



Taboola's AI That Automatically Maximizes Conversions Sees Almost Double Growth in Past 90 Days; Brands Including Hyundai, ERGO, Leica Camera, Adopting It; Technology Now Accounts for More than 50 Percent of Taboola Advertiser Spend

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Taboola Sees Rapid Adoption by Brands with Some Achieving 110% Increase in Conversions

NEW YORK, Jan. 29, 2024 (GLOBE NEWSWIRE) -- [Taboola](#) (Nasdaq: TBLA), a global leader in powering recommendations for the open web, today announced rapid adoption and results for its performance advertising-focused bidding technology, called Maximize Conversions.

Since launching just 3 months ago, this technology is already being used by 50 percent of Taboola advertisers, including Hyundai, ERGO, Leica Camera, Sonova, Peugeot Turkey, and Opel Turkey, with some advertisers seeing 110 percent increases in conversions.

Taboola's Maximize Conversions empowers Taboola advertisers to evolve beyond manual and time-consuming cost per click (CPC) bidding strategies, in favor of simply specifying a budget and having Taboola's algorithm automate the CPC bid to drive as many conversions as possible, while staying within budget.

Advertisers are using Maximize Conversions to drive results, boosting conversions while maintaining their Cost Per Acquisition (CPA). In addition to making ad campaigns more effective, Maximize Conversions has also provided immense benefit in making campaigns more efficient, reducing the time in which advertisers get to their optimal results by half.

Maximize Conversions is designed to give advertisers flexibility for their campaigns. The technology can be used without a target CPA, which delivers against an advertiser's daily budget, driving the most conversions at the lowest cost. When used with a target CPA, it delivers performance at a CPA they control.

"Maximize Conversion is one of our most rapidly adopted offerings ever," said Adam Singolda, CEO and founder, Taboola. "The world's top advertisers are embracing it because it takes the guesswork out of CPC bidding, it clearly produces results, and it is based on AI that is trained with an understanding of their consumers—one that is unique to Taboola. We're connecting advertisers with customers quickly and easily, no matter what goal an advertiser has."

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 Yahoo, CNBC, BBC, NBC News, Business Insider, The Independent and El Mundo.

Around 18,000 advertisers use Taboola to reach nearly 600 million daily active users in a brand-safe environment. Taboola is a leader in powering e-commerce recommendations, driving more than 1 million monthly transactions, with leading brands including Walmart, Macy's, Skechers and eBay among key customers.

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

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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, 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.