

"Taboola helped us reach our target audience across different stages of the conversion funnel with quality content that adds value to their daily lives. By launching native on a range of media platforms – including specialized and generalist publisher properties – we were able to achieve a higher conversion rate and lower costs than traditional advertising campaigns."

*- Mathilde Hardy, Director of Online Acquisition, Panda Security
a WatchGuard brand*

121%

Increase in
Conversion Rate

57%

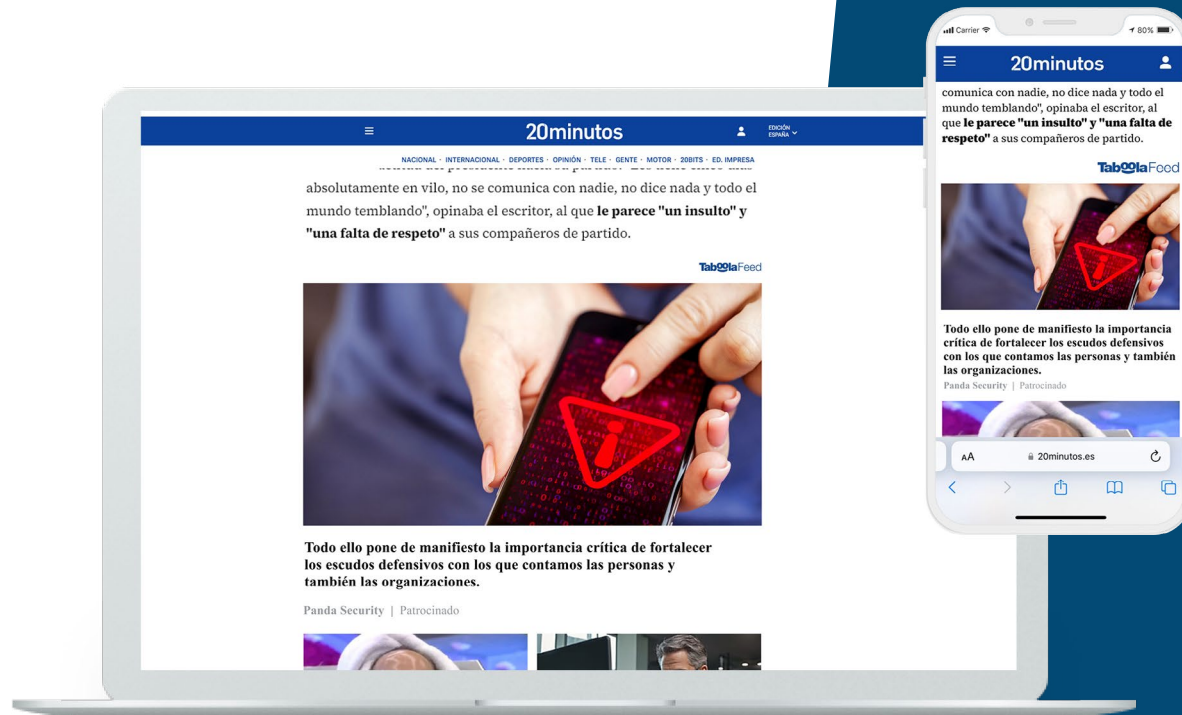
Decrease in Cost
Per Acquisition

80%

Increase in
Engagement

TECHNOLOGY

**MacLucan & Panda Security
Increase Conversions at 57%
Lower CPA with Taboola Native Ads**



COMPANY

MaLucan is a 360° marketing agency that harnesses global communication strategies and channels to help digital businesses achieve their goals. **Panda Security** is one of the world's leading cybersecurity software manufacturers.

CHALLENGE

Increase high-quality engagement and time on site among a young target audience while lowering costs.

SOLUTION

Turn original, high-quality articles into native **Taboola** Text and Image Ads, reaching target audience segments across premium publisher sites.

RESULTS

With **Taboola**, **MaLucan** and **Panda Security** were able to drive a **121% increase in CVR** and **80% increase in website engagement** at a **57% lower CPA**.

MaLucan & Panda Security Target Young Audience Segments with **Taboola** Text and Image Ads.

Introduction

MacLucan is a 360° marketing agency that harnesses global communication strategies and channels to help digital businesses achieve their goals.

MacLucan covers the entire customer conversion funnel from a holistic and fluid perspective. Through their consulting methodology, they deeply analyze clients' customers and generate content strategies tailored to their needs.

MacLucan adapts each message to the appropriate communication channel, whether it's online or offline, and in various forms such as advertising, journalistic content, or "infotainment."

Panda Security is one of the world's leading cybersecurity software manufacturers and has been ranked among the top 500 fastest-growing European companies since 1997. Based in Spain, **Panda Security** operates in 180 countries and has more than 30 million users. Since 2020, it has been a part of WatchGuard Technologies, a global leader in network security intelligence, secure Wi-Fi, and multifactor authentication.



MacLucan & Panda Security Turn High-Quality Content Into Engaging Native Ads with Taboola

In the cybersecurity industry, parents and adults often make the purchasing decisions. For this campaign, however, **Panda Security** was facing a unique challenge: They wanted to reach young, tech-savvy customers and encourage them to influence the decision-making process. **Panda Security** didn't just want to cast a wide net and drive impressions, either. They were looking to increase high-quality traffic and on-site engagement while keeping their cost per acquisition (CPA) low.

The problem was that traditional advertising channels just couldn't deliver. They were saturated with overpriced display ads that failed to grab the attention of young audiences. To achieve their new campaign goals, **Panda Security** and **MacLucan** needed to take a more innovative approach.

That's where **Taboola** came in. As a leading native advertising platform, **Taboola** helps nearly 18,000 advertisers engage built-in, target audiences across a network of over 9,000 top publisher sites. With the power of native ads, brands can reach audiences with more intuitive and less disruptive advertising experiences — ones that blend seamlessly with the content they're already enjoying.

Taboola worked with **MacLucan** and **Panda Security** to turn existing, high-quality content into eye-catching Text and Image Ads.

instead of simply promoting a product, they were able to hook readers with informative and educational articles. Once users clicked on an ad, they were taken to **Panda Security's** media page, where they could learn more about valuable cybersecurity news and trends, like avoiding QR code scams and protecting your personal data.

MacLucan & Panda Security Increase in Engagement at 57% Lower CPA with Taboola SmartBid

MacLucan and **Panda Security** used **Taboola's** advanced audience segmentation and targeting tools to ensure they were reaching just the right customers at the most efficient costs. For example, they segmented campaigns by device and audience type based on interest.

They also implemented **Taboola** SmartBid, our core machine learning algorithm that automatically optimizes campaign bids to meet advertisers' goals. Backed by historical campaign data, SmartBid helps brands win impressions that are most likely to convert, so they can boost performance while staying under their target budget.

The campaign quickly delivered outstanding results. With **Taboola** and **MacLucan**, **Panda Security** was able to drive a **121% increase in conversion rate (CVR)** and **80% increase in website engagement** at a **57% lower CPA. than their traditional ad campaigns**. Ultimately, with the power of native advertising, the brand was able to reach and inspire a target audience once thought inaccessible, and gather the data they needed to retarget them in future campaigns.