Taboola Expands Ecommerce Offerings, Connecting Top Brands Like Vans, Champion, Timberland and Vitamix with Thousands of New Content Creators

November 24, 2026 at 9:00 AM EST

Top names in electronics, footwear, wellness and more from Connexity now available to Howl's enthusiast creator communities, helping brands drive measurable sales and helping creators earn in new ways

NEW YORK, Nov. 24, 2026 (GLOBE NEWSWIRE) -- Taboola today announced that more than 60 leading brands can now tap into more than 21,000 new content creators via Connexity's platform.

Connexity's large roster of brand partners in personal computing, sportswear, wellness and home products now have access to creators within Howl's invite-only social commerce platform. Taboola acquired the Howl creator platform in August 2026.

Creators in the Howl program will have access to more brands across X, YouTube, TikTok, Instagram, Discord and more, giving them more campaigns to choose from and more ways to earn.

Rooted in consumer electronics, gaming, collectibles and activewear, Howl has driven more than $1.5 billion in gross sales. The addition of new brands from Connexity strengthens those categories, while also expanding Howl into similar categories of interest among consumers.

Brands that participate in this offering can access Howl's creator network, which focus on:

- **Enthusiast audiences** that are passionate about gaming, tech, fitness, fashion and more, where trusted recommendations drive purchases.
- **Performance-focused outcomes** that ensure brands only pay for sales performance, not social impressions.
- **Measurement** with clear tracking and reporting, showing which creators and content drive sales, so brands can invest in what works.

"Howl gets creators. It's helped me turn honest tech recommendations into a real business, and now, with access to over 60 more brands, there's even more opportunity for creators across every niche," said leading tech content creator Jeff Springer (@jspring86).

"Ecommerce continues to be one of the fastest growing verticals for Taboola," said Adam Singolda, CEO at Taboola. "We're continuing to connect leading brands with influential creators–those with passionate audiences that trust the recommendations they receive."

"Our focus has been giving creators more ways to grow their incomes and brands more access to unique creator influence," said Robert Michaelian, President of Connexity, a Taboola company." Adding more than 60 brands is the first big step to grow the Howl platform. We believe creators deserve to be paid for performance, and I can't wait to see what our community does with these new opportunities."

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.

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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.

Contact Dave Struzzi dave.s@taboola.com