

*“Our Taboola campaigns have consistently delivered exceptional performance metrics, including increased click-through rates, conversions, and ROAS, leading to continuous scaling and growth. Taboola’s account team also provided valuable campaign insights almost every day, helping us optimize our strategies and stay ahead of the competition.”*

- **Richard Hipsley**, Co-Founder, Yellow Cake Media

**2X**


Increase in vCTR

**130%**

ROAS in Home &  
Garden Sector

**50%**

Decrease in CPL

 BUSINESS/B2B, HOME, TECHNOLOGY

**Yellow Cake Media Increases  
Leads at 50% Lower Cost with  
Taboola Enhanced CPC**





## COMPANY

**Yellow Cake Media** is an Australian agency that helps clients reach unprecedented levels of scalability and profitability through performance-based partnerships and cutting-edge technology.

## CHALLENGE

Generate high-quality leads for a range of advertising clients predominantly in the US market.

## SOLUTION

Leverage **Taboola's** Enhanced CPC bidding solution and native ads to improve campaign performance for clients across verticals.

## RESULTS

With **Taboola**, **Yellow Cake Media** achieved a **2X increase in vCTR**, driving an over **130% ROAS** in the home & garden sector. **Yellow Cake Media** also increased leads at a **50% lower CPL**.

**Yellow Cake Media** Drives Leads for Clients Across Verticals with **Taboola**



## Introduction

**Yellow Cake Media** is an Australian agency that builds brands and products to help clients reach unprecedented levels of scalability and profitability through performance-based partnerships and cutting-edge technology. Committed to going above and beyond for each business, **Yellow Cake Media** provides a range of integrated solutions to fuel lead generation, funnel optimization, and e-commerce development.



## Yellow Cake Media Diversifies Their Marketing Mix with Taboola Native Ads

**Yellow Cake Media** was seeking new ways to generate high-quality leads for US clients across verticals, including home & garden, health & wellness, and personal finance. The agency was already launching campaigns across Facebook, Google, and other native channels. But they were looking to diversify their media mix and help partners reach new, engaged audiences across the web.

That's where **Taboola** came in.

As a leading native advertising platform, **Taboola** helps 18,000 advertisers reach nearly 600 million daily active users across a network of over 9,000 publisher sites. Outside the walled gardens of search and social, **Taboola** gives brands the power to expand their reach in brand-safe environments throughout the open web.

**Yellow Cake Media** worked with their **Taboola** account manager to build native ads for each client and distribute them across **Taboola's** vast network. They leveraged a combination of Image Ads, which include high-quality visuals and copy, and Motion Ads, an innovative format that includes short, GIF-like videos to grab user attention.

## Yellow Cake Media Drives 2X Increase in vCTR with Taboola's Automated Bidding Solution

**Yellow Cake Media** implemented **Taboola's** Enhanced CPC bidding strategy to automatically optimize campaign bids, increasing high-quality impressions at more efficient costs. Powered by SmartBid, **Taboola's** core machine learning algorithm, Enhanced CPC uses historic performance data to help advertisers bid the lowest amount needed to win impressions that are most likely to drive conversions. Since the solution is automated, it's easy to scale across campaigns and publisher sites — helping **Yellow Cake Media** improve metrics for its portfolio of clients.

The results were outstanding. With **Taboola**, **Yellow Cake Media** achieved a **2X increase in viewable click-through rate (vCTR)** with an over **130% return on ad spend (ROAS)** in the home & garden sector. **Yellow Cake Media** also helped clients **increase leads at a 50% lower cost per lead (CPL)**.

Overall, **Yellow Cake Media** achieved remarkable success with **Taboola**, exponentially improving performance and generating high-quality leads for clients across verticals.