



BEAUTY

## Matas Increases Purchases and ROAS with Taboola Motion Ads

# matas

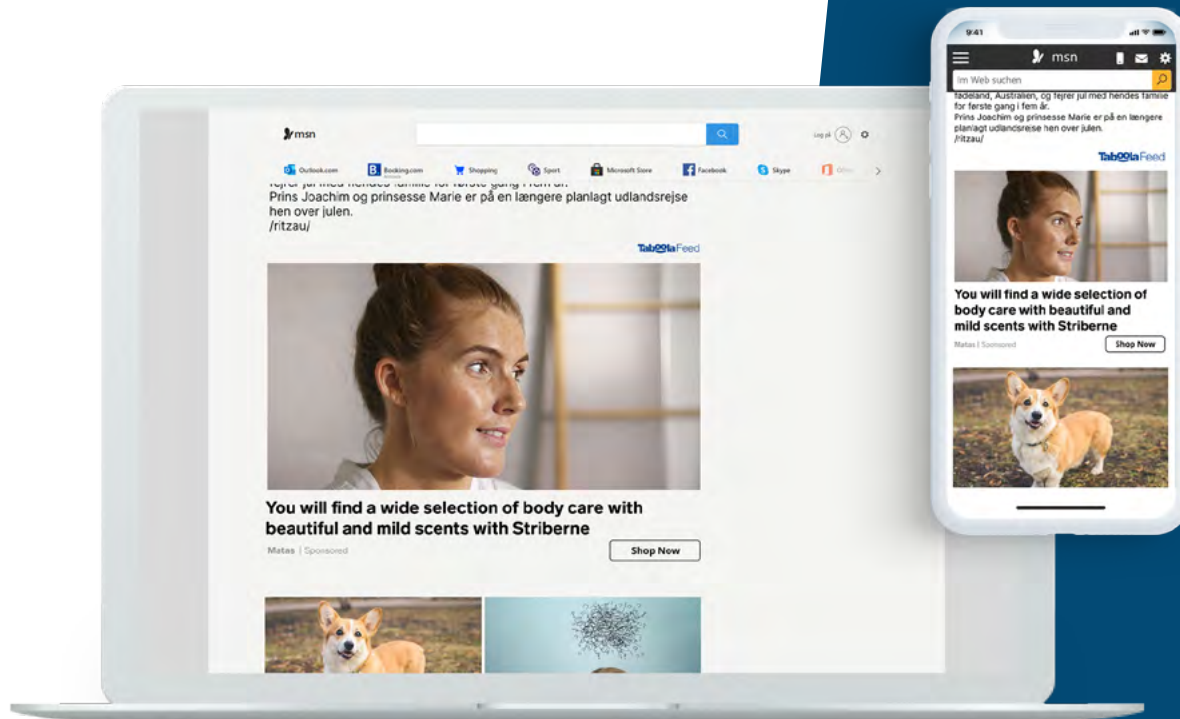
*"We've built a close relationship with Taboola and have been very happy with the results. After launching sponsored content across Taboola's network, we quickly started seeing results in the form of new purchases and revenue."*

- **Mikkel Groth Nielsen**, Paid Social Specialist, Matas

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124%

Increase in ROAS  
Over Time



## COMPANY

**Matas**, founded in 1949, is Denmark's largest beauty, personal care, and healthcare products retailer.

## CHALLENGE

Diversify media mix to increase website traffic and purchases at a reasonable cost.

## SOLUTION

Launch **Taboola** Motion Ads and Image Ads, targeting customers in Denmark across premium publisher sites.

## RESULTS

With **Taboola**, **Matas** was able to drive a 124% **increase in ROAS in just 5 months.**

**Matas** Targets Engaged Audiences with **Taboola** Sponsored Content

## Introduction

**Matas**, founded in 1949, is Denmark's largest beauty, personal care, and healthcare products retailer. Their driving purpose is "Beauty & well-being for life."

Over the past 70 years, **Matas** has become one of the most recognized and most reputable brands in Denmark. Today, the company consists of 2,500 employees, 270 stores, and a leading e-commerce platform.



## Matas Finds a New, High-Performing Ad Channel with Taboola

**Matas** was looking to explore a new advertising channel, increasing website traffic and purchases from its beauty product pages. That's when they found **Taboola**.

As the world's largest discovery platform, **Taboola** serves over 500,000 recommendations per second to over 500 daily active users each month — helping advertisers expand their reach across the open web with native ads.

**Matas** and **Taboola** quickly formed a close relationship, working side-by-side to create eye-catching sponsored content. Together, they built Image Ads, which grab readers with engaging photos, and animated Motion Ads, which run on a 15-second loop, similar to GIFs. The ads were complemented by descriptions, providing readers with additional pre-click information, and impactful call-to-action (CTA) buttons.

**Matas** distributed these ads across **Taboola's** network of over 9,000 premium publisher websites, reaching target audiences in Denmark at the moment they were ready to engage with new content. Once they clicked through, consumers were taken directly to product pages, where they could learn more about **Matas'** beauty products.

## Matas Quickly Drives Purchases and Revenue with Taboola Ads

After just 5 months, **Matas** quickly realized **Taboola** would help not only increase site traffic but drive new purchases at scale, too.

**Matas** also implemented SmartBid, **Taboola's** automated bidding technology for driving conversions. The tool uses a wealth of data to predict how likely users are to convert, and adjust a brand's bid accordingly. With SmartBid, advertisers can make more efficient use of their spend and optimize their reach with each impression.

As a result of working with **Taboola**, Matas generated an **124% increase in return on ad spend (ROAS)**, exceeding their goals and engaging a brand-new pool of customers.