# Taboola

# GET ON THE PATH TO SUCCESS!

With Taboola, you can show ads to hundreds of millions of people across the web that you can't reach with other Native Ad platforms.

Opportunity to reach 500M+ Daily Active Users across 9000+ premium publisher sites.

## Here's what to expect in the initial weeks of launching your campaign.

### ① Getting Started: Generating Learnings

- Establishing clear marketing goals with the account manager
- Setting an appropriate budget for a successful test, to build learnings that will help achieve the goals
- Establishing and following appropriate creative best practices, formats and treatments for the first test
- Setting up proper infrastructure to ensure campaign success (Taboola Pixel, non-restrictive campaign targeting, SmartBid)

The learning phase is necessary to best optimize your campaign for your objective and increase the relevancy of your targeting. By the end of the learning phase, our algorithm would have worked out which kinds of users in your audience are most likely to take a decisive action after seeing your ads.

### ② Getting Going: Using Your Initial Learnings

- Adjusting bids on Publisher basis
- Reviewing creatives for top performers and doubling down, abandoning non performing creatives
- Using Taboola pixel audiences built in the getting started phase for remarketing campaigns

Your goal is to start using the learnings to identify where your scalable opportunities will be. This will be a crucial step in supporting the longevity of your campaigns and account.

## (3) Getting Ahead: Scale and Diversify

- Increasing budgets to capitalize on areas of success
- Identifying strongest areas of opportunity and doubling down
- Checking Dayparting, OS (for Mobile campaigns)/Browser (for Desktop campaigns) and potential regions
- Creating new Pixel Audiences and conversions to subdivide audiences

At this stage you are fully ramped up, continue to make optimizations and enhance this campaign while you move on to other offers or promotions.

**At Taboola we recommend starting with broad general campaigns and narrowing them to specific targeting based on the gathered data, unlike other platforms where you start campaigns with very specific targeting.**

## Actions for maximum results

- Taboola Pixel is the engine that learns how people interact with websites and gathers user data. Install it and make sure you create events along the customer funnel which effectively track the KPI's for your campaign.

- Use SmartBid to automatically adjust your bid to the right user and open up different ways to optimize. Additionally increase/ decrease your bids according to the publisher basis CPA and ROAS.

- Implement a pixel not only for the actual conversion, but also for soft conversions alongside the funnel to give Smart Bid a better understanding of valuable users.

- Have a good creative variation of 3 thumbnails and 3 headlines to generate sufficient data for each campaign. Video, Title and Thumbnail Best Practices

- Use one clickthrough URL per campaign. Any additional URLs are best served in campaigns of their own. Landing Page Best Practices for Performance Advertisers

- Give the algorithm time to gather information and build a strong database by also bidding for clicks which are not converting. From there on optimize your campaigns and change bit by bit to see cause & effect.

- Familiarize yourself with Taboola Content Policy and how to avoid policy violations in your campaigns.

## ⊗ Common mistakes to avoid

⊗ Don't make major adjustments or pause your campaign during the learning phase. Let the campaign run uninterrupted for at least 5 to 7 days to generate meaningful results.

⊗ Avoid setting too many constraints during campaign setup, try to run broader campaigns in terms of location, platform, device and audience targeting.

⊗ Avoid adding too many targeting types in your campaign as it narrows reach, raises CPCs as the competition intensifies and negatively impacts results.

⊗ Do not use the same creative assets from other Social or Display campaigns, use material fitting for Native Advertising.

⊗ Do not carry decisions from other platforms. Our reporting will help you to make the right decisions for optimizing your campaigns.

**As you are gearing to get started with your 1st campaign, Taboola Account Manager is there to support you and get you through a successful test campaign.**

# Tap into millions of engaged and savvy readers.
# Start your 1st campaign today!

Taboola