



"We've always enjoyed strong performance and awareness results from our Taboola campaigns, driving donations for Ezer Mizion's cause. For this campaign, however, we were able to drive performance results directly from our Taboola Video, beating out all other platforms across metrics, including key ROAS and CPCV."

- Rami Cohen, CEO, Digital Vibe

1100%

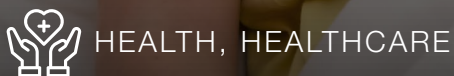
Return on Ad Spend

70%

Higher Return on Ad Spend Than Any Other Platforms

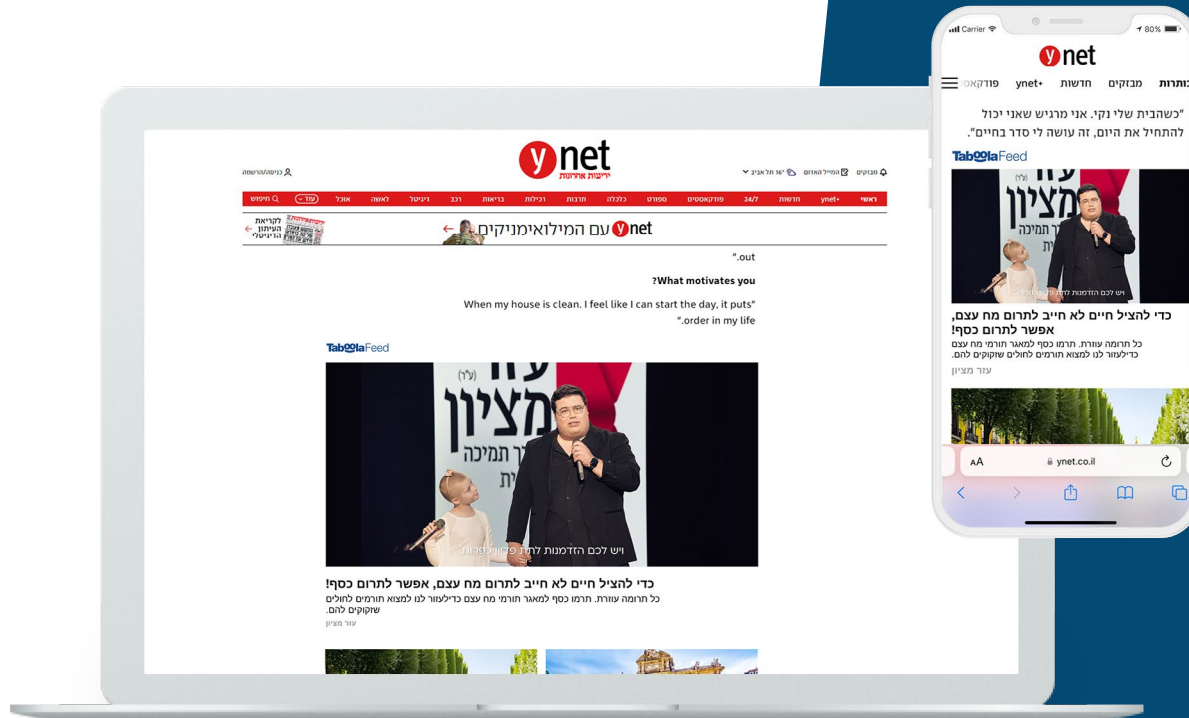
95%

Lower Cost Per Completed View Than Other Any Platforms



HEALTH, HEALTHCARE

**Ezer Mizion & Digital Vibe Drive
70% Higher ROAS than Other
Platforms with Taboola Video**



Click to Play

COMPANY

Ezer Mizion is a non-profit Israeli health support organization that provides vitally needed assistance to individuals and their families facing health challenges. **Digital Vibe** is a digital advertising agency that turns insights into action, generating thousands of leads and sales for their clients.

CHALLENGE

Raise donations for a bi-annual fundraising campaign, and increase awareness among new audiences.

SOLUTION

Launch a **Taboola** Video campaign across premium publisher sites, encouraging viewers to learn more about **Ezer Mizion's** cause and donate money.

RESULTS

With the **Taboola** Video campaign, **Ezer Mizion** and **Digital Vibe** achieved a 1100% ROAS. The Taboola Video campaign also generated a 70% higher ROAS, 95% lower CPCV, and 17% lower CPM than any other platforms.

Ezer Mizion and **Digital Vibe** Promote Fundraising Campaign Across Taboola's Publisher Network

Introduction

Ezer Mizion is an Israeli health support organization that offers an extensive range of medical and social support services to help Israel's sick, disabled, elderly, and underprivileged populations. Since its founding in 1979, **Ezer Mizion** has grown to become one of the largest non-profit organizations in Israel, benefiting over 670,000 people every year.

Founded in 2008, **Digital Vibe** is a digital advertising agency that turns insights into action. With extensive experience in media buying, analysis, and optimization, **Digital Vibe** generates thousands of leads and sales for their clients. They believe in targeted and high-quality online advertising by building a customized marketing strategy according to the business goals and target audience of each client



Ezer Mizion and Digital Vibe Increase Donations with a Multi-Format Taboola Campaign

Ezer Mizion has long used **Taboola** to promote their bi-annual fundraising campaigns. Their main goal is to encourage people to donate money and support the organization's efforts to help those in need. They also aim to increase awareness and engagement among those who don't donate, and motivate them to convert at the next touchpoint.

Ezer Mizion and **Digital Vibe** have always seen impressive results from these campaigns. They've been able to tap into **Taboola's** vast network of premium publisher sites, reaching target audiences with native ads in brand-safe environments.

To promote this fundraiser, **Ezer Mizion** and **Digital Vibe** used a multi-format strategy. First, they launched a **Taboola** Image Ads campaign that led users to a landing page article. There, people could learn more about donating money to help the organization find bone marrow donors. **Ezer Mizion** and **Digital Vibe** complemented these sponsored content placements with a **Taboola** video campaign running two versions of **Taboola** Video Ads: a 15-second and 30-second spot.

Digital Vibe worked closely with their **Taboola** account manager to decide when to launch each ad and optimize creatives to maximize results during the Israeli holidays.

Taboola Achieves 95% Lower CPCV Than Other Platforms

Ezer Mizion and **Digital Vibe** were able to drive performance results — in the form of donations — directly from their **Taboola** Video campaign, generating a **1100% return on ad spend (ROAS)**.

Ultimately, **Taboola** outperformed **Ezer Mizion's** other ad platforms, including video, performance, display, and traffic channels: the **Taboola** Video campaign achieved a **95% lower cost per completed-view (CPCV)**, **17% lower cost per thousand-impressions (CPM)**, and **70% higher ROAS** than other channels.

Ezer Mizion is now working with **Taboola** on additional video and sponsored content fundraising campaigns. Working closely with the **Taboola** account management team helps Ezer Mizion optimize towards achieving even stronger results. They continue to reach new audiences and generate donations to support their vital cause.