



## **Taboola shortlisted for Best Brand Engagement at the Performance Marketing Awards 2021**

June 21, 2021

[Taboola](#) has been [shortlisted](#) for the Best Brand Engagement Campaign category at the [Performance Marketing Awards 2021](#). The winners will be revealed on Tuesday, 22nd June.

The 15th annual Performance Marketing Awards will once again showcase the industry's most innovative and groundbreaking campaigns, companies and individuals. On 22 June, the best from the performance marketing world will gather for a night of networking and celebration, eager to see who walks away with the awards in a year like no other.

Taboola is nominated for its [campaign](#) with box mattress company [OTTY](#) which saw a dramatic increase on Return on Ad Spend (ROAS) by more than 50% when compared to last click, as reported by digital marketing agency [QueryClick](#).

Andrew Jacobs, Digital Marketing Manager, OTTY, said: "We have seen excellent results throughout our partnership with Taboola and it's great to see these repeated in our latest campaign through QueryClick. The sponsored content campaign for instance has worked exceptionally well at encouraging users to shift from viewing our information to purchasing our products. In the current environment it's vital we invest in strategies that drive tangible results and the latest analytics from QueryClick has proven Taboola is the ideal partner to achieve this."

Chris Liversidge, CEO and Founder, QueryClick, said: "Our attributed analysis of the native campaign by OTTY has uncovered impressive figures from Taboola's solutions, highlighting the significant value the company brings to brands in these tough times. Our Corvidae tool has allowed OTTY to identify the most impactful spend, which is essential in these times where tight budgets are the norm for businesses everywhere."