

hype blutv

“Our goal was to leverage the Taboola network to reach the largest possible audience while minimizing the cost per subscription. With Taboola native advertising, we were able to engage our audience at the optimal time and in a sincere and impactful manner, outperforming our social campaigns across key metrics.”

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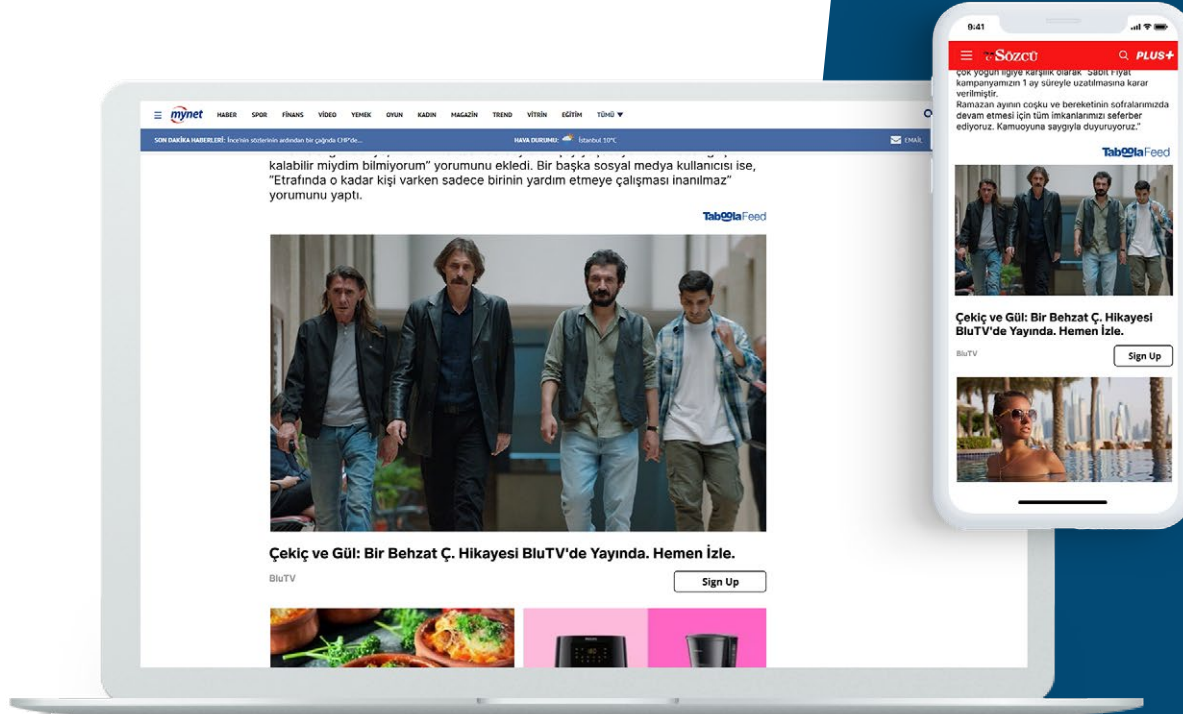
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Increase in CVR

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ENTERTAINMENT

How BluTV & Hype Increased CVR
by 121% with Taboola Image Ads



COMPANY

BluTV is Turkey's leading subscription video-on-demand (SVOD) entertainment platform. **Hype** is an agency that delivers business results for leading brands powered by data-driven advertising and marketing technologies.

CHALLENGE

Drive awareness and subscriptions by promoting a new series featuring Behzat Ç., a beloved and iconic figure in Turkey.

SOLUTION

Use **Taboola** Image Ads and High Impact Placements to reach target audiences across the open web.

RESULTS

With **Taboola** and **Hype**, **BluTV** drove a **121% increase in CVR**, **82% increase in conversions**, **7% decrease in bounce rate**, and **79% lower CPM than YouTube**.

BluTV and **Hype** Launch Taboola Native Ads Across Premium Publisher Sites

Introduction

BluTV is Turkey's leading subscription video-on-demand (SVOD) entertainment platform, accessed via computers, mobile devices, and smart TVs. Now celebrating its 7th year, **BluTV** delivers a wide range of content experiences, including premium **BluTV** Originals that attract millions around the world, local and foreign TV series and movies, and live TV channels with high image quality and ad-free viewing.

Hype is an agency that delivers business results for leading brands powered by data-driven advertising and marketing technologies. **Hype's** core services are performance marketing, ad management, data analysis and integration, conversion optimization, tech consultancy, and search engine optimization.



BluTV and Hype Reach Target Audiences at Scale with Taboola High Impact Placements

“Behzat Ç.” is a beloved and iconic series in Turkey, having gained immense popularity through the 2010s. When **BluTV** re-launched the series after a six-year hiatus, they wanted to raise awareness about this new chapter in the “Behzat Ç.” journey and encourage people to sign up to watch. They just need the right advertising tools to make it happen.

That’s where **Taboola** and **Hype** were able to help.

As the world’s largest content recommendation platform, **Taboola** delivers over 400 billion content recommendations to more than 500 million active users each month. Our platform gives advertisers the tools to target customers across over 9,000 premium digital properties.

Hype helped **BluTV** leverage the **Taboola** network to reach the largest possible audience and promote the new season of “Behzat Ç.” Together, they created native Image Ads, featuring a visual, headline, description, and call to action. They used scenes from the show to carefully build custom creative assets that would be contextually relevant across publisher pages.

Each ad led to a landing page for “Behzat Ç,” where visitors could learn more about the series and sign up for **BluTV** to start watching.

Taboola Outperforms YouTube and Meta, Increasing Conversions at Lower Costs

Hype and **BluTV** used **Taboola** High Impact Placements to engage targeted audiences at scale. With High Impact Placements, advertisers can serve their ads alongside trustworthy, high-quality editorial content — achieving widespread reach without sacrificing brand safety.

BluTV also used **SmartBid** — **Taboola**’s automated bidding tool — to bid on impressions that were most likely to drive conversions, making efficient use of their campaign budget. Finally, **Hype** and **BluTV** implemented the **Taboola** Pixel to track and retarget audiences who’d already engaged with **BluTV**’s content.

The launch campaign quickly delivered results.

Compared to **BluTV**’s previous campaign with the same target audience, the Behzat Ç. campaign yielded a **121% increase in conversion rate**. It also generated a **7% lower bounce rate than BluTV’s always-on campaigns**.

Going further, **Taboola** outperformed social platforms across key metrics. Compared to YouTube, **Taboola** drove a **79% lower cost per thousand impressions (CPM) for conversion ads** and a **4X lower cost per click (CPC)**. **Taboola** campaigns also drove **lower CPCs and CPMs than Meta campaigns**.

After such a successful launch period, **BluTV** and **Hype** intend to keep their **Taboola** campaigns running and explore new applications for native advertising across the open web.