



Taboola

BRANDS AND AGENCIES

Nadav Perry

VP, Global Brands and Agencies Development

March 29th, 2022

AGENDA

1

Why should brands care?

2

Our investment in brands:

- a. Product
- b. Partnerships
- c. People

3

Success Stories

DIVERSIFY & ENGAGE THE CONSUMER AT ALL MOMENTS

FACEBOOK



TikTok

Moments of
ENTERTAINMENT

Taboola

Moments of
DISCOVERY

amazon

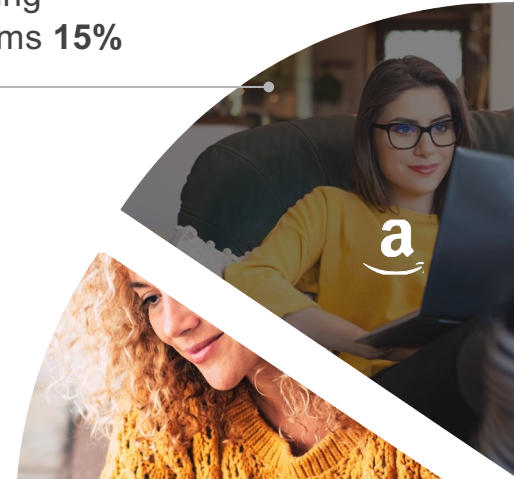
Google

Moments of
INTENT

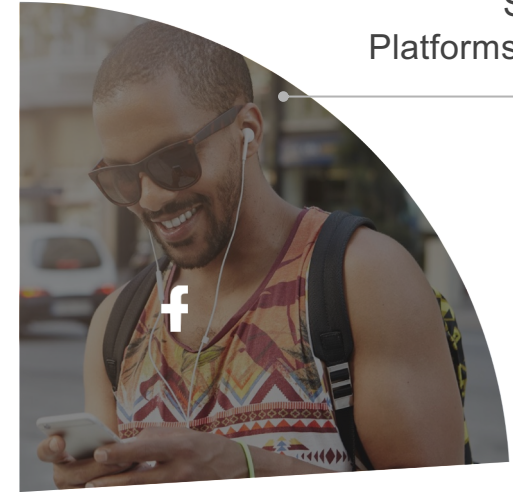
PEOPLE SPEND 25% OF THEIR ONLINE TIME ON THE OPEN WEB

