Taboola Opens Maximize Conversions AI Bidding Technology to All Advertisers to Drive More Conversions and Lower Campaign Costs; Offering Reaches Milestone Adoption with 100% Increase in Advertiser Campaigns Quarter Over Quarter

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NEW YORK, Aug. 28, 2024 (GLOBE NEWSWIRE) -- Taboola (Nasdaq: TBLA), a global leader in powering recommendations for the open web, today announced its performance advertising-focused bidding technology, Maximize Conversions, is now available for all advertisers.

Previously, thousands of advertisers have used Maximize Conversions, which is an AI-powered technology that enables Taboola advertisers to drive more conversions and lower cost for campaigns. Through this offering, Taboola is automating the bidding process for campaigns, allowing advertisers to remove the complexities of manual optimizations. This means they can simply share their budget and marketing objectives, and the algorithm will manage their campaigns in the most efficient and effective way possible within the set cost. Many have achieved 110% increase in conversions for their campaigns, through the use of Taboola's conversion tracking methods and tools.

Through this update, any advertiser can now access Max Conversions, regardless of the way they set up their campaigns, and without needing to use Taboola's conversion tracking methods and tools. This gives access to thousands of additional advertisers, so they can run campaigns with Taboola.

Today's news comes as Maximize Conversions continues widespread adoption by advertisers. It is being used by 70% of advertisers, including Hyundai, ERGO, Leica Camera, Sonova, Peugeot Turkey, and Opel Turkey. Taboola saw a massive increase of 100% in campaigns launched with Maximize Conversions in the second quarter of 2024 versus the previous quarter.

"We're continuing to make it easier for advertisers to succeed on Taboola. The massive adoption we're seeing from Max Conversions makes it clear that advertisers like the tech, and most importantly it works for driving results for performance campaigns," said Adam Singolda, CEO and Founder at Taboola. "We're seeing 70% of advertisers use it, and keep using it. Today, we're giving thousands more advertisers the ability to tap into this AI-powered technology."

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.

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, 2023 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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