



AUTO

Citroën & Publicis Groupe Nearly Double Leads-to-Sales with Taboola

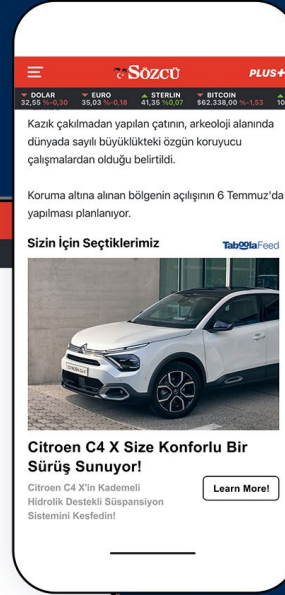
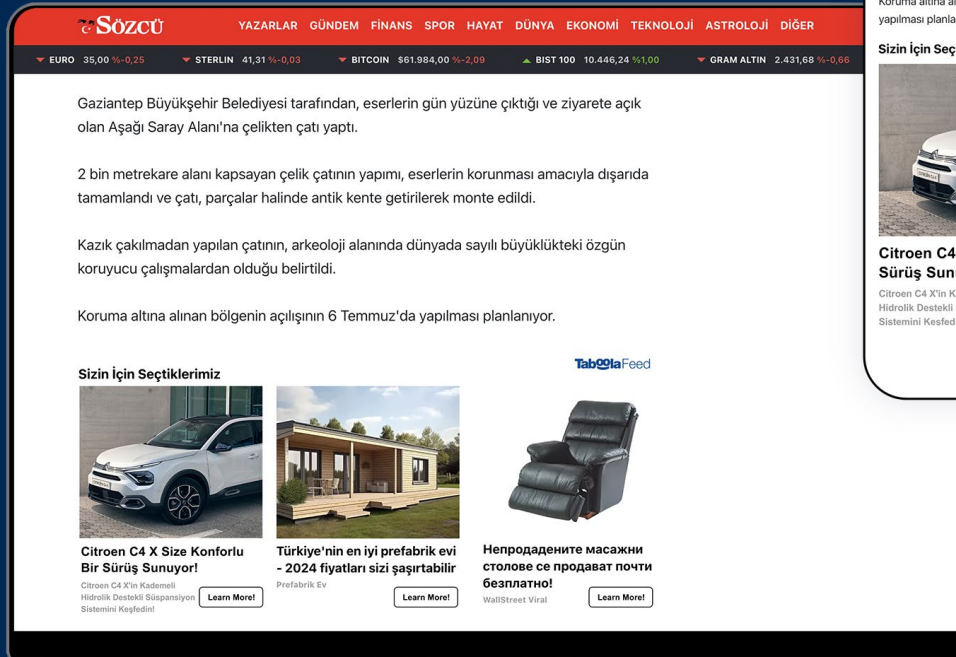


"By placing the Taboola Pixel on our site, we were able to track the customer journey and start generating conversions. Throughout the campaign, we relied on our Taboola account manager to provide valuable support with installation, optimization, and process management."

- Duygu Güner and Ekin Karesioglu

2X

Increase in
Leads-to-Sales



COMPANY

Citroën is an automobile manufacturing company based in France. **Publicis Groupe** is a French multinational advertising and public relations company, and one of the largest marketing and communications companies in the world by revenue.

CHALLENGE

Drive high-quality website sessions and leads.

SOLUTION

Launch **Taboola** native ads to reach mobile and desktop users on top publisher sites, using the **Taboola** Pixel to re-engage website visitors with a full-funnel strategy.

RESULTS

With **Taboola**, **Citroën** and **Publicis Groupe** nearly **doubled the amount of leads-to-sales**.

Citroën Reaches Desktop and Mobile Customers Across the Web with **Taboola** Native Ads

Introduction

Since 1919, **Citroën** has been creating automobiles, technologies and mobility solutions to respond to changes in society. A bold and innovative brand, **Citroën** places peace of mind and well-being at the heart of its customer experience and offers a wide range of models, from electric vehicles and hatchbacks to SUVs and commercial vehicles.

Publicis Groupe is a French multinational advertising and public relations company, and one of the largest marketing and communications companies in the world by revenue. **Publicis Groupe's** mission is to be the essential partner for their clients in their marketing, communication, and digital transformation journey. They aim to create value for their clients by combining creativity, technology, and data-driven insights to develop innovative and effective solutions that help businesses grow and succeed in an ever-evolving marketplace.



Citroën Re-Engages Website Visitors with a Full-Funnel Taboola Strategy

Citroën was looking to drive high-quality website sessions, ultimately generating leads and sales. That meant they needed a full-funnel strategy with the power to reach and re-engage potential customers throughout the user journey.

So they turned to **Taboola**. As a leading content recommendation platform, **Taboola** helps nearly 18,000 advertisers get in front of 600 million daily active on the world's top publisher properties – providing them with the advanced tools and analytics to engage target audiences across the web.

Citroën and **Publicis Groupe** worked with **Taboola** to launch Image and Video Ads for specific groups of potential customers. To do so, they created two separate campaigns for desktop and mobile users, building unique creatives and offers for each. One ad, for example, promoted the **Citroën** CX 4's "Advanced Comfort Seats and Fastback Silhouette" with an option to finance with 0% interest.

To build out their full-funnel strategy, **Citroën** implemented the **Taboola** Pixel to track and retarget website visitors who had already engaged with their landing page or filled out a form for more information. They then reached these interested prospects with another round of customized ads, increasing their pool of high-quality leads.

Citroën and Publicis Groupe Drive High-Quality Leads with Taboola Retargeting Tools

For many large businesses, it's difficult to scale their reach to target audiences across platforms while maintaining efficient costs. That's why **Citroën** and **Publicis Groupe** implemented **Taboola's** Enhanced CPC: an advanced bidding solution that automatically optimizes baseline bids to win high-quality impressions. Powered by **Taboola's** core machine learning algorithm, SmartBid, Enhanced CPC is designed to help advertisers maximize performance with a given budget — so they can increase conversions without sacrificing costs.

The result? With **Taboola's** retargeting solutions and native ads, **Citroën** and **Publicis Groupe** were not only able to clearly track conversions and user experiences across the funnel; they nearly **doubled their amount of leads-to-sales**, exceeding their goal of driving high-quality website engagement.

After the success of these campaigns, **Citroën** now looks forward to launching Video Ads with **Taboola** and optimizing their strategies to reach new KPIs.