



**Taboola**

# CORE PLATFORM

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President & COO

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# ALL ONLINE PUBLISHERS HAVE THE SAME GOAL

MORE USERS,  
visiting more often....

... STAYING LONGER,  
engaging more...

... And taking  
REVENUE-DRIVING ACTIONS.

**Audience X Engagement X Revenue = Maximum value**

# PUBLISHERS APPLY DOZENS OF TOOLS AND SOLUTIONS



# BUT EXTRACTING OPTIMAL VALUE IS INCREDIBLY HARD

IN-STREAM VIDEO

*OUTSTREAM VIDEO*

**SUBSCRIPTIONS**

**INSIGHTS**

SOCIAL

STRATEGY

NEWSLETTERS

**Audience X Engagement X Revenue = ?**

NOTIFICATIONS

E-COMMERCE

AUDIENCE DEVELOPMENT

*DIRECT DEMAND*

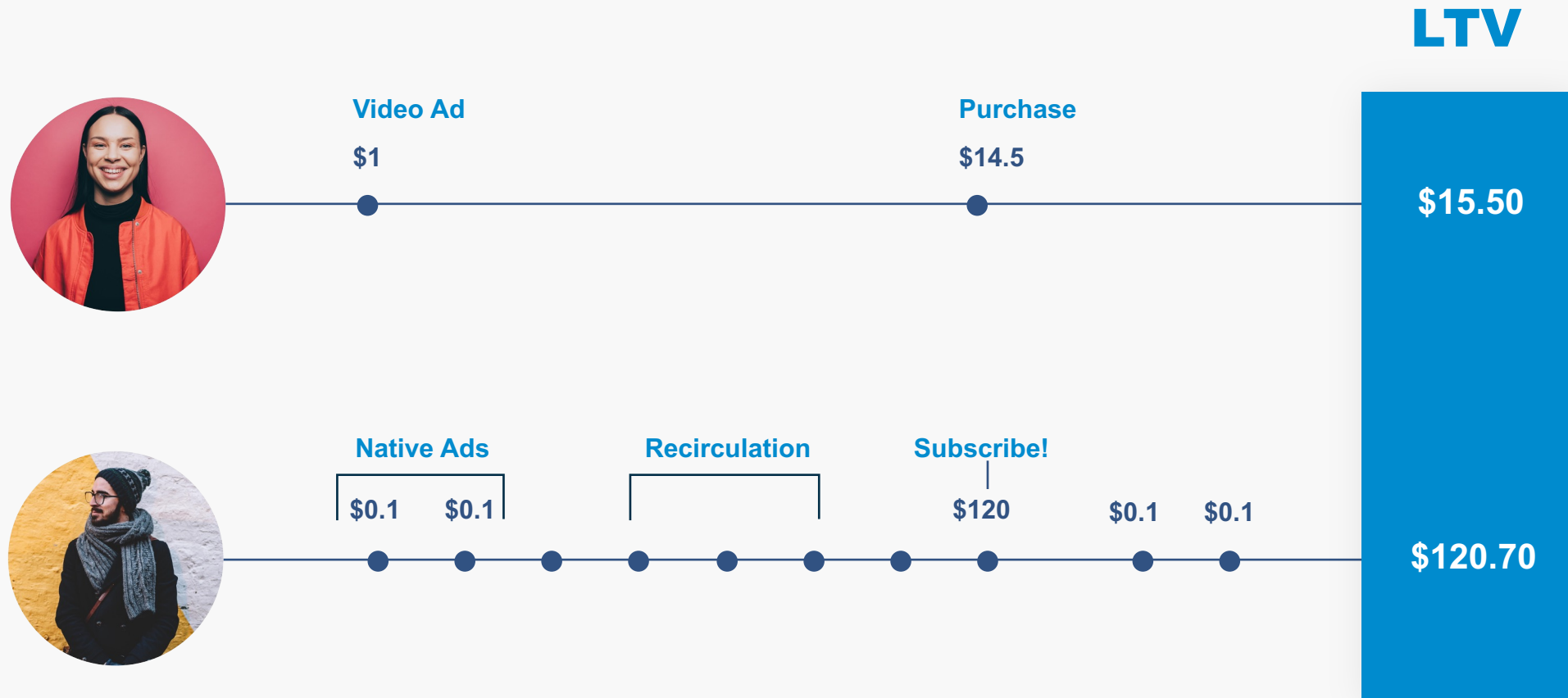
**AUDIENCE**

*VIDEO PRODUCTION*

**SEO**

**PREMIUM ADS**

# PERSONALIZATION IS KEY TO MAXIMIZING LIFETIME VALUE



# TABOOLA IS THE LEADER IN PERSONALIZATION POWERED BY OUR RECOMMENDATION ENGINE



## DATA

Readership data  
from **~16,000** digital  
properties

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**100TB** data processed  
daily



