



*"For this campaign, we needed a reliable partner that we could trust to deliver performance results on a weekly basis. With Taboola's tools and Project Agora's expertise, we've been able to run this campaign for five years now, maintaining steady CTRs and increasing on-site engagement."*

- **Lidl Hellas**, Online Marketing & Social Media Team

**3.6x**

Above Average CTR\*

**+548%**

Pages per Session\*

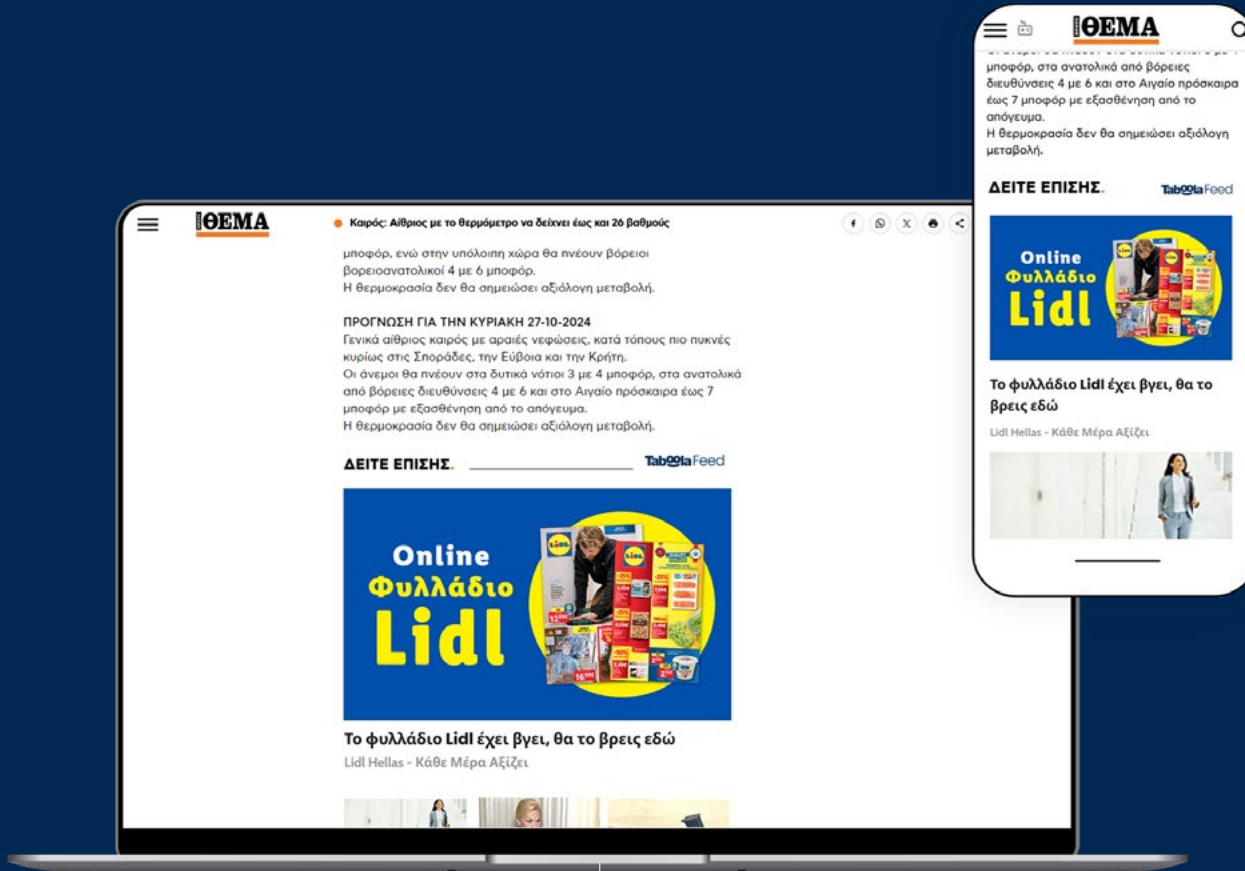
**+442%**

Average Session Duration\*



FOOD/GROCERY

## Lidl Hellas & Project Agora Increase Website Traffic & Engagement with Always-On Taboola Campaign



Lidl Hellas Promotes Weekly Supermarket Discounts with **Taboola** Native Ads

## COMPANY

**Lidl Hellas** is part of a German international discount supermarket chain that operates over 10,000 stores across Europe and the U.S. **Project Agora** is a media technology company that helps businesses meet their goals with programmatic and native advertising solutions.

## CHALLENGE

Use a “research online, purchase offline” strategy to increase website traffic and drive customers to stores.

## SOLUTION

Launch an always-on campaign of **Taboola** native ads promoting **Lidl Hellas’** weekly leaflet to customers in Greece.

## RESULTS

The **Taboola** campaign has steadily achieved a CTR of 3.6 times above average and achieved a continued **increase in new website traffic and time on site, with +548% pages per session and +442% average session duration.**

## Introduction

**Lidl Hellas** is part of a German international discount supermarket chain that operates over 10,000 stores across Europe and U.S. **Lidl Hellas** primarily sells groceries and household items, and they're known for offering products at discounted prices.

**Project Agora** is a media technology company that helps publishers and advertisers increase their revenue and achieve their business goals via programmatic and native advertising solutions. **Project Agora** is Taboola's exclusive partner in 22 markets in Central & Eastern Europe and the Middle East.



## **Lidl Hellas Increases Website Traffic & Engagement with Weekly Taboola Native Ads**

**Lidl Hellas** leverages its strong digital presence to fuel a “research online, purchase offline” strategy. That is, the supermarket’s main goal is to bring customers into stores by first reaching and engaging them through online channels.

To reach audiences in Greece for this campaign, **Lidl Hellas** wanted to boost awareness and visibility for its weekly leaflet of discount offers, inspiring customers to learn more about these offers and ultimately visit a **Lidl Hellas** store to make a purchase.

**Taboola** had just the solution.

**Taboola** helps nearly 18,000 advertisers reach their target audiences across a premium network of top publishers.

Guided by expertise from **Project Agora, Lidl Hellas** launched an always-on campaign of **Taboola** native ads. Since the leaflet changes each week, they worked with **Project Agora** to update the ads every Monday, driving a stream of new and reliable traffic to their website on a continuous basis.

## Taboola Campaign Achieves 3.6x Above Average CTR

The campaign has now been running for five years, demonstrating the strength and sustainability of this partnership between **Taboola**, **Project Agora**, and **Lidl Hellas**.

Over this time, **Lidl Hellas** achieved a continued **increase in new website traffic and time on site**. By nurturing this always-on campaign, all metrics continued to improve year-on-year, bringing the client to **an impressive +548% pages per session and +442% average session duration**. Meaning, **Taboola's** campaign didn't just drive upper-funnel brand metrics like reach and visibility; it contributed to deeper on-site engagement and consideration, reaching high-quality users who are truly interested in **Lidl Hellas'** brand message.

On top of that, the **Taboola** campaign has steadily achieved a CTR of 3.6 times above average and reached **80% of the online population in Greece**, based on viewable impressions\*. This has not only driven awareness for the supermarket's offerings, but has also created a weekly habit for returning customers to look for the Lidl ad every Monday.

These remarkable results have made **Taboola** the brand's channel of choice instead of social media and other channels for distributing their weekly leaflet. **Lidl Hellas** plans to continue running this always-on **Taboola** campaign and leaning on the **Project Agora** team's expertise for optimization.