

## MOTOR CULTURE

AUSTRALIA

*"Powering our campaigns with Taboola's targeting features significantly boosted our KPIs, enhancing conversions, engagement, and budget allocation. Working with Taboola's account management team also significantly added value to our campaigns; their proactive approach and deep understanding of our needs have been instrumental to our success. Now, we're proud to have Taboola as a key component of our media mix, delivering superior performance and efficiency compared to other channels."*

**- Jose Gonzalez Ortega, Head of Marketing, Motor Culture Australia**

27%

Increase in Sales

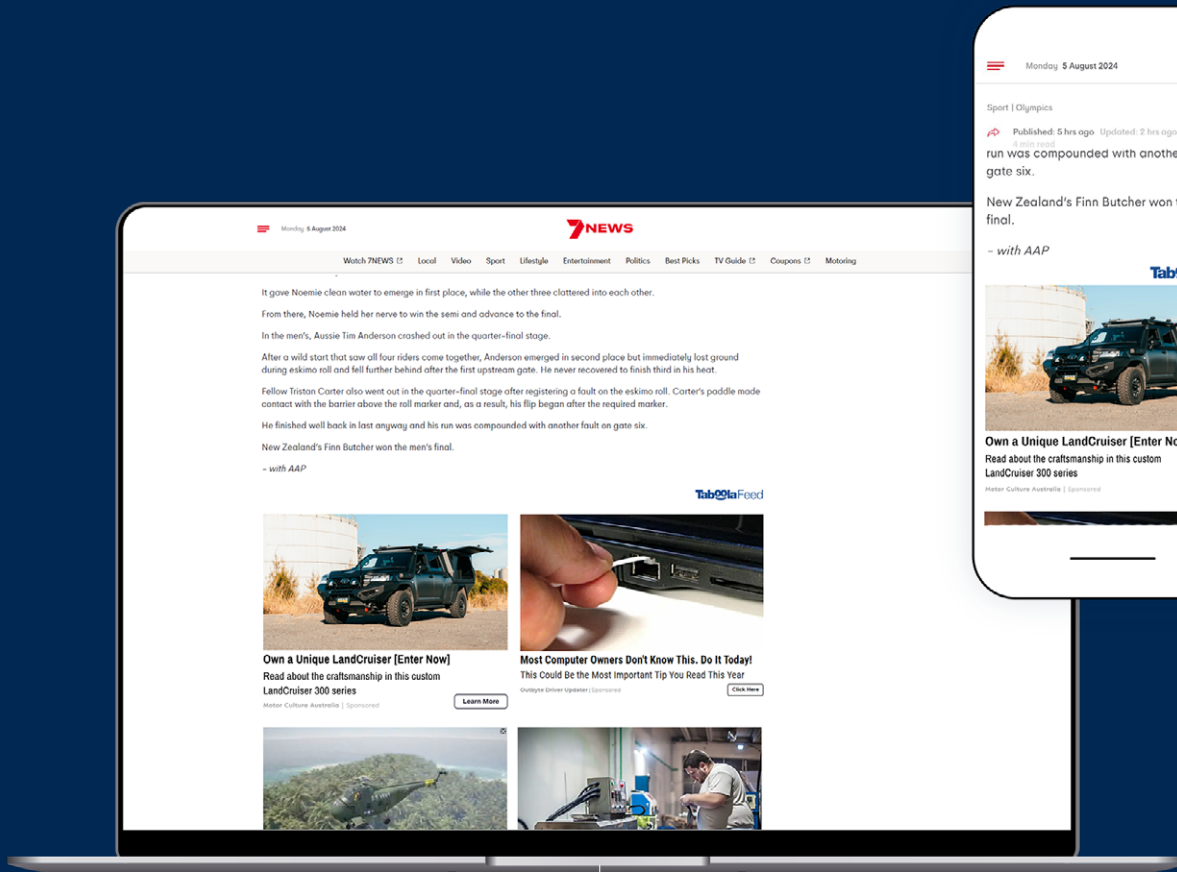
35%

Increase in Unique Accounts Created



AUTO

**Motor Culture Australia Achieves  
27% Increase in Sales with Taboola  
Motion Ads & Maximize Conversions**



**Motor Culture Australia** Reaches Car Enthusiasts Across Top Sites with Taboola Motion Ads

## COMPANY

**Motor Culture Australia** is a premier community for motoring enthusiasts, offering benefits such as giveaways and events to its members.

