



Tech Company Increases Impressions at 28% Lower CPM with Taboola and Yahoo Native Ads



130%

Increase in Impressions

28%

Decrease in CPM Year-Over-Year

COMPANY

A multinational electronics company.

CHALLENGE

Increase native ad impressions at a more efficient cost.

SOLUTION

Expand reach across **Yahoo** owned-and-operated inventory with native ads powered by **Taboola**.

RESULTS

With **Taboola** and **Yahoo**, the tech company achieved a **130% increase in impressions** at a **28% lower CPM year-over-year** when compared to similar campaigns.

Tech Company Engages Audiences Across **Yahoo** O&O Inventory with **Taboola** Native Ads



Tech Company Achieves 130% Increase in Impressions with Taboola and Yahoo Native Ads

A tech company was looking to expand their native advertising reach, increasing impressions while maintaining efficient costs. They'd already had success launching native ads across **Yahoo's** network of premium owned-and-operated (O&O) properties, including **Yahoo Finance**, **Yahoo News**, and **Yahoo Sports**.

Now, they were going to boost their campaign performance even further with the new and innovative **Yahoo** native ad workflow, powered by **Taboola**.

As a leading content recommendation platform, **Taboola** has long provided advertisers with the tools they need to launch personalized,

targeted, and brand-safe native ads that drive performance results. Now, through a milestone partnership, **Taboola** and **Yahoo** created what will be the world's largest native marketplace — combining **Taboola's** premium supply of over 9,000 publishers and 500 million daily active users with **Yahoo's** nearly 900 million readers across the globe.

For this tech company, that opened up an invaluable opportunity to scale their campaigns across the open web while enhancing efficiency.

The result? Powered by a combination of **Taboola** and **Yahoo's** leading native ad capabilities, the tech company achieved a **130% increase in impressions** at a **28% lower CPM year-over-year compared to similar campaigns**. Ultimately, they were able to continue distributing campaigns across **Yahoo's** trusted O&O properties while streamlining their spend and enhancing results.