



HPE Automotores & Media.Monks Increase Engagement Across Mobile Devices with Taboola News & Xiaomi Integration



“We have very close and accessible points of contact within Taboola, including their sales, technical, and service teams. This greatly facilitated our partnership and ensured that we avoided delays and friction during the campaign process. Taboola’s teams also frequently provided optimizations for currently running campaigns and suggestions for new ones yet to be launched. They consistently offered solutions that aligned with the client’s business objectives.”

- Cesar Silveira, Media Account Lead, Media.Monks

73%

Higher CTR Than
PMP Campaigns



COMPANY

HPE Automotores is a vehicle manufacturer that represents **Mitsubishi Motors** and **Suzuki** brands in Brazil. **Media.Monks** is a marketing agency that combines creativity, data, media, and technology to revolutionize how brands inspire the world.

CHALLENGE

Drive awareness for the L200 Triton Sport car among customers in Brazil.

SOLUTION

Launch **Taboola News** ads across **Xiaomi** mobile devices, reaching target customers right on their smartphones.

RESULTS

Taboola delivered a **73% higher CTR** than **PMP** campaigns while also driving leads and sales.

HPE & Taboola Reach **Xiaomi** Smartphone Users with In-App Sponsored Content

Introduction

HPE Automotores is a vehicle manufacturer that represents **Mitsubishi** Motors and Suzuki brands in Brazil. Founded in 1998, **HPE** produces more than 120,000 vehicles per year. **HPE** promotes development in Brazil by practicing excellence in quality and sustainability, as well as responsible water usage and waste disposal.

Media.Monks is a marketing agency that combines creativity, data, media, and technology to revolutionize how brands inspire the world. They offer a range of services to ensure that brands achieve their business objectives with the best practices, tools, and solutions on the market.



HPE Increases CTR By Delivering Taboola Ads Across Xiaomi Mobile Devices

Media.Monks was looking to help **HPE** drive awareness and consideration using native ads for a range of vehicles including the Eclipse Cross, Pajero Sport, L200 Triton and Suzuki Jimny Sierra.

That's when they found **Taboola**. As a global leader in powering recommendations for the open web, **Taboola** helps advertisers tap into a network of nearly 600 million daily active users across 9,000 publisher properties.

Specifically, **HPE** harnessed **Taboola's** partnership with leading smartphone manufacturer Xiaomi. Since more people than ever are reading the news on mobile devices, **Taboola** is working with Xiaomi to distribute **Taboola** News content across more than 100 million mobile devices in 60 markets. That means publishers and advertisers can deliver personalized, recommended content directly to users' smartphones.

For this campaign, **HPE** launched a Xiaomi takeover, displaying ads across users' lock screens and reaching them when they tapped or picked up their phones. One Mitsubishi ad, for example, included a glossy, full-screen image of the L200 Triton Sport along with a catchy headline and call to "Discover" more about the vehicle. Once a user clicked through to the landing page, they could explore different vehicle packages and features, and submit their information to request a quote.

With **Taboola's** Xiaomi integration, **Media.Monks** and **HPE** were able to tap into a vast, engaged audience of target customers. As a result, they drove a **73% increase in clickthrough rate (CTR)** compared to private marketplace (PMP) campaigns. The campaign was also able to generate sales even though it ran for a short period of time. Ultimately, with **Taboola, Media.Monks** and **HPE** achieved their goal of driving awareness and engagement at scale.