Open Web 25% 

Shopping
Platforms 15%



Social
Platforms 23%



Video
Platforms 17%

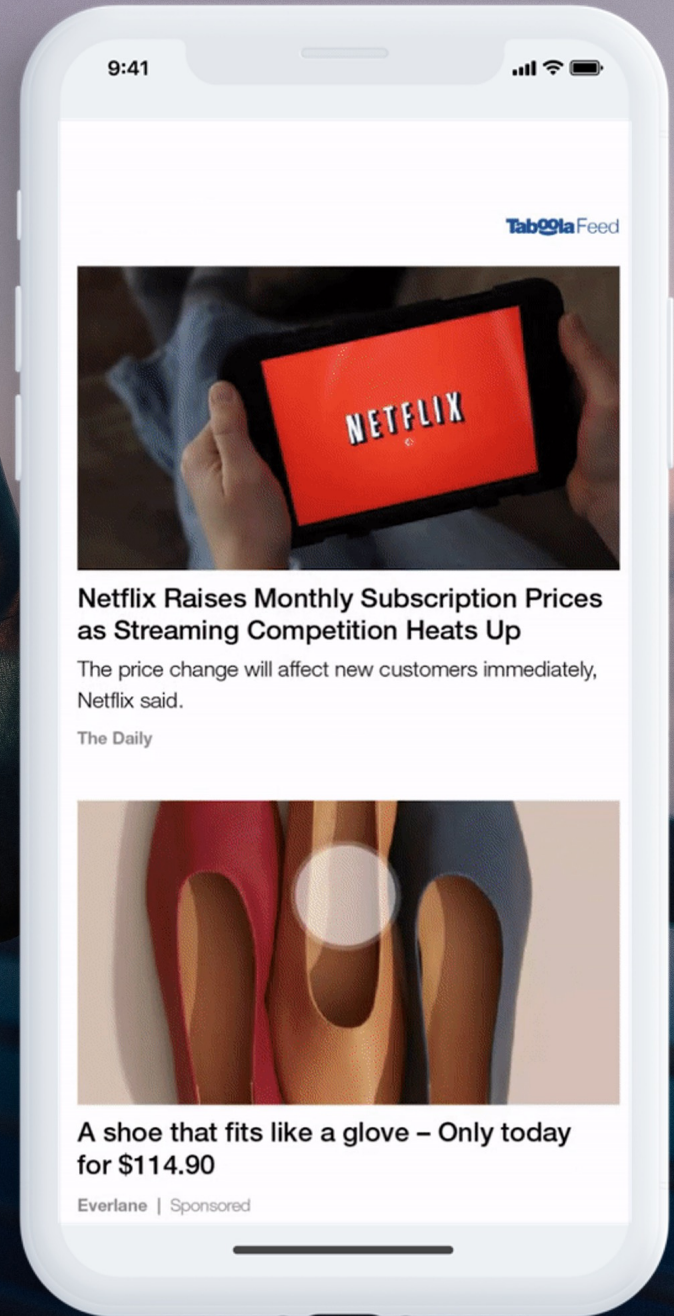


Search
Platforms 16%



Taboola

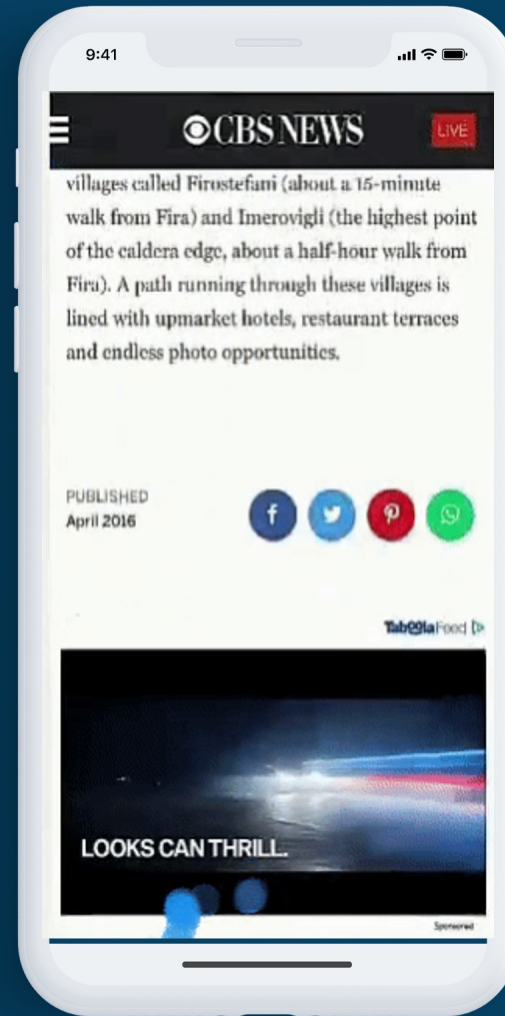
**MOMENTS
OF DISCOVERY**



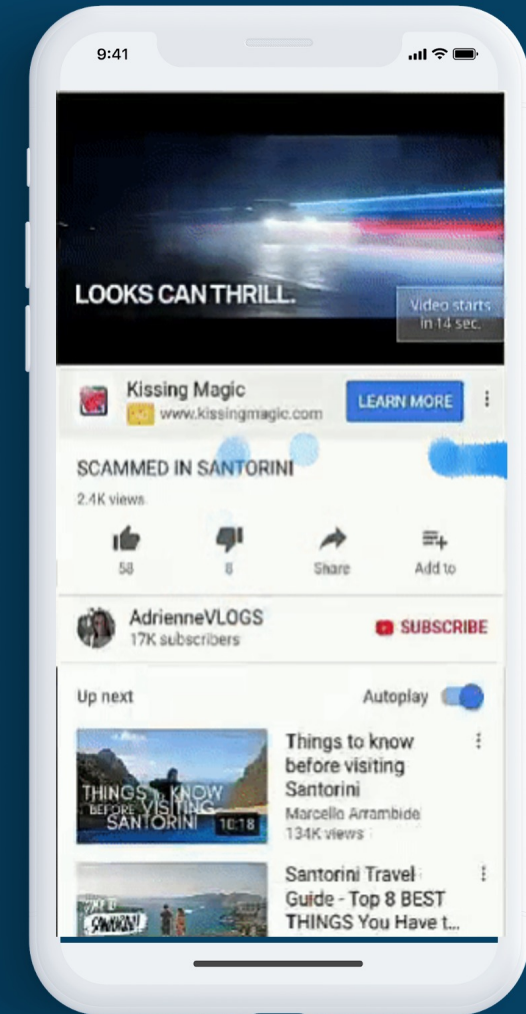
ADS IN THE MOMENT OF DISCOVERY HAD 25% HIGHER ATTENTION

