



GREECE

Project Agora

“Our goal is always to make Greece a top-of-mind travel destination and build awareness for the Greece brand. With Taboola and Project Agora, we were able to reach audiences across 12 countries with eye-catching native ads, driving high-quality visitors to our site and generating millions of video views.”

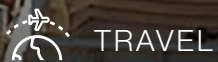
- **Efi Styliadi**, Head of Advertising Department,
Greek National Tourism Organization

2.6 m

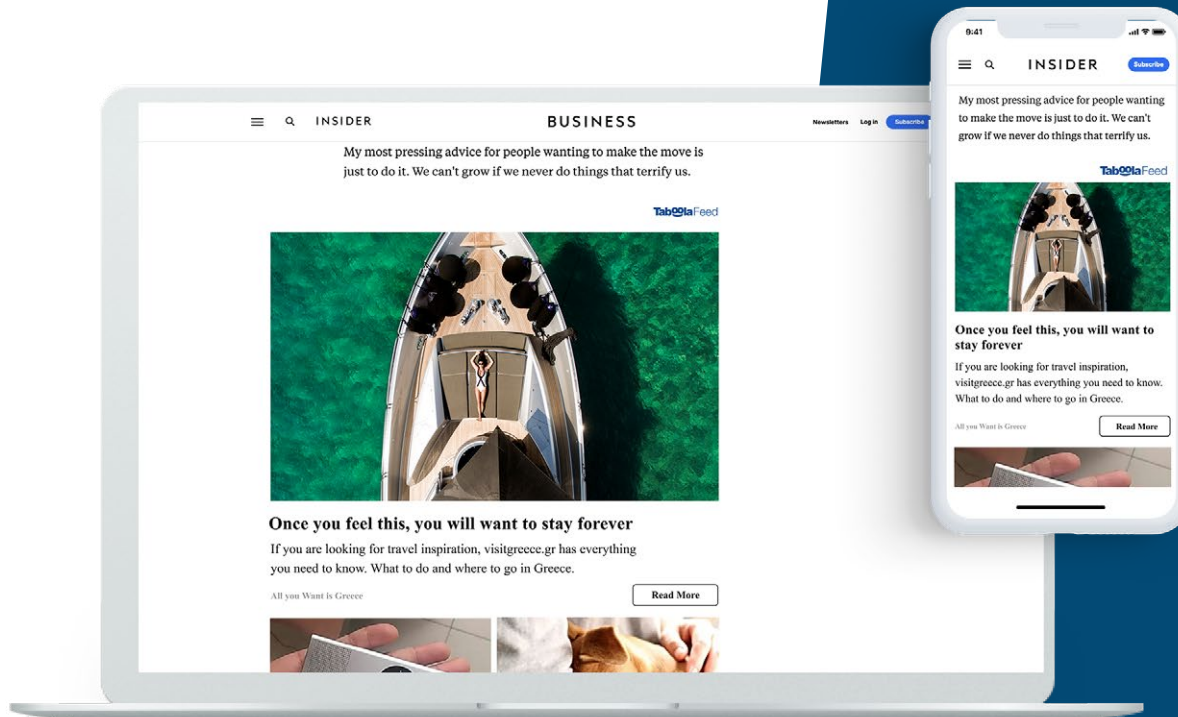
Video Views

11.5%

Decrease in
Bounce Rate



The Greek National Tourism Organization and Project Agora Drove 2.6m Video Views with Taboola Ads



COMPANY

The **Greek National Tourism Organization (GNTO)** is the governmental board for the promotion of tourism in Greece. **Project Agora** is a media technology company that helps businesses meet their goals with programmatic and native advertising solutions.

CHALLENGE

Increase awareness and make Greece a top-of-mind travel destination all year round.

SOLUTION

Target audiences across 12 countries with **Taboola** Image Ads and Video Ads, driving them to the **GNTO** homepage.

RESULTS

With **Taboola**, **GNTO** and **Project Agora** drove **over 2.6 million video views** and **decreased their bounce rate by 11.5%**.

GNTO Reaches Potential Travelers with Enticing Image and Video Ads

Introduction

The Greek National Tourism Organization

(GNTO) is the governmental board for the promotion of tourism in Greece. It operates under the supervision of the Ministry of Tourism. The GNTO's mission is to make Greece a top-of-mind destination for travelers across the globe.

Project Agora is a media technology company that helps publishers and advertisers increase their revenue and achieve their business goals via programmatic and native advertising solutions. **Project Agora** is **Taboola's** exclusive partner in 26 markets in Central & Eastern Europe, Middle East & Africa (CEEMEA).



GNTO Drives Awareness and Receives Over 2.6 Million Video Views Across 12 Countries with Taboola Native Ads

GNTO had a mission: make Greece a top-of-mind destination all year round. In an effort to drive awareness, they'd created the campaign "All you want is Greece" with taglines like, "You will want to stay forever." Their main objective was to lead audiences to the VisitGreece.gr website, where people could learn more about specific destinations and experiences. They just needed the right marketing tools to make it happen.

That's when **GNTO** found **Taboola**.

With **Taboola**, **GNTO** was able to launch engaging native ads to audiences across 12 countries: Germany, UK, France, Italy, Israel, Austria, Switzerland, Czech Republic, Hungary, Romania, Serbia, and Poland. Native ads are so effective because they blend seamlessly into the user experience, instead of disrupting it.

Together, **GNTO** and **Taboola** distributed their Image and Video Ads in highly viewable placements throughout a network of global and local publisher sites. Each image ad included an eye-catching visual, enticing headline, and motivational CTA, inviting viewers to click through and learn more.

With this wide-scale native ad campaign, **GNTO** surpassed their target goal, generating **over 2.6 million video views**.

GNTO and Project Agora Decrease Bounce Rate by 11.5% with Taboola Retargeting

After the success of their first native ads, **GNTO** leveraged the expertise of the **Project Agora** team to take their campaigns to the next level.

Project Agora suggested launching a retargeting campaign to lower the bounce rate of website visitors. They used the **Taboola** Pixel to identify users who'd already visited VisitGreece.gr and engaged with content. They then retargeted those users with their relevant native ads across the open web.

With this new retargeting strategy, **GNTO** and **Project Agora** decreased the bounce rate by **11.5%**, driving higher-quality visitors to their site. Now, **GNTO** intends to expand their relationship with **Taboola** through **Project Agora**, extending their efforts in several other regions.