



HPE Automotores & Media.Monks Drive 3X Higher CTR with Taboola Programmatic Video Ads

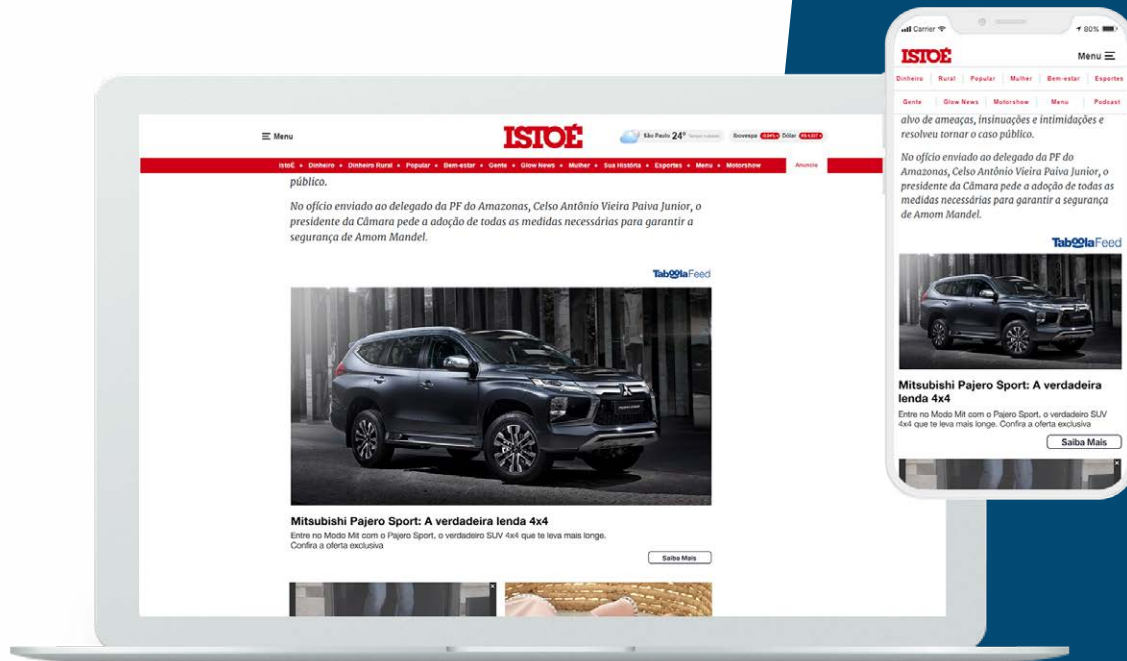


"We chose Taboola because it is a relevant digital channel offering a high volume of traffic and the capability to run native ads — something we had not previously served. We ended up identifying a great match between users who browse Taboola's inventories and the target audience of HPE, which was proven by the high level of engagement we saw from the campaigns that ran during our partnership."

- Cesar Silveira, Media Account Lead, Media.Monks

3X
Higher CTR Than
Other Channels

46%
Higher Engagement
Rate Than Other
Channels



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 and consideration for the Eclipse Cross, Pajero Sport, L200 Triton, and Suzuki Jimny Sierra among customers in Brazil.

SOLUTION

Launch **Taboola** native and programmatic Video Ads across top publisher sites using **Taboola's** targeting capabilities and DV360 integration.

RESULTS

Taboola campaigns delivered a **3X higher CTR** and **46% higher engagement rate** compared to other channels

HPE Engages Automotive Customers with **Taboola** Native Ad Formats

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 Targets High-Quality Audiences with Taboola Ads & DV360 Integration

Media.Monks was looking to help **HPE** drive awareness and consideration using native ads for a range of automobiles, including the Eclipse Cross, Pajero Sport, L200 Triton, and Suzuki Jimny Sierra. That's where **Taboola** came in.

As a leading native advertising platform, **Taboola** offers access to a high volume of targeted, quality traffic across over 9,000 publisher properties. **Taboola** also has a direct integration with Google's DSP, Display & Video 360 (DV360). This makes it easy for programmatic advertisers to bid on an exclusive supply native placements in real time — all from the platform they're already comfortable using.

In fact, **HPE** and **Media.Monks** were able to match their target customers with users within the **Taboola** marketplace, including people interested in families, travel, and cars. This way, the brand could reach qualified audiences who were ready to engage with their content.

HPE & Media.Monks Reduce Bounce Rate with Taboola Programmatic Campaigns

Each native ad placement led to a customized landing page, where consumers could learn more about the vehicle advertised, discover customizations that matched their interests, and submit their information to request a quote.

To ensure that the campaign continued to meet **HPE's** business objectives, the **Taboola** account team worked with **Media.Monks** each step of the way, offering creative and technical recommendations.

The result? **Taboola's** native campaigns delivered a **3X higher clickthrough rate (CTR)**, **46% higher engagement rate**, and lower bounce rate compared to other channels. This indicated that the advertiser was reaching qualified audiences at the right place in the marketing funnel.

Currently, **Taboola** remains the only channel through which **Media.Monks** and **HPE** run native ad placements.