nielsen

25%

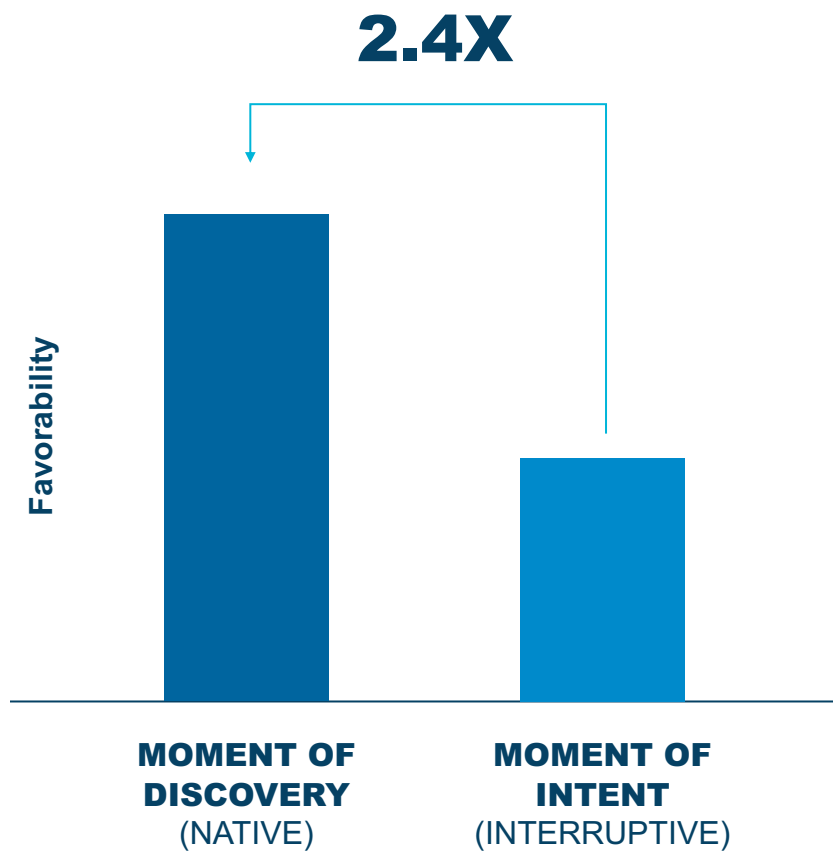


**MOMENT OF
DISCOVERY
(NATIVE)**



**INTERRUPTIVE
(PREROLL)**

ADS IN THE MOMENT OF DISCOVERY WERE RATED 2.4X MORE FAVORABLE



BRAINSTER



“77% of people under 35 feel the pandemic has made them value journalism more and trust news brands more than social environments.”

IAB 2021 - 'The Value of Quality Environments'

AD PERCEPTION ON HIGH QUALITY SITES

▲ **74%**

VERSUS THE SAME AD ON A **LOW QUALITY** SITE



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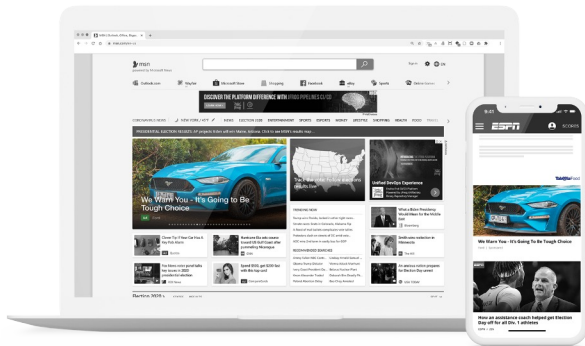
- a. Product
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Success Stories