## TECHNOLOGY

**500** employees in R&D  
(out of 1,850 employees)

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**\$100M+** Annual R&D  
Spend



## SCALE

**9,500** Servers

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Up to **1 Trillion**  
Recommendations per month

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**Tens of Billions** of clicks  
per year

# COMPREHENSIVE PUBLISHER PLATFORM

## Publisher Strategy

Organic Engagement

Audience Development

Subscription

E-Commerce

Taboola Ads

Pub Direct Ad Demand

## UX

Feed

Next Up

Explore More

Video Slider

Video Reel

Reco Reel

Taboola News

Homepage 4U

## AI

Personalized Recommendation Engine

## Controls

Editorial Controls

Ad Controls

Ad Content Review

## Analytics

Taboola Newsroom

Analytics / Insights / Reporting

## Code-on-Page

Native Placements

Readership Data

Purchase Intent Data

# COMPREHENSIVE ADVERTISER PLATFORM

## Marketing Objective

Awareness

Website Traffic

Engagement

Lead Generation

Purchase

## Ad Experience

Formats – Capture Attention

Formats – Drive Customer Action

## AI

Algo

SmartBid “Dimensions”

## Brand Safety

Pre-Bid Controls

Environmental & Experience Controls

Measurement & Verification Tools

## Audiences & Targeting

Contextual

Advertiser 1<sup>st</sup> Party

Custom

## Analytics

Taboola Ads (Insights & Reporting)

## Channels

Self-Service

Managed

Programmatic

## Code-on Page

Native Placements

Readership Data

Purchase Intent Data



# MONETIZATION DRIVEN BY 'ALWAYS-ON' ADVERTISERS

## 4.6 Years

Average Top 50 Advertiser Tenure

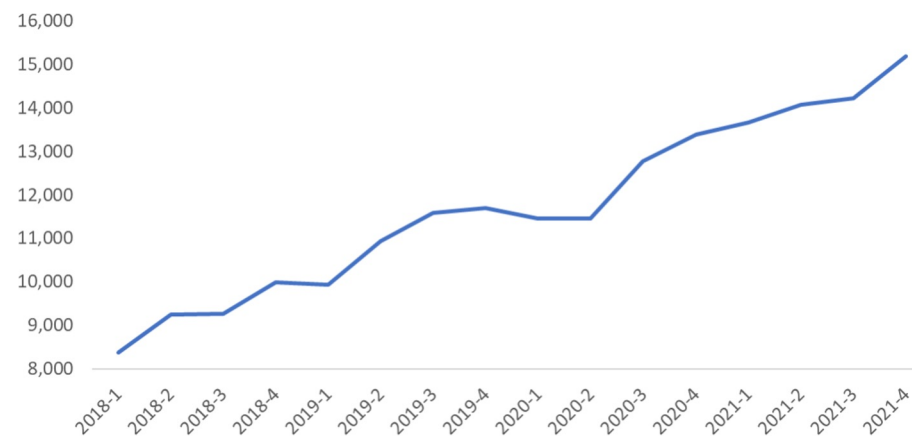
## \$7M+

Average Annual Revenue amongst Top 50 Advertisers

## 200+

Advertisers That Spent >\$1M in 2021 (~15,000 Advertisers in Total)

