

OTHER

The Seattle Times Media Solutions Drives 70% Decrease in Cost Per Visit QoQ with Taboola Maximize Conversions

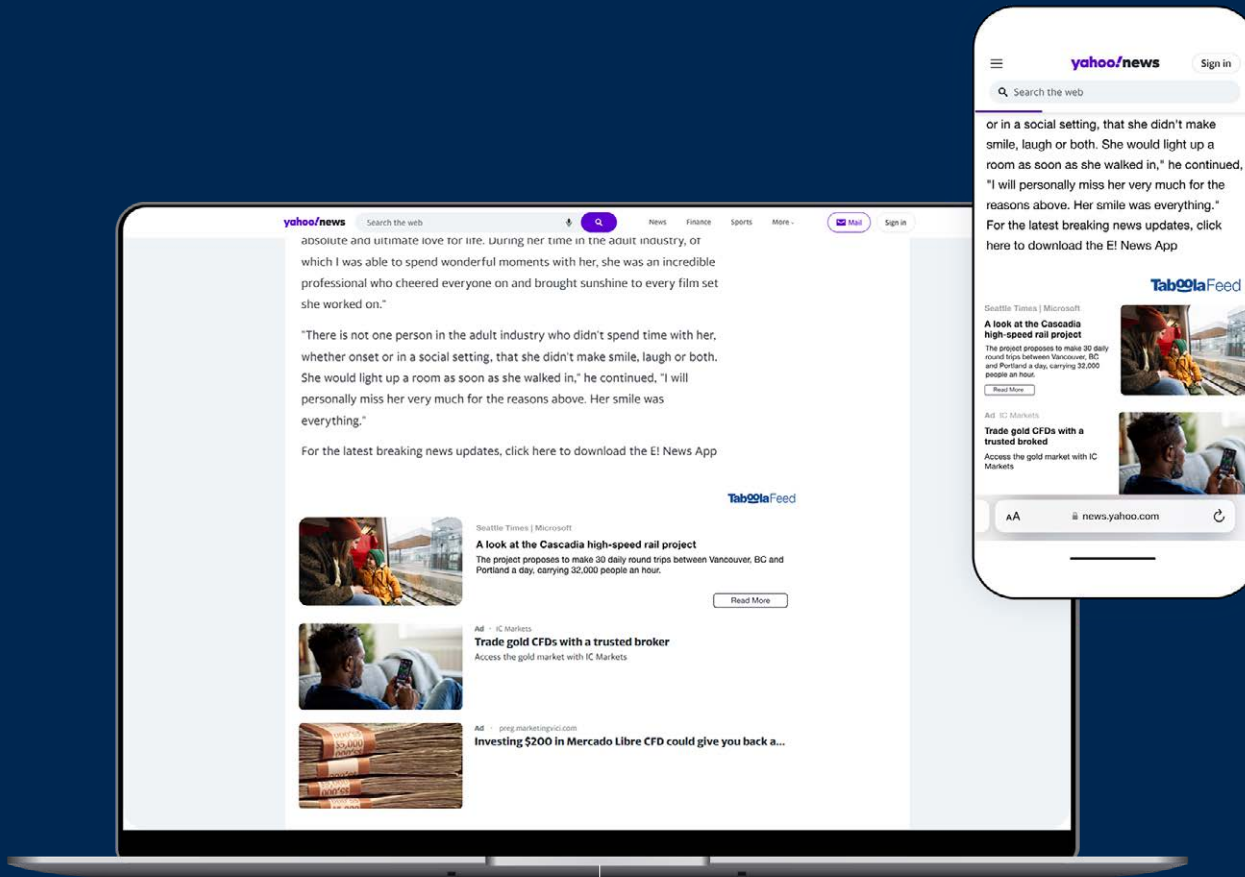
The Seattle Times | MEDIA SOLUTIONS

"Taboola has been a reliable partner for The Seattle Times Media Solutions, consistently delivering efficient traffic to our branded content campaigns. Since we started using the new Maximize Conversions solutions, we've seen a dramatic increase in results. Taboola is now one of our top-performing channels for driving cost-efficient traffic."

*- Ed Wenick, Senior Campaign Manager,
Digital Advertising, The Seattle Times Media Solutions*

70%

Decrease in Cost
Per Site Visit QoQ



The Seattle Times Media Solutions Leverages Automation to Meet Performance Goals with **Taboola** Maximize Conversions.

COMPANY

The Seattle Times Media Solutions is a full-service marketing agency, producing branded content campaigns for advertising partners like Microsoft, One Medical, Toyota, Delta Airlines, Seattle Kraken, Humana, and many others.

CHALLENGE

Drive cost-efficient website traffic to branded content for advertising partners.

SOLUTION

Launch **Taboola** Image and Video Ads across top publisher sites, using **Taboola's** Maximize Conversions bidding solution to optimize spend for enhanced results.

RESULTS

With **Taboola** Maximize Conversions, **The Seattle Times Media Solutions** achieved a **70% lower cost per site visit from Q4 2023 to Q1 2024.**

Introduction

The Seattle Times Media Solutions is a full-service marketing agency, producing branded content campaigns for advertising partners like Microsoft, One Medical, Toyota, Delta Airlines, Seattle Krakens, Humana, and many others.



The Seattle Times Media Solutions Drives High-Quality Traffic to Branded Content with Taboola Native Ads

The Seattle Times Media Solutions works with many advertising partners to create sponsored articles on their behalf. This monetization strategy allows **The Seattle Times Media Solutions** to drive revenue while reaching readers with high-quality stories that meet their interests.

The Seattle Times Media Solutions has been working with Taboola since 2018 to drive efficient, high-quality traffic to this branded content. As a leading native advertising platform, Taboola gives publishers and advertisers the tools to reach new audiences across the open web. Specifically, **The Seattle Times Media Solutions** has launched native Image and Video Ads across **Taboola's** network of over 9,000 premium publisher properties — engaging targeted audiences just as they're ready to consume something new, and driving them back to **The Seattle Times** website.

For this latest campaign, however, the publisher had a specific goal: They were looking to increase their viewable clickthrough rate (vCTR) while lowering their cost-per-click (CPC).

Once again, **Taboola** had just the solution.

The Seattle Times Media Solutions Increases Website Traffic at Lower Costs with Taboola Maximize Conversions

The **Seattle Times Media Solutions** leveraged the expertise of their **Taboola** account manager, who suggested testing the new Maximize Conversions tool to reach their goals. Maximize Conversions is an innovative bidding strategy that automatically optimizes bids to drive results. Put simply, it helps advertisers drive as many conversions as possible within their target budget.

Powered by **Taboola's** core machine learning algorithm, SmartBid, Maximize Conversions makes continuous adjustments to bids based on hundreds of data signals, so advertisers don't have to waste time manually tweaking their CPC strategies.

Taboola's innovative solution delivered outstanding results. After implementing Maximize Conversions, **The Seattle Times Media Solutions** achieved a **70% decrease in cost per site visit** from Q4 2023 to Q1 2024. The publisher also helped their advertising clients drive a **121% increase in vCTR at a 51% lower CPC** year-over-year.

Ultimately, **Taboola** remains a trusted partner for **The Seattle Times Media Solutions**, providing the publisher with new and innovative tools to evolve their monetization strategies and continue enhancing performance results.