

TECHNOLOGY

Vodafone Turkey Drives 16% Lower CPA with Target CPA, Taboola's Newest SmartBid Solution

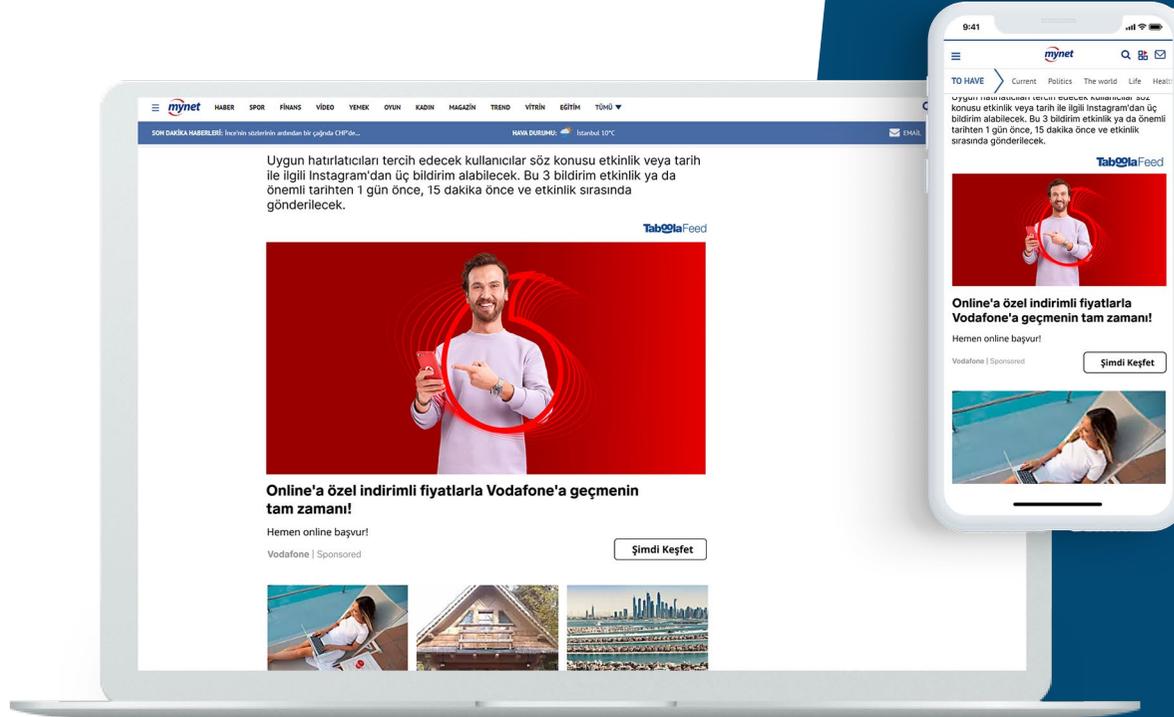


"We're proud to be the first company in the Turkish market to use Taboola's new SmartBid Solution: Target CPA. With SmartBid's automated solutions and Taboola's targeting tools, we were able to reach a CPA that was 16% lower than our target, outperforming all other channels."

- **Bengin Göçmen**, Digital Marketing Senior Manager, **Vodafone**
- **Burak Gencer**, Performance Marketing Manager, **Vodafone**

16%

Lower CPA Than
Target Goal



COMPANY

Vodafone is a leader in technology communications, delivering mobile, fixed, broadband, and TV services.

CHALLENGE

Drive new customer acquisitions by expanding performance marketing channels.

SOLUTION

Use **Taboola** Image Ads and SmartBid's Target CPA solution to target mobile audiences most likely to convert.

RESULTS

With **Taboola**, **Vodafone Turkey** decreased its **CPA by 16%** and **generated the lowest CPA among local and programmatic channels of Vodafone Turkey.**

Vodafone Turkey Engages Mobile Users with Native Image Ads

Introduction

Vodafone is a leader in technology communications, keeping people connected with mobile, fixed, broadband, and TV services in over 60 countries across the globe. Reaching hundreds of millions of customers, **Vodafone** operates Europe's largest mobile, fixed, and 5G networks.

Vodafone Turkey supports customers with mobile tariffs and home internet, as well as online marketplace and supermarket services.



Vodafone Turkey Launches Targeted Ads Across the Open Web

Vodafone Turkey was looking for a new performance marketing channel to help increase customer acquisition, especially across mobile devices. The brand wanted to meet potential customers on the open web and direct them to its website, where they could then apply online for **Vodafone's** mobile tariff services.

Taboola had the right tools to help. As the largest content discovery platform on the web, **Taboola** helps over 14,000 advertisers tap into audiences across a network of over 9,000 premium, verified publishers — engaging consumers where they're already active.

Vodafone Turkey and **Taboola** collaborated to launch native Image Ads, consisting of a visual, headline, description, and call to action. To reach just the right customers, they created two separate campaigns: one targeting mobile users and one targeting desktop users. They then further split each device-based campaign into two categories: broad audiences and retargeted audiences.

Taboola's Target CPA, A SmartBid Solution, Delivers Lowest CPA Across Local and Programmatic Channels of Vodafone Turkey

Vodafone Turkey wasn't done with their targeting just yet. To optimize conversions, they worked with **Taboola** to launch the inaugural SmartBid Target CPA (targeted cost per acquisition) campaign.

SmartBid, **Taboola's** automated bidding model uses historic data and unique algorithms to bid on impressions that are most likely to convert. Now equipped with the new Target CPA solution, SmartBid can automatically adjust bids to win impressions that meet your CPA target. Meaning, it can help you drive conversions and maximize performance while maintaining a stable and predictable cost.

So, **Vodafone Turkey** set their target CPA goal for mobile customers, and **Taboola's** SmartBid got to work.

The result? **Vodafone Turkey** generated a **16% lower CPA than their target goal**. **Taboola** also delivered the **lowest CPA among local and programmatic campaigns of Vodafone Turkey's channels**, proving the power of automated bidding.