



Taboola Expands Beyond Native Ads with Realize, New Technology Platform Allows Taboola to Serve the Entire Performance Advertising Market, Delivering Outcomes at Scale Beyond Search and Social; Customers Include Babbel, eToro and More

February 26, 2025 at 8:30 AM EST

NEW YORK, Feb. 26, 2025 (GLOBE NEWSWIRE) — [Taboola](#), a global leader in delivering performance at scale for advertisers, today announced a new focus beyond native advertising and a powerful new technology platform called [Realize](#).

Taboola Introduces Realize



Taboola Introduces Realize

realize:

Display Ad

Vertical Ad

Native Ad

Carousel

Taboola has pioneered native advertising for more than a decade, driving success for advertisers, primarily in bottom-of-article placements. Today, Taboola extends beyond this legacy with the introduction of Realize, an industry-first platform that specializes only in performance outcomes at scale beyond search and social.

[Realize](#) taps into Taboola's unique data, performance AI, and an increasingly diverse range of inventory and creative formats to achieve performance objectives. While advertisers need great solutions for all parts of the marketing funnel, they need specialized solutions. Existing solutions that promise full-funnel services face significant challenges to excel in each part of the marketing funnel. As of today, Taboola is opening Realize for all advertisers focused on performance.

Taboola estimates that advertisers spend \$20B a year attempting to achieve performance outcomes on DSPs and niche AdTech solutions, yet in many cases those channels lack the performance expertise, scale or data to get the results advertisers need. DSPs tend to focus on video and CTV, which is great for branding goals but not performance, while AdTech companies tend to lack enough scale for success. Taboola estimates there is nearly \$30B of spend suffering from diminishing returns on social media as well. In addition, 75% of performance advertisers spending on social say they are dealing with diminishing returns and are looking for solutions, due to audience saturation, rising costs and ad fatigue. In total, Taboola estimates that a majority of the \$20B being spent on performance advertising is not providing the ROI it could be.

Realize is the only independent performance platform that goes beyond search and social media and delivers outcomes at scale for advertisers, leveraging Taboola's unique supply, first-party data and AI technology. It delivers simplicity and efficiency for advertisers to run performance-based campaigns on many of the world's largest and most trusted publishers across all ad inventory, OEMs and apps.

Key components of Realize include:

- **New Supply: Going Beyond "Bottom of Article" Native**
For the first time ever, Realize allows advertisers to tap into display and even more parts of Taboola's large network of publishers, apps and OEMs which include NBC News, Yahoo, Xiaomi and Samsung. Taboola advertisers can now go beyond native ad placements to connect with relevant customers in high-visibility locations on many of the world's most trusted publishers and apps to drive performance.
- **AI and Data Advantage: Driving Measurable Results at Scale**
Realize is powered by an AI performance engine that finds the best opportunities for campaigns across Taboola's network of trusted publishers and apps. This AI performance engine is powered by the unique data advantage of Taboola's code-on-page integrations with publishers, giving it signal unlike any other open web platform to use when optimizing and placing ads.
- **Creative Freedom: Getting Started Faster with Social, Display, Vertical Videos**
Realize provides an intuitive experience for performance advertisers, allowing them to now reach their customer acquisition goals with the same creative assets they use on display or social media campaigns. It transforms existing assets into high-performing ads across premium placements on leading publishers and apps, instantly.

"Every business deserves a chance to grow and succeed," said Adam Singoli, CEO at Taboola. "Performance advertising beyond search and social media has been too difficult for too long, however. Advertisers have settled on search and social media simply because there has been no viable alternative. Spending money with DSPs and CTV is great for branding but not optimized to drive performance, and running display with hundreds of advertising tech companies at low scale is simply not marketers' time. Amazon started in 1994 and did a great job serving the book business by 2000, which allowed them to go into owning all of e-commerce. This is our "Amazon moment." After many years of success with native ads, it's time to go after all of performance advertising. We can do a lot more for advertisers, and a lot more for publishers. Today is an exciting day for me and us at Taboola."

Supporting quotes

"Taboola's new technology platform, Realize, expands the potential for success with our performance marketing. Realize provides more options to connect with customers in engaging and prominent ways through a vast network of trusted publishers globally. We expect Realize will greatly benefit our advertising reach and ROI, and we're excited to use it," said **Julie Hansen, CRO & US CEO at Babbel**.

"Taboola has been a longstanding partner for eToro, providing the technology and team that has helped us excel in reaching customers. Taboola's new Realize technology platform helps us go even further, driving success for our performance-focused campaigns and helping us to achieve our customer acquisition goals. We look forward to continuing to grow using Taboola and Realize," said **Nir Samulewicz, CMO, eToro**.

"We praise Taboola's end-to-end approach to ensuring performance advertising success," says **Jeff Ratner, President Media, Data, Analytics at Quigley-Simpson**. "We have worked with Taboola for many years and they have shown the technology and expertise needed for driving true ROI for our campaigns. Realize shows promise for going even further, bringing the best of all worlds-AI that works to find us the best outcomes, audiences that are uniquely engaged, and placements that are highly visible that live on trusted publishers."

"For a media agency that has always been on the cutting edge of performance marketing, as we are at EVERISANA media, I could not be more excited to leverage Taboola's new performance platform, Realize, which brings to life the end-to-end performance campaigns. With Realize, you have the marriage of both audience engagement and scale, along with outcome-driven AI. I think this type of strategic pivot into performance is going to yield major dividends for Taboola and its clients," says **Justin Chen, EVP, Media at Everisana**.

About Taboola
Taboola empowers businesses to grow through performance advertising technology that goes beyond search and social and delivers measurable outcomes at scale.

Disclaimer - Forward-Looking Statements

Certain statements in this press release are forward-looking statements. Forward-looking statements generally relate to future events, including Taboola.com Ltd.'s (the "Company") new focus beyond native advertising and its expectations for Realize, its new performance advertising technology platform, and by implication the potential future financial and operating performance of the Company.

Such forward-looking statements are subject to risks, uncertainties, and other factors which could cause actual results to differ materially from those expressed or implied by such forward-looking statements. These forward-looking statements are based upon estimates and assumptions that, while considered reasonable by the Company and its market acceptance, implementation costs for the new platform, risks relating to the timing and amount of financial contributions from Realize, which could be negative especially during the roll-out period, which could be protracted; the new platform's ability to deliver outcomes at scale; impacts of user experience, advertiser platform utilization and spending; impact from competitors that have or are perceived to have superior solutions now or in the future; and other risks and uncertainties set forth in the Company's Annual Report on Form 10-K for the year ended December 31, 2024 under Part I, Item 15, "Risk Factors" and the Company's subsequent filings with the Securities and Exchange Commission.

Contact

David Shinn
David@taboola.com

A photo accompanying this announcement is available at <https://www.globenewswire.com/NewsRoom/AttachmentFn/25021246>, 31427-458-4977-0x41917241