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"We were really looking to increase on-site engagement and continue building valuable relationships with our customers. The teams at Taboola and Neodigital provided the tools we needed to achieve those goals. Compared to traffic from Facebook Ads in the same time period, the duration of stay on the site was 154% higher from Taboola Ads."

- **Eda Güzeliş**, Retail and Marketing Director, Ariş Pırlanta

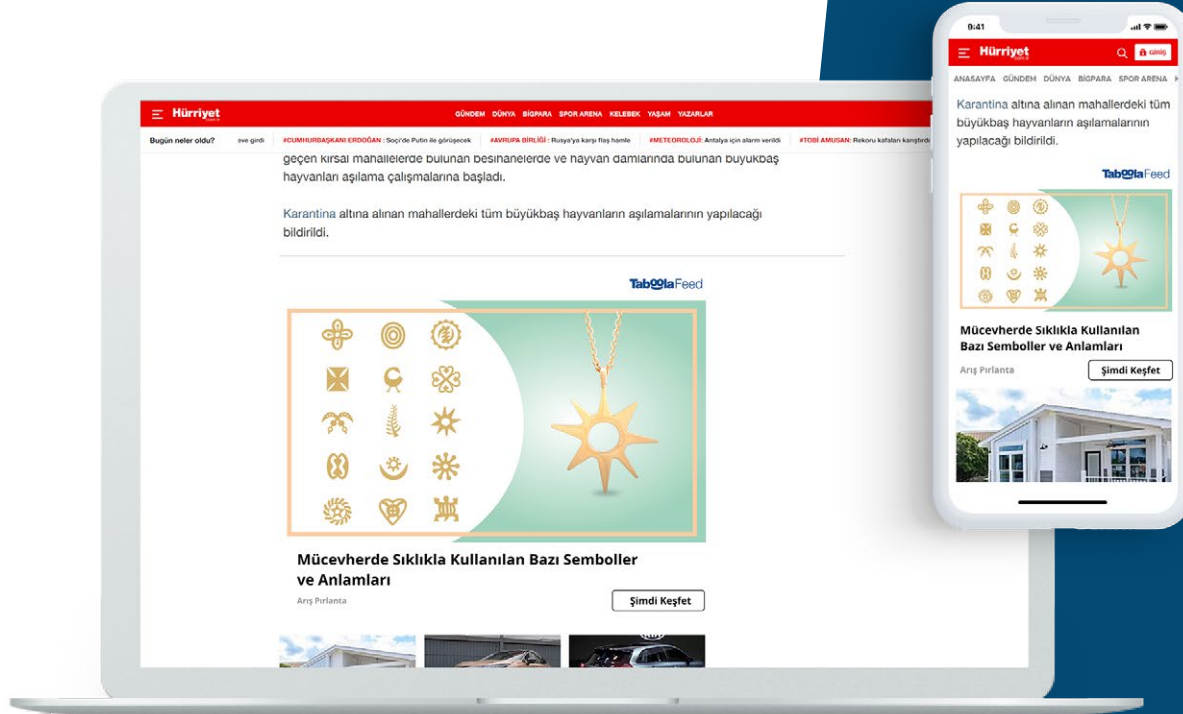


BEAUTY, FASHION, LIFESTYLE

**Ariş Pırlanta & Neodigital Increase
Session Duration by 154% with
Taboola Image Ads**

153%

Higher Session
Duration Than Traffic
from Facebook Ads



COMPANY

Ariş Pırlanta is the first diamond jewelry brand to offer thousands of affordable jewelry products to its customers in a virtual environment. **Neodigital** is a leading digital marketing company in Turkey.

CHALLENGE

Increase customer loyalty and engagement by driving target audiences to the **Ariş Pırlanta** blog.

SOLUTION

Use **Taboola** Image Ads and targeting capabilities to reach engaged audiences across trusted publisher sites.

RESULTS

Compared to Facebook Ads, **Taboola** Ads drove a **154% higher session duration** on site. With **Taboola**, **Ariş Pırlanta** and **Neodigital** also generated a **competitive CTR, CPC, and conversion rate**.

Ariş Pırlanta Drives High-Quality Website Traffic with Taboola Native Ads

Introduction

Ariş Prlanta, based in Turkey, is the first diamond jewelry brand to offer thousands of affordable jewelry products to its customers in a virtual environment by opening its e-commerce shopping site in 2003.

Neodigital is among the leading actors of the digital marketing ecosystem in Turkey. In service for more than 10 years, **Neodigital** has been delivering strategic marketing solutions to its clients based on data-driven insights.



Ariş Pirlanta & Taboola Target Jewelry Lovers Across the Open Web

Ariş Pirlanta's blog is an engaging and informative content hub for customers interested in the latest jewelry and diamond trends. With posts like, "Unique and Timeless Diamond Necklace Gifts" and "Jewels To Complete Your Retro And Vintage Style," the long-running blog helps people build a trusting relationship with the **Ariş Pirlanta** brand outside of the shopping experience.

To continue building these relationships, **Ariş Pirlanta** was eager to drive more engaged visitors to their blog and increase time on site.

That's where **Taboola** was able to help. With a network of over 1.5 billion monthly users and thousands of publisher partners, **Taboola** helps advertisers reach audiences with content that matches their interests.

Ariş Pirlanta and **Neodigital** teamed up to launch **Taboola** Image Ads across premium publisher properties — targeting engaged audiences on mobile and desktop devices. Each Image Ad consisted of a high-quality visual, catchy headline, and compelling call to action (CTA), inviting viewers to click through to a relevant blog article.

One sponsored article, for example, included the headline, "Symbols Frequently Used in Jewelry and Their Meanings," and a CTA that read

"Discover Now." Once on site, audiences could learn more about these intriguing symbols and discover the products that best suit their personal interests.

As a spokesperson for **Ariş Pirlanta** said, "Diamond symbols help people express themselves. Some people might want to carry their luck around their neck with a stylish sparkling clover leaf necklace or reflect their character with the symbol of their Zodiac sign."

Ariş Pirlanta Drives Their Best-Performing CTR with Taboola Native Ads

The native ad campaign delivered. With **Taboola** and **Neodigital**, **Ariş Pirlanta** was able to **increase average session duration by 154%** compared to traffic driven from Facebook Ads. The **Taboola** Image Ads also drove the **best-performing clickthrough rate (CTR)** among **Ariş Pirlanta's** campaigns, generating a **competitive cost-per-click (CPC) and conversion rate.**

Ultimately, working with **Taboola** and **Neodigital** helped **Ariş Pirlanta** achieve their goal: increasing on-site engagement and building customer relationships with target audiences across Turkey.