# Active Advertisers



(1) Source: Company Data



# ACCESS TO PROGRAMMATIC CHANNELS

Connections to major  
Media buying platforms

 theTradeDesk

 xandr

 CRITEO

 A9

 Adobe

 MediaMath

 AMOBEE

 Display &  
Video 360

# STRATEGIC VALUE TRANSLATES TO LONG-TERM RELATIONSHIPS WITH PUBLISHERS

## 5+ Years

Average Top 50  
Publisher Tenure

## 3+ Years

Typical contract length,  
Revenue-weighted

Publishers on a 5+ Year Contract with Taboola



**Bloomberg**

**Daily Mail**

**sport1**



**NBC NEWS**

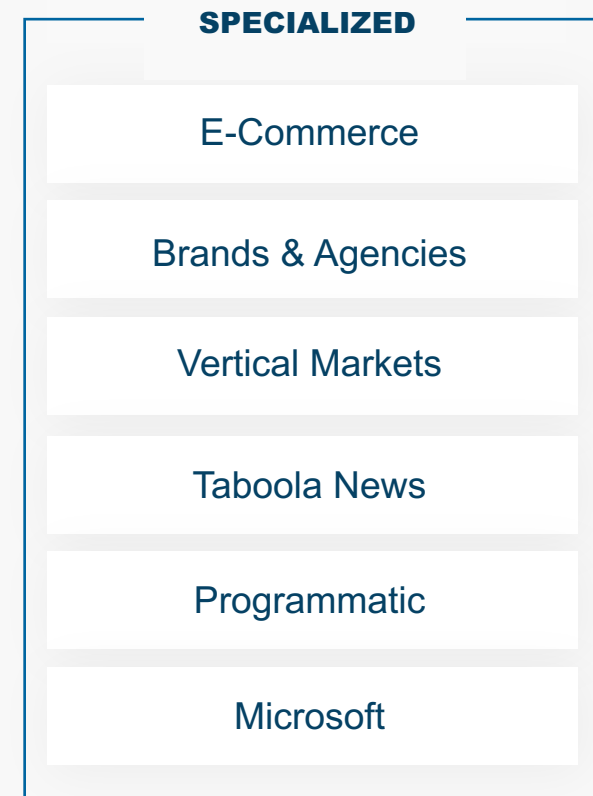
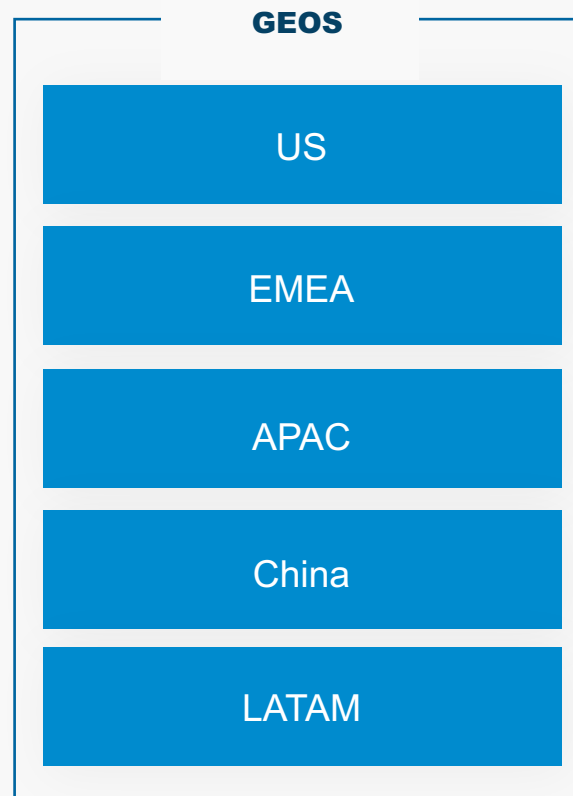
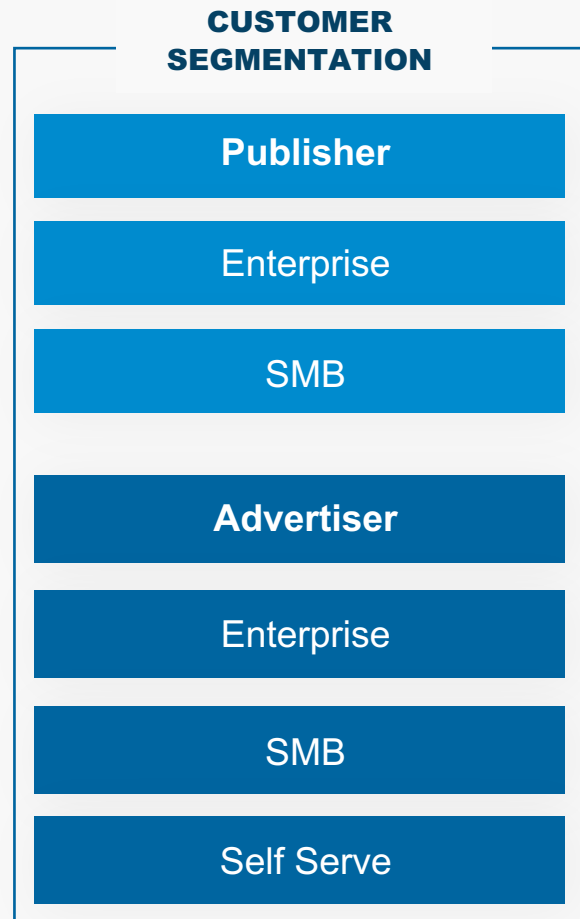


**SYNACOR**

**USA TODAY**

*Lagardère*

# GO TO MARKET OVERVIEW





# PREDICTABLE BUSINESS RESULTS