## CHALLENGE

Attract new customers by encouraging them to sign up for car giveaways and VIP memberships.

## SOLUTION

Use **Taboola** Motion Ads and Maximize Conversions to reach engaged audiences across premium publisher sites.

## RESULTS

With **Taboola**, **Motor Culture Australia** achieved a **27% increase in sales** and **35% increase in unique accounts created**. **Taboola** also delivered the **highest ROAS among Motor Culture Australia's marketing mix**.

## Introduction

**Motor Culture Australia** is a premier community for motoring enthusiasts, offering benefits such as giveaways and events to its members. They strive to create a dynamic platform that celebrates the passion and excitement surrounding motor vehicles, and they are dedicated to bringing together a diverse community of individuals who share this interest.

**Motor Culture Australia** prides themselves on being involved and giving back to the community, such as by supporting local charities to help those in need.



## Motor Culture Australia Optimizes Leads at More Efficient Costs with Taboola Maximize Conversions

**Motor Culture Australia** was looking to attract new customers to their service by driving entries for car giveaways and sign-ups for VIP membership. For instance, they were running exciting competitions to win a custom Audio RS6, Chopped 300 Series Toyota Land Cruiser, and custom-built Ford Ranger Raptor.

They just needed the right advertising formats and distribution platforms to reach engaged users who might be interested in these offers.

**Taboola** had the solutions to help. As a leading content recommendation platform, Taboola partners with over 18,000 advertisers to reach millions of engaged users across a network of 9,000 premium publisher sites.

**Motor Culture Australia** leveraged **Taboola** Motion Ads – which include short, GIF-like visuals that play on a loop – to get in front of their target audience of car enthusiasts. Distributing these ads across top news sites like 7News, **Motor Culture Australia** was able to engage readers and drive them to a dedicated landing page. There, target audiences could learn more about the company's car sweepstakes and VIP membership offerings.

**Motor Culture Australia** also implemented a range of **Taboola** targeting solutions to optimize their campaign performance without sacrificing costs. The **Taboola** Pixel, for example, allowed them to track user interactions and conversions to refine their targeting parameters. Most notably, however, **Motor Culture Australia** leveraged Maximize Conversions: **Taboola's** automated bidding solution. Powered by AI and real-time network data, this advanced tool automatically optimizes bids to achieve the most conversions within a given budget.

## Taboola Drives Higher ROAS Than Facebook and Google for Motor Culture Australia

Taboola's account management team, particularly Ana-Maria Moscovici, provided invaluable guidance and support throughout the campaign, suggesting creative adjustments, targeting strategies, and optimizations to improve campaign performance and scale across the Taboola platform.

The results were outstanding. **Motor Culture Australia** drove a large number of new sign-ups in just four months with Taboola, generating a **27% increase in sales** and **25% increase in unique accounts created**. Overall, the **Taboola targeting** features significantly increased the brand's campaign KPIs at more efficient costs.

Taboola also outperformed **Motor Culture Australia's** marketing mix, delivering the **highest return on ad spend (ROAS)** and greater performance compared to the brand's other channels, including Facebook and Google.

The personalized, ongoing strategic guidance from the **Taboola** account management team also contributed to a substantial increase in engagement rates and a decrease in cost per acquisition (CPA). In fact, **Motor Culture Australia** noted how **Taboola's** support was more substantial and impactful than support from competitor platforms like Facebook and Google.

After the success of this campaign, **Motor Culture Australia** now plans to deepen their relationship with **Taboola** by increasing their ad spend and exploring additional **Taboola** products and features. For instance, they aim to leverage advanced targeting options, such as interest-based and contextual targeting, to further refine their audience reach. Their ultimate goal is to continuously optimize campaigns and drive even higher returns on investment with **Taboola**.