their 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 the right Attentive Audience for each advertiser's campaign.

Multinet Up Increases Qualified Leads and Conversions In Just One Month with Taboola

With this new campaign structure, **Multinet Up** and **ALM Corp** saw a significant boost in performance.

Their qualified lead rate for retargeting campaigns promoting MultiPetrol services **increased from 72% to 92% in just one month**. Meanwhile the **cost per lead decreased by 49%** and **the conversion rate increased by 75%**.