



AUTO

Kavak Achieves 30% Increase in Programmatic Leads with Taboola Maximize Conversions

KAVAK

"Taboola's advertising solutions and targeting features significantly boosted our programmatic performance results. Alongside campaigns on Facebook, Google, and TikTok, Taboola stood out due to its extensive reach across diverse publishers, discovery-mode ad display, and excellent client support, resulting in high purchase intent from clients."

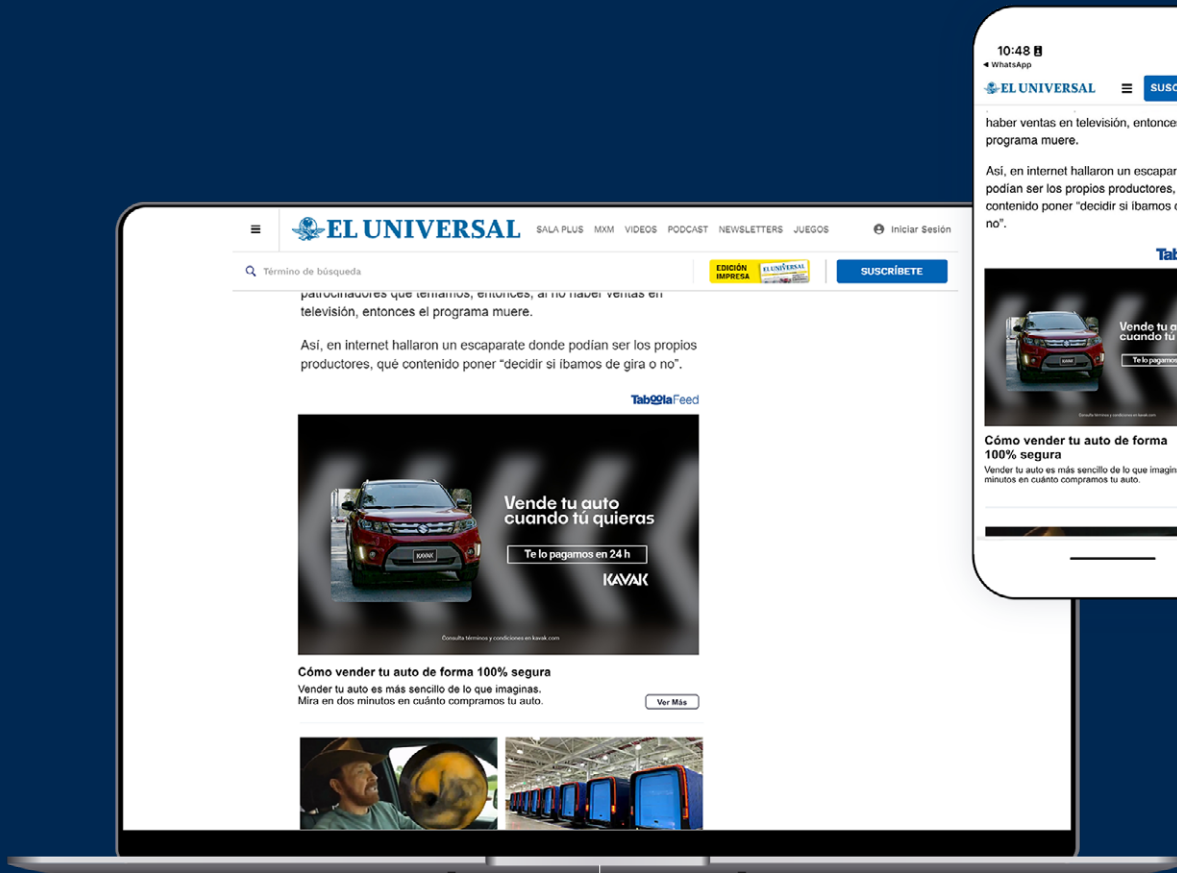
- Guido Franciulli, Online Acquisition Analyst, Kavak

30%

Increase in Programmatic Conversions in One Quarter

500m+

Impressions



Kavak Targets Audiences On Top Publisher Sites with **Taboola** Native Ads

COMPANY

Kavak is a leading company for buying and selling used cars in Latin America.

CHALLENGE

Increase conversions by reaching new customers across the web and driving them to schedule an inspection appointment for their vehicle.

SOLUTION

Target audiences with Image and Motion Ads across **Taboola's** vast publisher network, leveraging Maximize Conversions and the **Taboola Pixel** to increase performance results.

RESULTS

With **Taboola**, **Kavak** achieved a **30% increase in programmatic conversions** from Q3 to Q4 and generated **over 500 million impressions** and an increase in high-quality leads.

Introduction

Kavak is a leading company for buying and selling used cars in Latin America. **Kavak**'s mission is to revolutionize the used car industry by providing a transparent, reliable, and trouble-free process through their online platform. They aim to build trust and efficiency in the used car industry through innovative technology, high-quality standards, and exceptional customer service.



Kavak Expands Reach Across the Web with Taboola Motion Ads

Kavak was looking for new ways to reach a wider audience, increase brand visibility, and ultimately drive conversions on their website. Specifically, they wanted to find people who might be interested in selling their cars and encourage them to schedule an inspection appointment online.

To reach these goals, **Kavak** would have to diversify beyond their usual advertising channels like Facebook, Google, and TikTok. That is, they'd have to leverage innovative ad formats and strategies to engage their target audiences across the web.

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

Taboola helps advertisers reach nearly 600 million daily active users across a network of 9,000 premium sites. **Kavak** was particularly intrigued by **Taboola's** diverse portfolio of publishing partners and use of native ads, which don't disturb the browsing experience.

For this campaign, **Kavak** leveraged a combination of **Taboola** Image and Motion Ads. While Image Ads are static, Motion Ads contain short, looping graphics that hit the sweet spot between traditional display ads and video ads. Each ad led to a landing page where users could easily enter information about their car and schedule an inspection for a quote.

After several creative analyses, **Kavak** found that Motion Ads delivered more conversions than Image Ads. So they prioritized this ad format and used **Taboola's** Motion Ads Studio to easily build new creatives.

Kavak also implemented the **Taboola** Pixel to measure user engagement across the conversion funnel. By placing the **Taboola** Pixel on their site, **Kavak** was able to track website visitor behavior and retarget people who'd engaged with their content, driving them further down the funnel.

Kavak Increases High-Quality Leads with Taboola Maximize Conversions

Throughout the campaign process, **Kavak** received expert, personalized support from their account management team. The team consistently provided best practices, strategic insights, and creative recommendations to help **Kavak** make the most of their native ad campaign and optimize key metrics.

For example, **Kavak** implemented **Taboola's** Maximize Conversions, an advanced bidding solution that uses machine learning to automatically adjust bids to drive performance results. After leveraging this tool, **Kavak** saw a **30% increase in programmatic conversions (inspections scheduled) in just one quarter**. They also **generated over 500 million impressions and increased their high-quality leads**, allowing them to almost double their budget and continue improving results.

Now, **Kavak** plans to continue their relationship with **Taboola** by expanding their reach and scaling the volume of their current campaign while shifting to an advanced, data-driven model based on constant optimization and creative iterations.