CONNECTING BRANDS TO CONSUMERS ACROSS THE FUNNEL

TABOOLA HIGH IMPACT



AWARENESS

Brand Awareness

CONSIDERATION

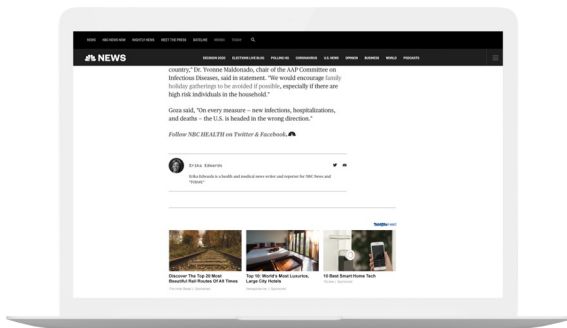
Website Traffic

User Engagement

CONVERSION

Lead Generation & Conversion

TABOOLA PERFORMANCE



HIGH IMPACT PLACEMENTS

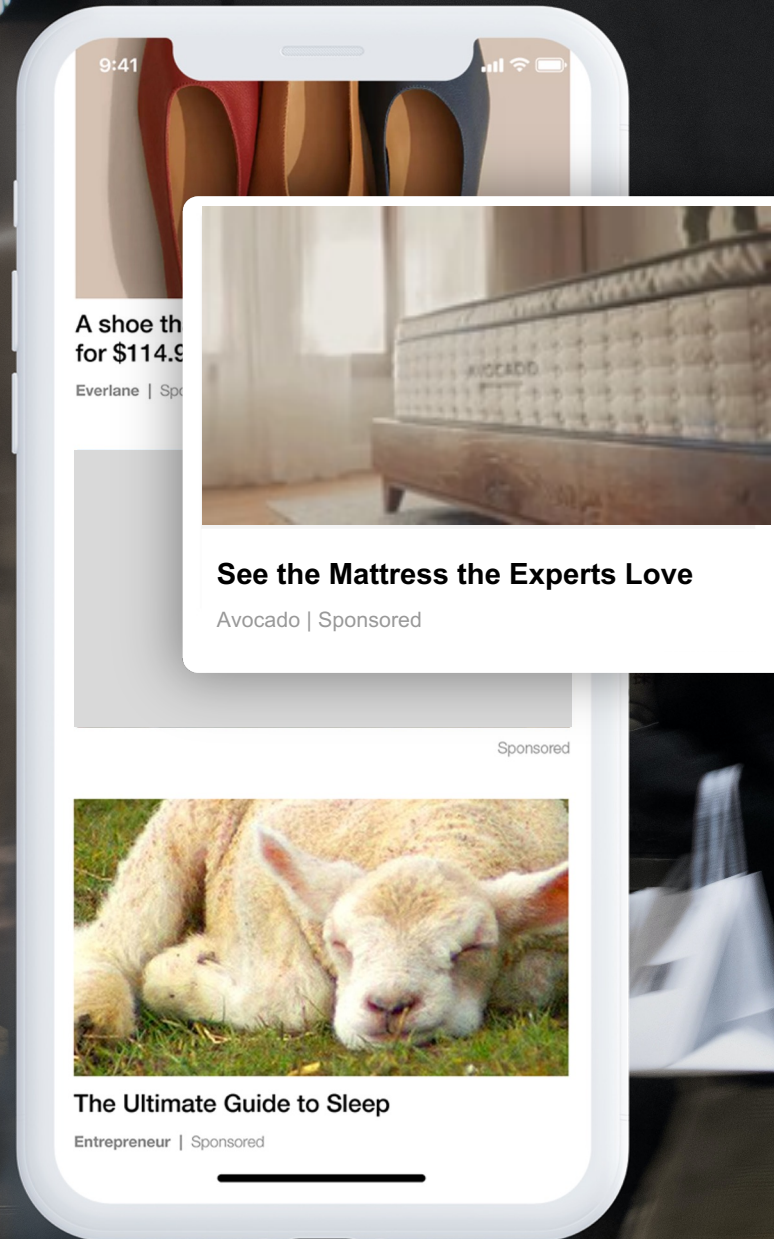
Premium Ad Placements on Premium Publishers.

A highly-viewable advertising solution, with brand safety controls, optimal for achieving branding and awareness goals.



