



New Study: Advertisers Increasing Budgets to Attract New Audiences, But 81% Fail to Reach Them; Advertisers Cite an Increasingly Fragmented Consumer Journey as a Problem and 92% Would Reallocate Ad Spend to the Open Web to Reach Untapped Audiences, if Identity and Measurement Challenges Were Solved

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NEW YORK, Oct. 05, 2026 (GLOBE NEWSWIRE) -- Taboola (Nasdaq: TBLA), a global leader in delivering performance at scale for advertisers, today announced a new report, [The Data Advantage](#), highlighting significant shifts and challenges that today's advertisers face when running campaigns.

Today's advertisers are faced with a fragmented consumer journey that stretches across devices, channels, with a single purchase decision running across mail, news, search, price aggregators, and increasingly LLMs. U.S. adults spend nearly [13 hours a day with media](#), on the way to purchase.

[The Data Advantage](#) reveals insights about how advertisers are approaching this shift. Key findings include:

- **Advertiser budgets are rising nearly 10%** in the quest to reach new audiences, with 30% citing new audiences as a top priority for additional budget allocation.
- Despite this objective, an overwhelming majority (**81%**) of advertisers are failing to reach new audiences and instead rely on repeatedly targeting the same audience segments, however.
- Advertisers say identity fragmentation across pre-conversion touchpoints forces them back into recycled audience pools. **75% of advertisers face difficulty in recognizing the same non-converting customer across multiple touchpoints.**
- Advertisers want to diversify spending beyond walled gardens, with **81% open to increasing ad spend across channels like publishers and news sites**, if identity challenges are solved.

"As customer journeys become increasingly fragmented, brands and agencies must understand true purchase intent at the crucial moment of choice," said Adam Singolda, CEO at Taboola. "Outside closed ecosystems, advertisers face a significant identity blind spot, and by relying on recycled audiences on walled gardens, they miss many opportunities. Unlocking identity and measurement on the open web allows brands to break free from targeting ruts and connect with valuable, untapped audiences."

[The Data Advantage](#) surveyed more than 300 senior marketing and advertising leaders working for companies with more than 1,000 employees and a monthly marketing spend of \$300,000 or more.

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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