Taboola Reaches 10 Years in Serving Advertising on Microsoft Properties Including MSN, Edge Browsers and Windows Experiences; Taboola Now Serves Advertising Across Microsoft Productivity Suite, Including Outlook Mail and Office 365

March 18, 2025 at 10:00 AM EDT

NEW YORK, March 18, 2025 (GLOBE NEWSWIRE) -- Taboola (Nasdaq: TBLA), a global leader in delivering performance at scale for advertisers, today announced it has reached a ten-year milestone serving advertising on select Microsoft properties and has deepened this relationship even further.

For years, Taboola has served ads on Microsoft-owned digital properties and apps including MSN, one of the most read news destinations in the world, Microsoft Edge, one of the world's leading AI-powered browsers, and other Microsoft Windows experiences.

Taboola has now deepened its relationship to serve advertising on more of the world's most used apps built by Microsoft, including Outlook and across other apps within the Microsoft 365 productivity suite of products.

Taboola's AI-powered technology is used by digital properties, including websites, devices and mobile apps, to drive monetization and user engagement. Advertisers can also connect with nearly 600 million daily active users in brand safe environments.

"Reaching a decade serving ads with an industry leader such as Microsoft is an incredible milestone," said Adam Singolda, CEO at Taboola. "Our collaboration has been established for the long-term and on Taboola's ability to help Microsoft provide richer experiences on its immensely popular digital properties. As we expand to offer advertising on additional Microsoft properties, we're giving advertisers even more access to trusted, premium destinations that reach people across all different parts of their day as they're actively engaged."

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

Taboola works with thousands of businesses who advertise directly on Realize, Taboola's powerful ad platform, reaching approximately 600M daily active users across some of the best publishers in the world. Publishers like NBC News, Yahoo, and OEMs such as Samsung, Xiaomi and others use Taboola's technology to grow audience and revenue, enabling Realize to offer unique data, specialized algorithms, and unmatched scale.

Learn more at www.taboola.com and follow @taboola on X.

Disclaimer - Forward-Looking Statements
Taboola (the "Company") may, in this communication, make certain statements that are not historical facts and relate to analysis or other information which are based on forecasts or future or results. Examples of such forward-looking statements include, but are not limited to, statements regarding future prospects, product development and business strategies. Words such as "expect," "estimate," "project," "budget," "forecast," "anticipate," "intend," "plan," "may," "will," "could," "should," "believes," "predicts," "potential," "continue," and similar expressions are intended to identify such forward-looking statements but are not the exclusive means for identifying such statements. By their very nature, forward-looking statements involve inherent risks and uncertainties, both general and specific, and there are risks that the predictions, forecasts, projections and other forward-looking statements will not be achieved. You should understand that a number of factors could cause actual results to differ materially from the plans, objectives, expectations, estimates and intentions expressed in such forward-looking statements, including the risks set forth in the Company's Annual Report on Form 10-K for the year ended December 31, 2023 under Part 1, Item 1A "Risk Factors" and our subsequent filings with the Securities and Exchange Commission. The Company cautions readers not to place undue reliance upon any forward-looking statements, which speak only as of the date made. The Company does not undertake or accept any obligation or undertaking to release publicly any updates or revisions to any forward-looking statements to reflect any change in its expectations or any change in events, conditions or circumstances on which any such statement is based.

Contact Dave Struzzi Dave.s@taboola.com