Taboola

MAXIMIZE CONVERSIONS

The smartest way to drive conversions at scale on the open web.

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"Our Maximize Conversions campaigns are the clear winners! They consistently deliver outstanding results allowing us to maximize our budgets while achieving impressive CPAs. Not only that, but these campaigns are also driving the highest ROAS for us at the moment, and we're exciting to continue investing with Taboola."

Michael Cadenas, Growth Marketing Manager at Babbel.

Overview

Maximize Conversions is the smartest tool in an advertiser's toolbox to drive conversions at scale on the Open Web. Our predictive algorithm is now able to make continuous adjustments to your bids, using hundreds of data signals resulting in better campaign performance than before, and allowing you to maximize your budget to achieve the best results across our huge network of publishers. Maximize Conversions will not only minimize wasted spend across the open web, but will also streamline optimizations, resulting in performance at scale.

Who is it for?

Maximize Conversions is recommended for performance advertisers who:

▸ Are optimizing towards actions* measured in Taboola Ads that comprise of the unique customer journey

▸ Are looking for automated solution to deliver performance at scale on the open web

(*actions can include Sales, Leads, App Installs or Page Views)

When to use Maximize Conversions

Maximize Conversions should be used to get the highest number of conversions for your total daily budget. It is the recommended bidding strategy to **explore potential CPA performance on Taboola** with CPAs stabilizing after 3-4 days.

Maximize Conversions is the recommended bidding strategy for new campaigns launching on Taboola.

When should you apply a Target CPA?

You can set a target CPA to your Maximize Conversions campaign if you want to **cap your spend at a certain conversion cost**. By setting a CPA target, the algorithm will continue to maximize conversions, but within the set cost.

We do not recommend setting a Target CPA in the first few days of your campaign. This is because it may take significantly longer to go through the learning phase and to stabilize performance. If you want to apply a Target CPA, you should wait until your CPA has leveled off for several days, and use this data as a benchmark to set your target.

Best Practices

Getting Started

▸ Set up tracking correctly via the Taboola Pixel or S2S integration with defined conversion rules

▸ Daily budget cap should be at least 10-15X the expected CPA. $50 minimum daily cap for low CPA campaigns

▸ Avoid setting a target CPA initially so that the campaign can learn quickly

▸ Ensure best practice creatives and landing pages are adhered to

Troubleshooting

▸ With Max Conversions, the algorithm needs 3-4 days to stabilize the CPA. Make sure not to adjust the campaign settings during this time

▸ If you haven't reached 30 conversions after the first 5 days, change which event you optimize towards, choosing the one closest to your primary conversion event

Optimizing

▸ Adjust budget to find the right balance between scale and cost, keeping a minimum of 10X the CPA

▸ When applying a Target CPA, set a realistic target based on recent performance on Taboola or similar native channels, starting at 20% higher than the goal

▸ Adjust it slowly over time if needed, to not shock the system (20% change maximum)

Enhanced CPC:

Enhanced CPC, previously known as SmartBid, isn't going anywhere!

If you want to maintain control over your bids, you can insert a baseline CPC bid and Enhanced CPC will boost and de-boost that bid based on the likelihood of conversion. However, this strategy requires time and resource to regularly monitor and optimize individual publisher bids.

Discover your potential performance on Taboola with Maximize Conversions.

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