Taboola Case Study



FINANCE

Yahoo Native Performance is Enhanced by Taboola

yahoo! dsp

46%

Decrease in Cost Per Lead Engagement Compared to Previous Native Campaigns*

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The Combination of Taboola and Yahoo is Leading to New Performance heights for customers

A financial advertiser launched native media buying in the new **Yahoo** Native workflow, blending the native expertise and experience of **Taboola**'s bidding technology with the extensive reach and premium quality of **Yahoo** O&O inventory.

This collaboration marks an early adoption of the new **Yahoo** Native offering, yielding notable improvements in performance.

Maximizing Onsite Engagements: Yahoo Native and Taboola's Winning Combination

This financial advertiser's primary goal is to drive onsite engagements. Native via the **Yahoo** DSP has historically been a top performer for this partner.

Through the combination of **Taboola** technology and **Yahoo** inventory, the new **Yahoo** Native workflow was able to drive performance to new heights, surpassing goal expectations. In fact, the cost per engagement (CPE) performance beat even the "best case" goal forecasted by the financial advertiser.

Pioneering Innovation: Taboola and Yahoo's Native Ad Marketplace

As a global leader in native advertising, **Taboola**'s network spans over 9,000 publishing partners and 500M daily active users. Now, as the exclusive native ad partner for **Yahoo**, **Taboola** allows advertisers to access premium inventory across **Yahoo**'s platforms, which reach nearly 900 million readers around the world each month.

Together, **Yahoo** and **Taboola** have built what will be the world's largest native marketplace, giving brands the tools they need to see even more scale and deliver high-quality campaign results.

**Source: Yahoo internal data*