

"Taboola encouraged us to expand beyond YouTube Ads and start running native video campaigns on the open web. By using Taboola's High Impact Video placements, we were able to exceed our goals, increase brand lift, and even achieve conversions on a brand awareness campaign."

- Eloise Purnell, Biddable Associate Director, Performics

39%

Higher Online Ad Awareness Than Control Group

48%

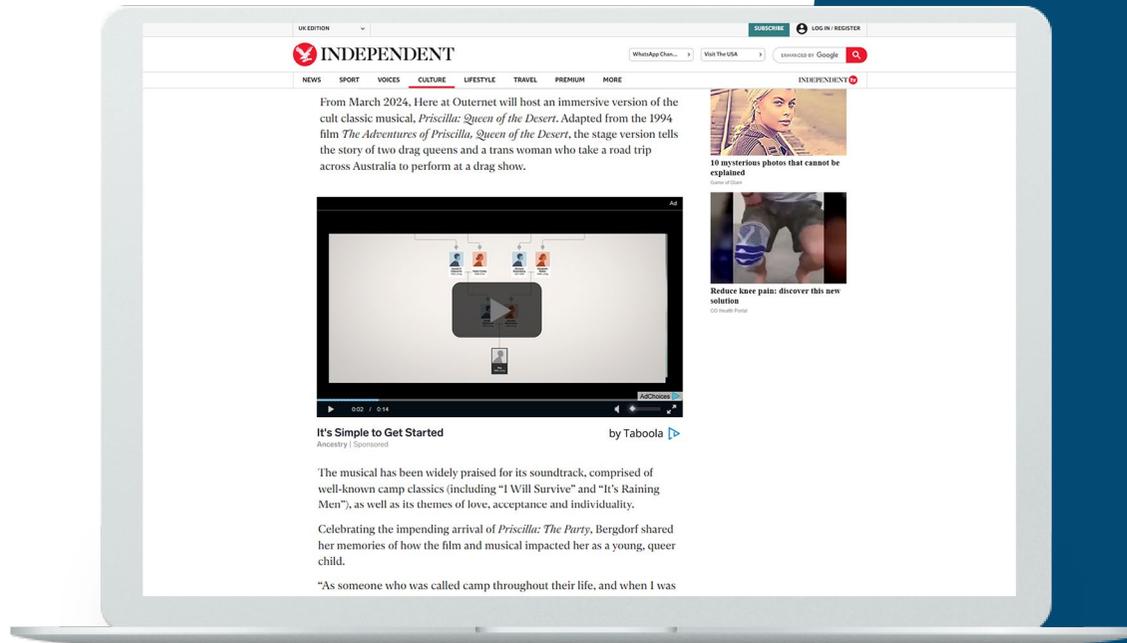
More Completed Views Than Campaign Plan

32%

Higher Completion Rate Than Campaign Plan



Ancestry & Performics Exceed Online Ad Awareness Goals with Taboola High Impact Video Ads



Click to Play

COMPANY

Ancestry® is the world's largest collection of family history records, helping people to build their family trees and bring their backstories to life.

Performics is the performance marketing agency of **Publicis Groupe**, one of the oldest and largest marketing companies in the world.

CHALLENGE

Increase top of mind awareness and brand familiarity among target audiences in the United Kingdom (UK) by expanding beyond YouTube Ads.

SOLUTION

Use **Taboola** High Impact Video Ads to launch native campaigns across the open web while working with **Kantar** to measure brand familiarity and lift.

RESULTS

With **Taboola**, **Performics** exceeded **Ancestry's** campaign goals, driving **48% more completed views**, **38% higher online ad awareness**, and a **32% higher completion rate**.

Ancestry Uses High Impact Video Ads to Reach Target Audiences in the United Kingdom

Introduction

Ancestry, founded in 1983, is the world's largest collection of family history records, giving people the tools to build their family trees and bring their backstories to life.

Ancestry combines billions of rich historical records, millions of family trees, and samples from millions of people in the AncestryDNA® network to help you discover your unique place in history and gain meaningful insights that can impact your future.

Performics, founded in 1998, is the performance marketing agency of **Publicis Groupe**, one of the largest marketing and communications companies in the world. Known as the “original performance marketing firm,” **Performics** works with over 250 clients across 57 countries to create personalized, dynamic, and innovative content experiences that align with consumer intent.



Ancestry Drives 39% Higher Online Ad Awareness with Taboola High Impact Video Ads

Ancestry was eager to increase top-of-mind awareness among its target UK audiences: those who actively use social media to connect with **Ancestry**, or seek **Ancestry** reviews from trusted sources; and those who already showed interest in working with **Ancestry**, but need more information before signing up.

Although **Performics** used a multiplatform approach previously, which included YouTube, they chose to incorporate native advertising because of their ability to engage and educate audiences. **Ancestry** wanted to achieve this at scale, and in a world where banner blindness continues to rise, native advertising became an increasingly important opportunity for the **Ancestry** team to capture engagement and users. As the world's largest discovery platform, **Taboola** recommended launching native video ads across our network of over 9,000 vetted publisher properties.

Ancestry and **Performics** used **Taboola's** High Impact Video Ads, which are built for driving brand awareness, to run premium video ad placements on trusted editorial sites. With High Impact Ads, advertisers can achieve scale without sacrificing brand safety.

Ancestry and **Performics** launched 6- and 20-second video ads, which led to a landing page where people could begin matching with relatives and discovering their family histories. **Ancestry** also worked with the **Taboola** Creative Shop to build subtitles for their videos. The **Taboola** Creative Shop is a team of expert analysts, copywriters, designers, and strategists who use their talent and resources to help optimize **Taboola** campaigns.

Ancestry Measures Increased Brand Lift and Favorability with Kantar Study

To help **Ancestry** measure results and brand familiarity across the open web, **Taboola** tapped **Kantar**, the world's leading data, insights and consulting company. **Kantar** uses AI-powered intelligence tools to deliver real-time advertising insights.

Kantar set up a brand lift study for **Ancestry** and **Performics** by using two groups of respondents with the same demographic profile: a control group consisting of people who weren't exposed to the **Ancestry** campaign, and a targeted group of people who were exposed to the campaign. **Kantar** then served both groups the same questionnaire to measure the impact on multiple brand metrics deriving from exposure to the campaign.

They found that the High Impact Video Ad campaign far exceeded expectations in the targeted group. Compared to their goals, **Ancestry** and **Performics** drove a 32% higher completion rate, 12% more impressions, and 48% more completed views. Against the control group in the **Kantar** study, **Ancestry** also drove a 38.8% increase in online ad awareness, 13.4% increase in brand favorability, and 16.6% increase in consideration.

As an added bonus The **Taboola** campaign drove conversions as well, even though its main purpose was to increase brand awareness. And, as the **Kantar** study found, it was able to do just that