



Hearts & Science

"Taboola was able to impress us with the very good campaign results. We have seen continuous improvement for more than 3 years. Through the clever control of the Taboola AI and our optimisations, we have been able to permanently increase the effectiveness of the campaigns. Taboola delivers high-quality traffic to the client and shows us again that they are an important partner for us."

- **Nursanali Aydin**, Senior Native Advertising,
Hearts & Science Germany

117%

Higher Clickthrough
Rate Than Display
Channels

57%

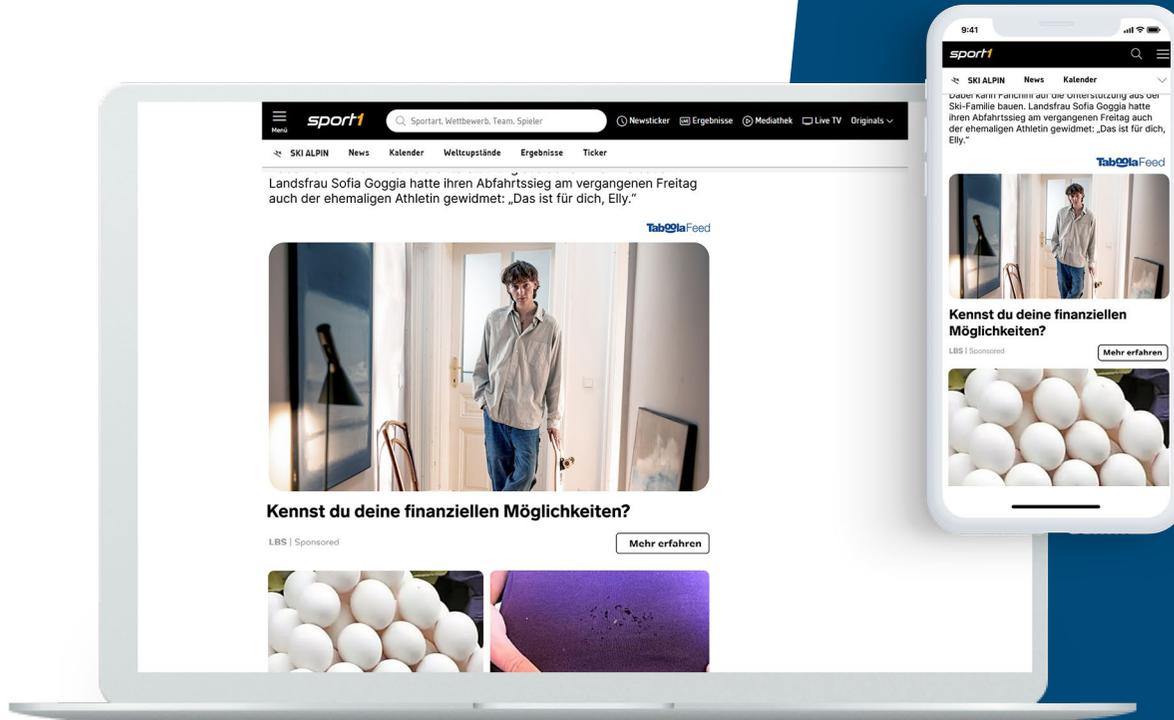
Lower Average
Cost Per Click Than
Search Platforms

39%

Lower Average
Cost Per Click Than
Social Platforms



**LBS and Hearts & Science Germany
Achieve 117% Increase in CTR
with Taboola Sponsored Content**



COMPANY

The **LBS Group** is part of the Savings Bank Finance Group and, with a market share of around 35% and 7 million customers nationwide, is the leading provider of home savings and financing solutions with the aim of helping people to buy their own home.

Hearts & Science is an integrated marketing agency and part of the **Omnicom Media Group** network. It includes around 160 experts from strategy, creation, media, and performance marketing at **Hearts & Science Germany** to integrate these skills into an agency offer seamlessly.

CHALLENGE

Diversify **LBS's** digital marketing mix by adding new ways to generate high-quality traffic and create awareness.

SOLUTION

Work with **Taboola** and agency partner **Hearts & Science Germany** to launch targeted native ads across premium publisher sites.

RESULTS

With **Taboola**, **LBS** drove high-quality website visitors, generating a **117% increase in CTR** and **57% decrease in CPC**.

LBS Reaches Geo-targeted Customers with Sponsored Finance Content

“Our goal is to increase website traffic and sensitise users to the topic of home loan savings. The very good click-through rates of almost 0.28% showed us that we segment and address high-quality users via native. Thanks to Taboola’s wide reach, we were able to increase the CTR by 117% and reduce the CPC by 57% compared to the other channels.”

- Birgit Schweinstetter, Director for Market Communication and Direct Sales, LBS Bayerische Landesbausparkasse

Introduction

The **LBS Group** consists of regionally organized building societies (LBS) and, with a market share of around 35%, is the leading provider of home savings and financing solutions nationwide.

The eight state-building societies have brought people into their homes for over 90 years. Based in Germany, **LBS** offers customers different solutions for financing houses, apartments, or properties. **LBS** advises its customers on financing home ownership and modernization projects, buying and selling real estate, and government funding opportunities.



LBS and Hearts & Science Germany (An Omnicom Company) Drive Website Traffic with Taboola Motion Ads

The **LBS Group** sees itself as a pioneer in digital marketing and likes to use new digital options for its campaigns to get in touch with its (potential) customers in a way that is appropriate for the addressee. With the start of the new umbrella campaign in 2022, the objective was therefore clear: **LBS** wanted to find new ways for their brand campaign to reach high-quality target groups and increase the click rates (CTR) on their websites. **LBS** was already active on several display channels but wanted to diversify the digital marketing mix to improve results.

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

As the world's largest discovery platform, **Taboola** delivers native, recommended content to consumers at the moment they're ready to engage with something new. With **Taboola**, advertisers can tap into an audience of 500 million daily active users across over 9,000 vetted publisher sites.

LBS worked directly with **Taboola's** partner agency **Hearts & Science Germany** to launch eye-catching ads across premium publisher properties. Together, they created Image Ads of visuals, headlines, descriptions, and calls to action (CTAs). They also built Motion Ads, which are custom graphics that move for up to 15 seconds, similar to a GIF.

Each ad was geo-targeted to specific audiences, inviting them to learn more about important home savings, financing, modernization and real estate opportunities. Once a reader clicked on an ad, they were taken to a custom editorial landing page where they could learn more about **LBS'** solutions in the fields of home savings, financing, modernization and real estate.

After running this sponsored content campaign with **Taboola**, **LBS** saw a **117% higher CTR** than its usual display channels, a **57% lower average cost-per-click (CPC) than search platforms**, and **39% lower average CPC than social platforms**. In the end, **Taboola** was proven to outperform **LBS'** benchmark partners, helping the financial services provider diversify its marketing mix and increase high-quality website traffic.