



## **TIME Exclusively Partners With Taboola, Leveraging Newest Offering “Taboola Turnkey Commerce,” to Power New Platform for Trusted Content About Products and Services; Offering Taps Into A Multi-Billion Dollar eCommerce Market**

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**A year after acquiring Connexity, Taboola further expands its eCommerce business enabling publishers to create trusted content, attracting consumers with shopping intent and helping them make great decisions**

NEW YORK, Feb. 14, 2023 (GLOBE NEWSWIRE) -- [Taboola](#) (Nasdaq: TBLA), a global leader in powering recommendations for the open web, today announced **Taboola Turnkey Commerce**, a new turnkey offering that gives premium publishers the ability to create trustworthy content that attracts shoppers and helps them make great purchase decisions. This offering connects readers who trust publishers' editorial content with thoroughly tested and reviewed products and services. This offering creates a lucrative revenue source for publishers that capitalizes on readers with high purchase intent, while allowing retailers, financial services providers, and advertisers to reach buyers at massive scale, in trusted premium editorial environments.

Taboola Turnkey Commerce launches with a new partnership between Taboola and [TIME](#), the essential destination for storytelling on the issues that matter. Reaching a combined audience of 100 million globally across all platforms, TIME has chosen Taboola Turnkey Commerce to exclusively manage its new platform for product and services review-driven content. Aimed at helping audiences make the best choices for decisions they care about, the platform, which will be created by Taboola and hosted on TIME.com, adds to TIME's longstanding usage of several Taboola offerings, including Taboola Feed.

“Audiences come to TIME for content they can trust about the decisions that matter most to them,” said Jessica Sibley, CEO of TIME. “Taboola's comprehensive data on reader intent and their understanding of the type of content that actually gets readers interested and invested made them the best choice for this new partnership.”

According to eMarketer, more than 60% of publishers are turning to e-commerce as a top revenue source, while similar independent [research](#) shows 87% of publishers noting commerce content is a contributor to their revenue.

With **Taboola Turnkey Commerce**, publishers can easily leverage an expert verticalized editorial team to produce dedicated original content, such as product and service review roundups, tutorials, and how-to guides, for their websites. These content pieces benefit from Taboola's unique data on reader intent, based on anonymous contextual signals from more than 590 million daily active users, as well as relationships with retailers as part of the acquisition of Connexity. By tapping into this massive dataset and producing content that can lead to purchases, Taboola Turnkey Commerce adds a reliable revenue source for publishers to easily activate.

**Advertisers benefit** from Taboola Turnkey Commerce by having their products and services placed organically, where the editor has independently determined that it is helpful for users, within trusted editorial content and where readers have high intent to purchase. These placements leverage Taboola's deep understanding of the correlation between what readers discover in the open web, and ultimately buy, based on readership trends at a massive scale. Taboola Turnkey Commerce also deepens Taboola's commitment to performance marketing, offering commission-based pricing models that strengthen its partnership with advertisers.

Taboola Turnkey Commerce comes on the back of Taboola's commitment to the eCommerce space, with the acquisition of Connexity a year ago, expanding its reach and impact in what industry forecasts show as a \$35 billion ecommerce market. In 2021, Taboola acquired Connexity, one of the largest e-commerce media platforms on the open web, which works with more than 6,000 publishers and 1,600 direct merchants. The data, know-how and direct merchant relationships developed by Connexity over a decade are now being leveraged for the offering.

“Users need a trusted source to give them advice on things they care about as they make important decisions in their life, and this is a huge opportunity for publishers and the open web,” said Adam Singolda, CEO at Taboola. “Taboola Turnkey Commerce gives publishers a big way to tap into ecommerce, by leveraging their trusted editorial voice and creating product recommendation-driven content that keeps readers coming back. TIME, a must-read destination for millions of people globally that has always shown its commitment to innovation that benefits readers and advertisers, is the ideal launch partner for this new offering. Publishers get a turnkey offering that opens up new revenue opportunities by tapping our editorial team and rich history of understanding the types of content that work well for all audiences. Advertisers get more opportunities to get in front of buyers that have already shown high intent in their products, in trusted environments.”

“In a future where consumers are home, making decisions about products and services, they need an alternative to Amazon, so they can know what to buy and who to buy it from. People will be buying from the open web in the future and I believe a third of publishers' revenue on the open web will be from eCommerce,” continued Singolda.

### **About Taboola**

Taboola powers recommendations for the open web, helping people discover things they may like.

The company's platform, powered by artificial intelligence, is used by digital properties, including websites, devices and mobile apps, to drive monetization and user engagement. Taboola has long-term partnerships with some of the top digital properties in the world, including CNBC, BBC, NBC News, Business Insider, The Independent and El Mundo.

More than 15,000 advertisers use Taboola to reach over 500 million daily active users in a brand-safe environment. Following the acquisition of Connexity in 2021, Taboola is a leader in powering e-commerce recommendations, driving more than 1 million monthly transactions. Leading brands including Walmart, Macy's, Wayfair, Skechers and eBay are among key customers.

Learn more at [www.taboola.com](http://www.taboola.com) and follow @taboola on Twitter.

#### **About TIME**

TIME is the 100-year-old global media brand that reaches a combined audience of more than 100 million around the world through its iconic magazine and digital platforms. With unparalleled access to the world's most influential people, the immeasurable trust of consumers and partners globally, and an unrivaled power to convene, TIME's mission is to tell the essential stories of the people and ideas that shape and improve the world. Today, TIME also includes the Emmy Award®-winning film and television division TIME Studios, a significantly expanded live events business built on the powerful TIME100 and Person of the Year franchises, an industry-leading web3 division, an award-winning branded content studio, the website-building platform TIME Sites, the sustainability and climate-action platform TIME CO2, and more.

#### **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 under "Risk Factors" in our Registration Statements on Form F-1 and F-4 and our other SEC filings. 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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