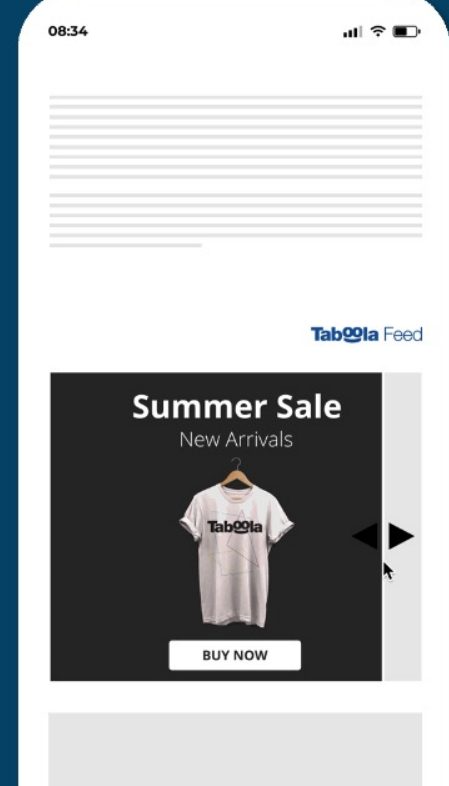
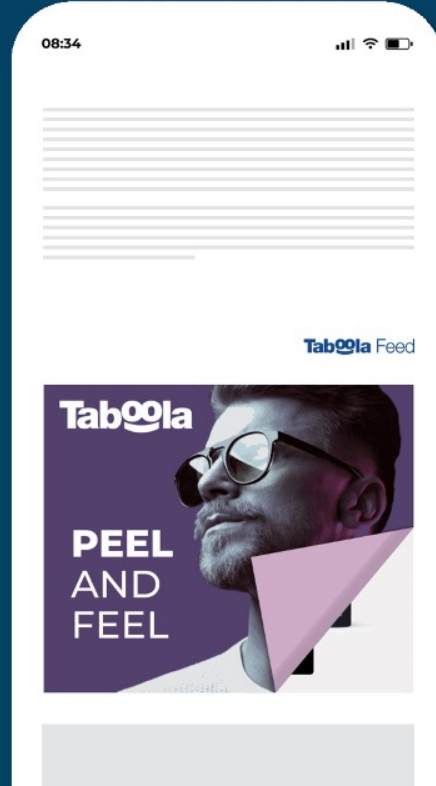
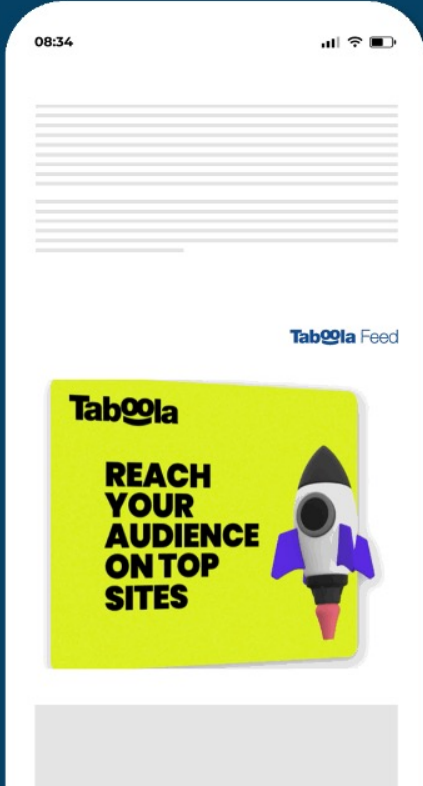
PERFORMANCE MARKETING

A data driven solution for performance focused outcomes. Leveraging image, motion ads and video assets and SmartBid Algorithms to achieve lower-funnel KPIs.

