



Yahoo Properties Worldwide are Now Available through Taboola; Advertisers Now Have Unrivaled Reach Through One Platform

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NEW YORK, Oct. 04, 2023 (GLOBE NEWSWIRE) -- [Taboola](#) (Nasdaq: TBLA), a global leader in powering recommendations for the open web, today announced its advertiser clients can now start running native advertising on Yahoo's premier digital properties globally, in more than a dozen markets worldwide, through the Taboola advertising platform.

Starting today, advertisers can access Yahoo's large portfolio of sites, supported by Taboola, including Yahoo Finance, Yahoo Mail, Yahoo News and Yahoo Sports, which reach hundreds of millions of monthly active users worldwide. Advertisers can now seamlessly run desktop, mobile web and mobile app campaigns alongside Yahoo's trusted editorial environments and popular email platform.

Today's news is a significant first milestone in Taboola's [previously announced](#) 30-year strategic partnership with Yahoo, which makes Taboola the exclusive native advertising partner across all of Yahoo's digital properties, which will also be available to buy through the Yahoo DSP. Yahoo will continue to maintain a number of managed clients buying native advertising across its owned and operated properties as well. Future partnership milestones will focus on technical and data integrations designed to deliver new ways for advertisers to identify and target audiences more effectively and engage them more deeply.

Coupled with Taboola's reach among 9,000+ publisher partners, including CBSi, CNBC, BBC, and The Independent, its partnership with Yahoo gives brands massive scale to reach hundreds of millions of consumers worldwide.

"We've seen great results for advertisers on Yahoo international markets, and I'm excited to share that we're taking a meaningful step forward to make Yahoo now available globally. With Yahoo, we're supercharging advertisers' ability to connect with millions of consumers around the world each day," said Adam Singolda, CEO at Taboola. "This adds significantly to Taboola's existing worldwide footprint and gives advertisers greater reach, better campaign performance, and a strong local team that can support advertiser success."

"We are excited about this next phase in our strategic partnership with Taboola," said Elizabeth Herbst-Brady, Chief Revenue Officer at Yahoo. "This collaboration sets us apart in the market, helping us drive long-term growth in native advertising while enhancing the experiences of users, advertisers, and publishers."

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 nearly 600 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, Skechers and eBay are among key customers.

Learn more at www.taboola.com and follow @taboola on Twitter.

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, 2022 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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