



Taboola's DeeperDive Wins 2026 AdExchanger Award for Excellence in Publisher Growth and Monetization

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NEW YORK, Sept. 30, 2026 (GLOBE NEWSWIRE) -- [Taboola](#) (Nasdaq: TBLA), a global leader in delivering performance at scale for advertisers, today announced its technology DeeperDive has won the [2026 AdExchanger Award](#) for excellence in publisher growth and monetization.

As a cornerstone of Taboola's Agentic roadmap, [DeeperDive](#) helps publishers meet the evolving expectations of readers by allowing them to explore stories with greater depth, trust, and a stronger sense of community. It brings the power of Gen AI search engines directly onto publisher websites, tapping into years of proprietary, real-time, high-quality content created by journalists and editors across the open web. Since launch, DeeperDive has been adopted by trusted publishers globally and now reaches more than 11 million monthly active users.

The AdExchanger Awards spotlighted an entry entitled "DeeperDive: How Taboola Turned AI's Biggest Threat to Publishers Into a Growth Platform," where Taboola demonstrated the technology's ability to drive substantial traffic, engagement and monetization opportunities for publishers.

The awards recognize the organizations, technologies and teams driving measurable impact across today's advertising ecosystem. They highlight breakthrough technologies, data-driven campaigns, visionary leadership and innovative media strategies that are setting the standard for performance, innovation and growth.

AdExchanger Award winners were selected by an independent panel of senior industry practitioners and judged on innovation, measurable impact, and technical execution, across a variety of categories.

"DeeperDive has brought the transformative power of generative AI directly to trusted publishers worldwide," said Adam Singolda, CEO and Founder of Taboola. "Being recognized by AdExchanger for driving publisher growth and monetization is a tremendous honor. We built DeeperDive to empower publishers to thrive in the AI era within their own ecosystems while enabling readers to engage more deeply with content they care about. The rapid adoption and strong engagement we're seeing are testaments to its value. Thanks to AdExchanger for this recognition and to the entire Taboola team for bringing this vision to life."

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 over 600M daily active users across some of the best publishers in the world. Publishers like NBC News and 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.

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, 2025 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.

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