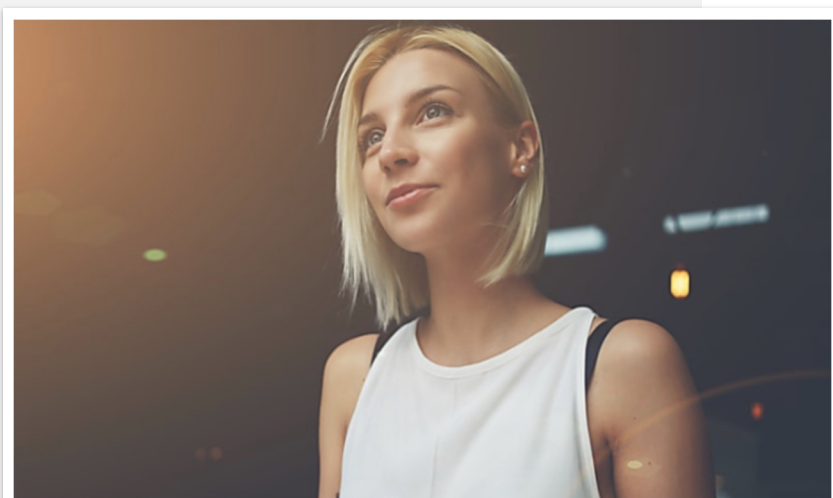


INNOVATION: DRIVING AWARENESS

Experimenting with new rich ad experiences



INNOVATION: DRIVING PERFORMANCE



The Innovative App That's Trending Among Intellectuals

Blinklist is an app used by top thinkers around the world- it provides genuine value for people who love to learn

Blinklist | Sponsored

Learn More

DESCRIPTION

CTA
BUTTON

ADS WITH DESCRIPTION

Elevate The Brand Message:

Advertisers have greater storytelling opportunities to highlight details about their product or service.

DRIVING
PURCHASES

+26%

CVR

CALL TO ACTION

Drive users To Action:

Help users convert with a specific post-click action

LEAD
GENERATION

+6%

CVR

Learn More

CREATE A SAFE ENVIRONMENT FOR BRANDS

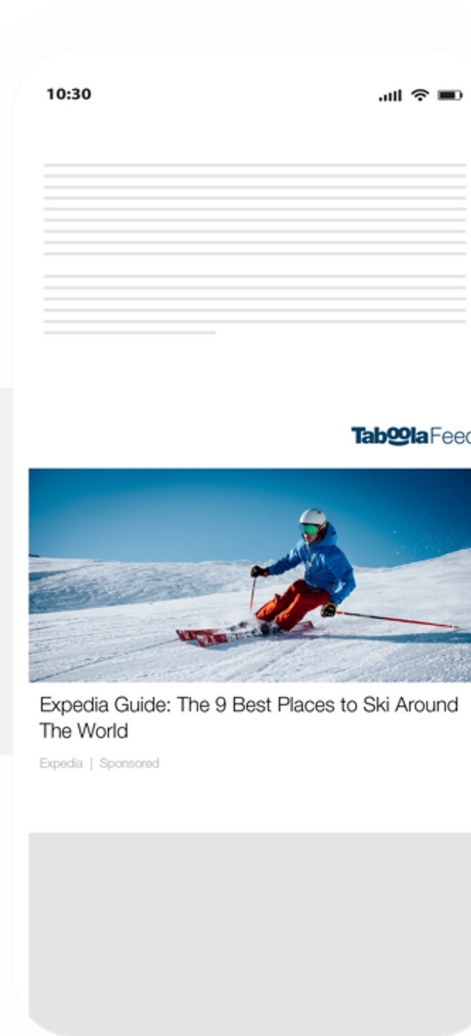
IAS Integral
Ad Science

MOAT

- Control which sites & articles your ad appears on
- Control what content surrounds your ad

DV
DoubleVerify

 White Ops®



Editorial Content

Your ad, adjacent to safe editorial content

Editorial Content

TABOOLA ACHIEVES

IAB UK GOLD
STANDARD 2.0



TABOOLA MEETS THE INDUSTRY'S HIGHEST STANDARDS by ensuring that your brand will appear in **premium, brand safe environments** across our publisher network, which are **respectful of user experience and privacy**.

