

"We used Taboola's large network of premier publishers and advanced targeting tools to reach a very specific audience of Canadian travelers. We also launched campaigns in both English and French, and retargeted our most engaged users to further increase revenue. Taboola worked with us every step of the way, from building our creative strategy to evaluating and optimizing performance."

- **Christopher Brady**, Campaign Marketing Manager,
Oliver Agency

103%

YoY Increase in
Online Revenue

140%

YoY Increase in
Online Customer
Transactions

200%

YoY Increase in
Website Traffic



The Loop Drives 103% YoY Increase in Online Revenue with Taboola Ads



COMPANY

The Loop, owned by **ARI International**, provides world-class shopping experiences at Montreal International Airport and on its duty-free website.

CHALLENGE

Increase brand awareness and online purchases for **The Loop's** Click & Collect service.

SOLUTION

Reach Canadian travelers across top publisher sites with **Taboola** Image and Motion Ads, promoting products that could be purchased online and picked up in person.

RESULTS

With **Taboola**, **The Loop** drove a **200% YoY increase in website traffic**, **140% YoY increase in online customer transactions**, and **103% YoY increase in online revenue**.

The Loop Geotargeted Canadian Audiences on Mobile Devices with Eye-Catching **Taboola** Ads

Introduction

The Loop provides world-class shopping experiences at Montreal International Airport and through its duty-free website. **The Loop** is owned by **ARI International**, an Irish-owned, leading, global travel retail company.

The Loop sells premium brands at duty-free prices, offering an abundance of skincare, cosmetics and fragrances, as well as over 1,000 different spirits, whiskeys, liqueurs, creams, and wines. The company's brand promise is "Experience is Everything," combining the thrill of shopping and love of travel to deliver the most rewarding shopping experience for customers.



The Loop Promoted Its E-Commerce Service with Taboola Image and Motion Ads

The Loop was looking to spread brand awareness and educate potential customers about its Click & Collect service. With Click & Collect, shoppers can buy their products online and pick them up at **The Loop**'s duty-free store in the Montreal International Airport.

In order to achieve this goal, **The Loop** had to reach a specific audience: Canadians who might be traveling through the airport within the next month.

They worked with **The Oliver Agency** and **Taboola** to make this happen.

Taboola's extensive network of over 9,000 publishers provided the reach **The Loop** needed for its campaign. **Taboola** also helped **The Loop** geotarget travelers within specific regions in Canada and drive them back to the brand's website, where they could make a purchase before their trip.

Together, **Taboola**, **The Loop**, and **The Oliver Agency** collaborated to launch Image Ads and Motion Ads. Image Ads include a visual, headline, description, and call to action (CTA). Motion Ads contain short, looping videos like GIFs, designed to increase conversions while lowering costs.

The ads promoted one product line in particular — Umberto Cesari wines — and highlighted the value of pre-paying online rather than waiting to check out at the airport. The ads led to a landing page featuring the wines and a step-by-step breakdown of the Click & Collect service.

The Loop Saw 200% YoY Increase in Website Traffic with Taboola Targeting

The Loop and **Taboola** distributed their ads across two mobile campaigns: one for English speakers and one for French speakers. After the English campaign delivered better results — more clicks, viewable impressions, and conversions — **The Loop** launched a mobile retargeting campaign geared only towards that audience.

The Loop used the **Taboola** Pixel to track post-click engagement and automatically retarget customers who'd already added products to their cart or visited their website. They also used SmartBid, **Taboola**'s automated bidding tool, to bid on impressions that were most likely to drive conversions.

After working with **Taboola**, **The Loop** saw a **10% month-over-month (MoM) increase in the number of online customer transactions**, a **22% MoM increase in total revenue online**, and **85% MoM increase in website traffic**. Year over year, they saw a **200% increase in website traffic**, **140% increase in online customer transactions**, and **103% increase in online revenue**.

Now, **The Loop** plans to partner with **Taboola** on a new campaign for their duty-free store in Dublin, advertising a high-end whiskey brand. They also look forward to leveraging **Taboola** as a full-funnel marketing solution for future advertising initiatives.