ANTI FRAUD



Implementing [IAB Tech Lab's ads.txt, sellers.json and Open RTB Supply Chain Object](#)

BRAND SAFETY



Obtaining [TAG Brand Safety Certification](#), providing robust policy, and long-term commitment to compliance monitoring policies

USER EXPERIENCE



Adhering to [The Coalition for Better Ads \(CBA\)](#) advertising standards

PRIVACY

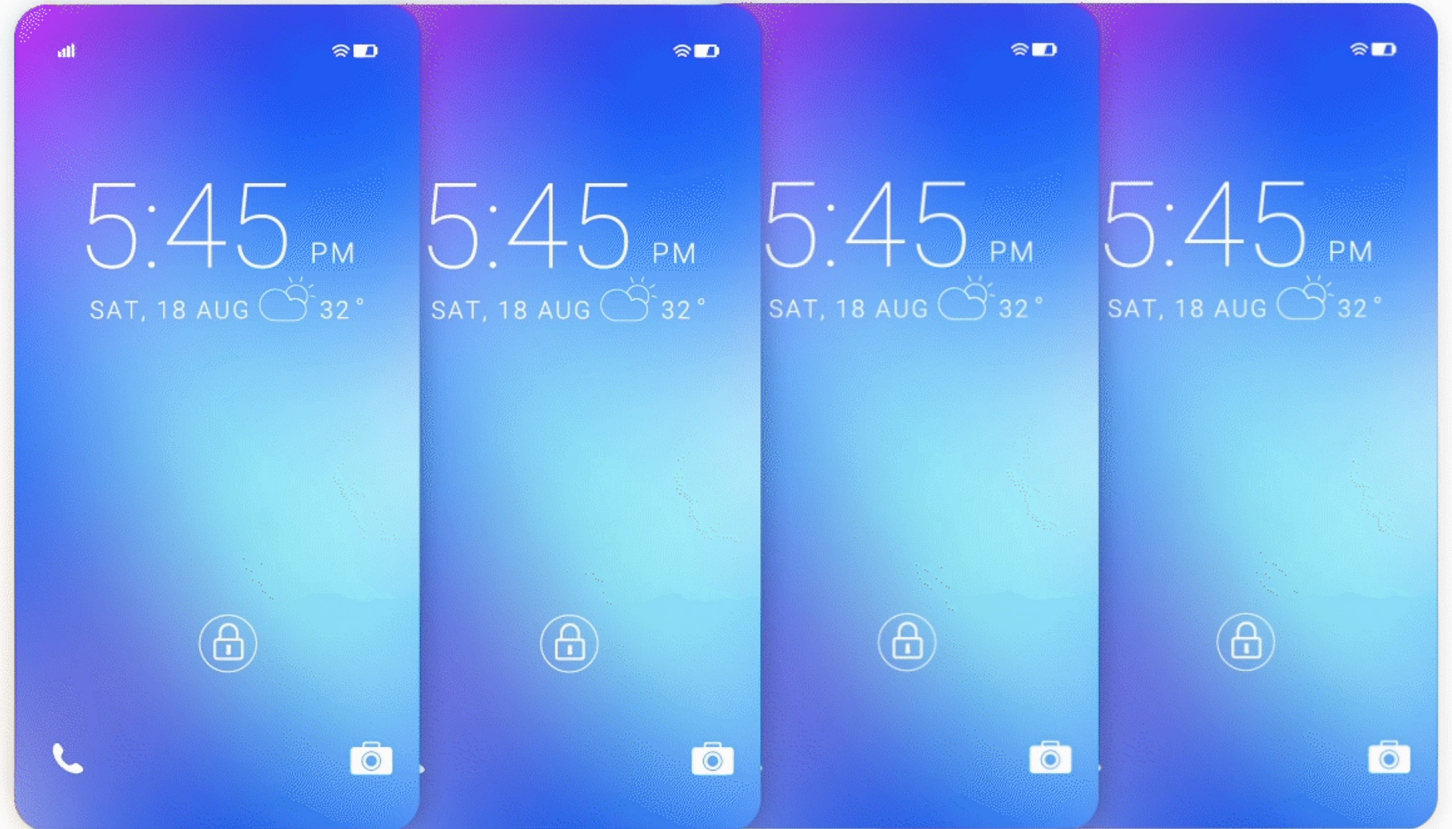


Ensuring compliance with the GDPR and ePrivacy law by adopting [IAB Europe's Transparency Consent Framework \(TCF\)](#)

Taboola News

CONTENT EXPERIENCES INTEGRATED INTO DEVICES

Make an impact in native environments alongside premium content.



SWIPE SCREENS

NOTIFICATIONS

NEWS APPS

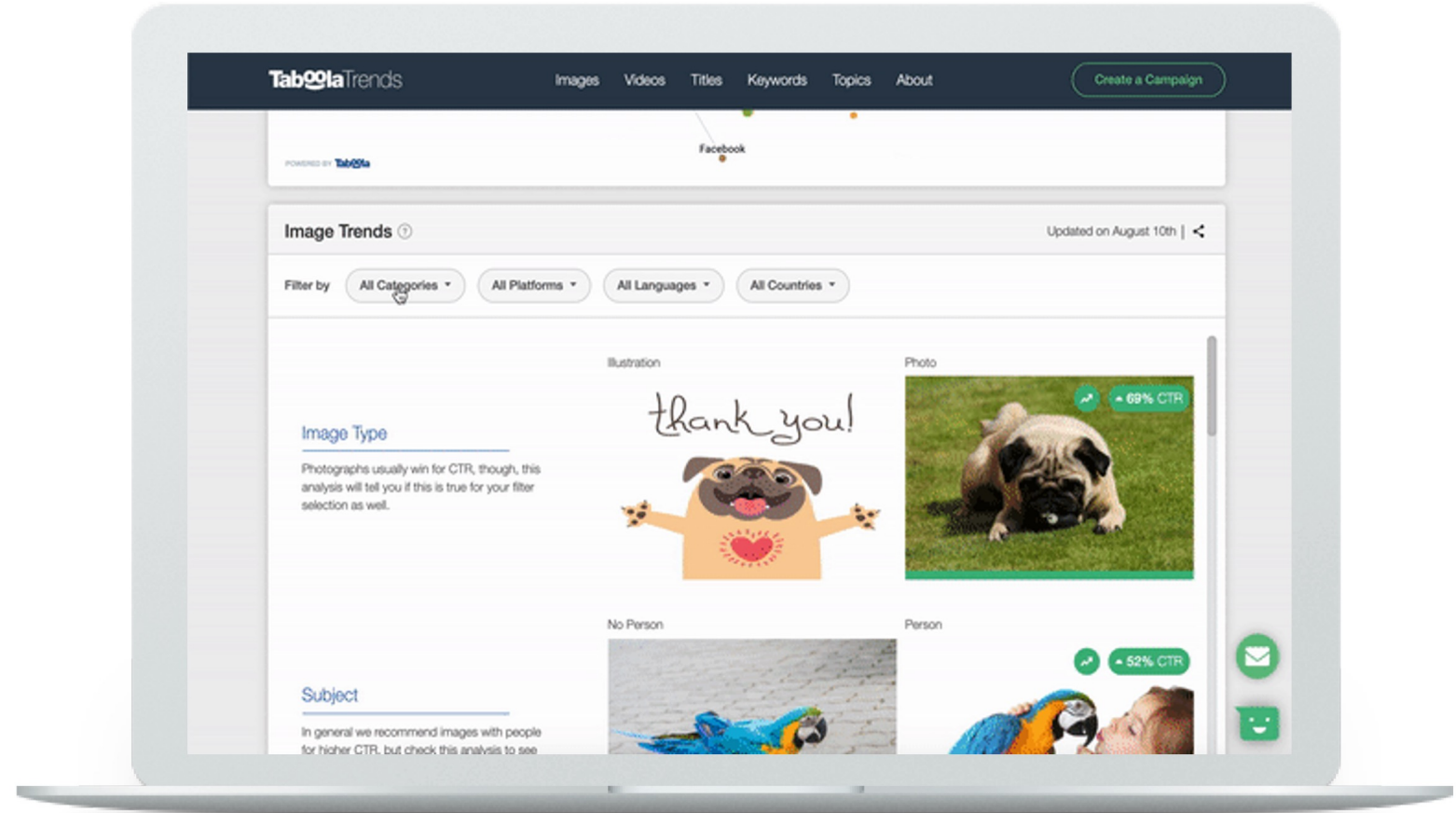
BROWSER HOMEPAGE

OUR SERVICE TEAMS GLOBALLY INCLUDE:

- Industry experts (Auto, Retail, Finance etc)
- Agency leaders
- Client Success leads
- Creative experts
- Analytics experts
- And more...

DRIVING INSIGHTS VIA TABOOLA DATA

Shape the Brand Story, the Creative, the Landing Page, the audience Targeting...
based on unique readership data



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Success Stories



AGENCY COLLABORATIONS



BRAND SUCCESS STORIES

