micron.
crucial.

"We were very interested in testing Taboola's AI capabilities and diversifying our pool of creative assets. Taboola's Gen AI Ad Maker tool made it easy to dynamically create a new set of high-quality assets customized to our campaign for gamers. Ultimately, the AI content was clearly a winner, driving more clicks at lower costs than our existing assets."

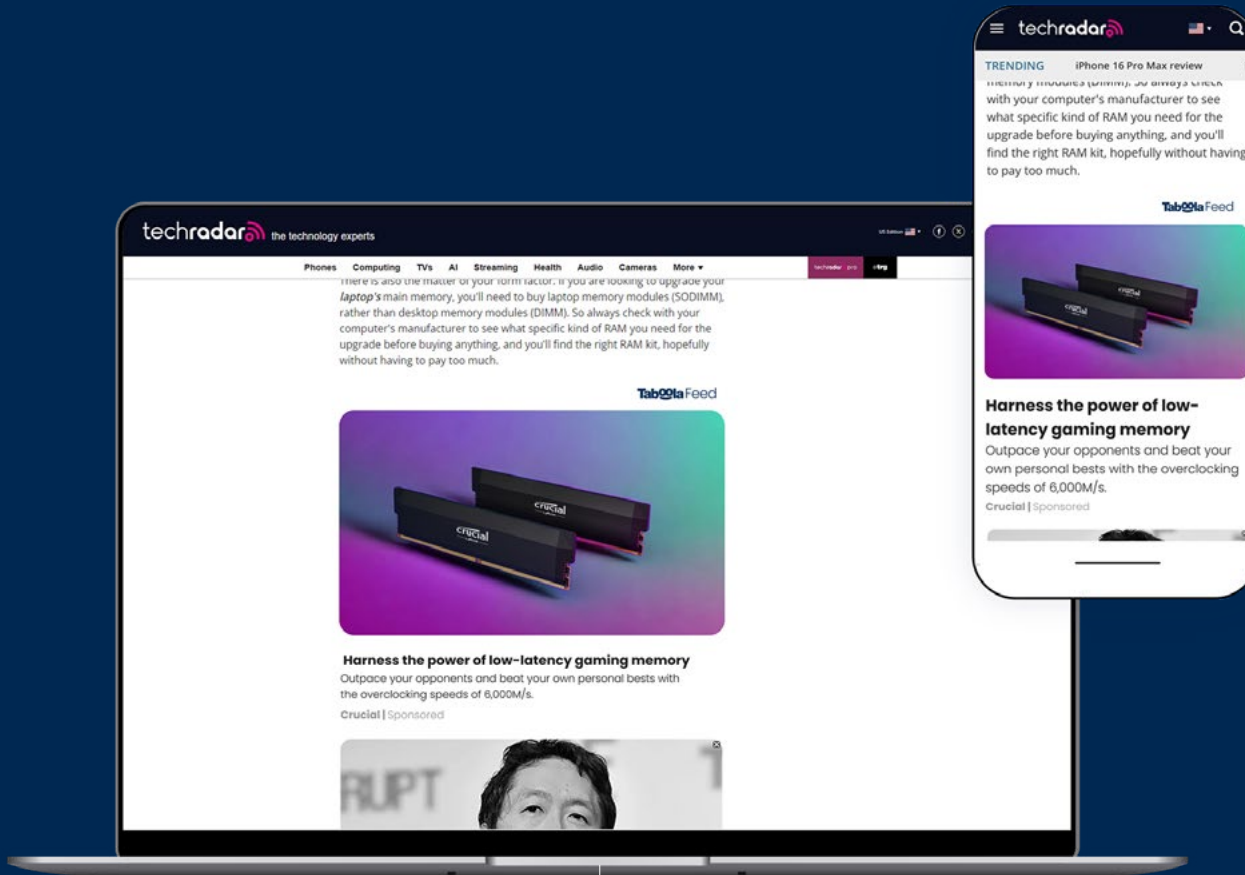*- **Benjamin Adams,** Digital Advertising Campaigns Manager at Micron Technology*

200%

Higher vCTR Than Benchmark

150%

Of Planned Clicks Achieved with Taboola's AI-Generated Content

8%

Lower CPS with Taboola GenAI Ad Maker

TECHNOLOGY

Crucial & Spark Foundry Drive 200% Higher vCTR Than Benchmark with Taboola's GenAI Ad Maker

Taboola CaseStudy

Crucial & **Spark Foundry** Reach Gamers Across
the Web with **Taboola** Native Ads

COMPANY

Crucial is a pioneer in market-leading
technologies, providing computer memory
and storage solutions for millions of customers
across the globe. **Spark Foundry** is a global
media agency brand within Publicis Media,
offering end-to-end marketing and
commerce solutions.

CHALLENGE

Develop creative assets for native ad placements
to achieve the highest possible vCTR.

SOLUTION

Use **Taboola**'s GenAI Ad Maker to build a pool
of new and high-quality creative assets,
launching them in targeted native ads
across the open web.

RESULTS

Taboola's dynamic, AI-generated content
outperformed **Crucial**'s traditional static images,
driving a **200% higher vCTR** than the benchmark
and **150% of planned clicks.**

Introduction

Crucial, the global consumer brand of Micron Technology, is a pioneer in market-leading computer memory and storage technologies, which are designed to help customers enhance system performance and user productivity. As memory and storage experts, **Crucial**'s teams help customers build custom rigs or upgrade existing machines to maximize performance.

Spark Foundry, a global media agency brand within Publicis Media, challenges the conventional by combining the spirit of a startup and the soul of a powerhouse. **Spark Foundry** pioneers innovative, end-to-end solutions across performance marketing, commerce, content, and data and analytics.

Crucial & Spark Foundry Create High-Quality, Data-Backed Creative Assets with Taboola's Gen AI Ad Maker

Crucial was looking to generate awareness for their "Versus" campaign promoting memory and storage solutions for gamers. Specifically, they wanted to develop a diverse pool of creative assets to fuel native ad placements, with a goal of achieving the highest viewable clickthrough rate (vCTR) possible. Since **Crucial** and **Spark Foundry** share a value of challenging the conventional and pioneering new strategies, they sought an innovative solution to take their campaign to the next level.

Taboola had the tools and expansive reach **Crucial** needed to meet their campaign goals. **Taboola** works with 18,000 advertisers to reach engaged audiences with native ads across a network of 9,000 premium publisher sites — getting in front of users when they're ready to consume something new.

Crucial leveraged **Taboola**'s GenAI Ad Maker solution to dynamically develop a new pool of creative assets. With this cutting-edge tool, advertisers can harness the power of generative AI right on the **Taboola** platform — revolutionizing how they create native ads. All advertisers have to do is enter a prompt, and GenAI Ad Maker can produce multiple headline, description, and image variations based on real-time data from **Taboola**'s network. That means you can easily keep your ad content fresh while saving valuable time and resources.

Taboola's Dynamic, AI-Generated Content Outperforms Traditional Static Images Across Key Metrics

Using GenAI Ad Maker, **Taboola** built a bespoke, AI-based creative strategy for **Crucial** and **Spark Foundry**. Together, they ran two types of campaigns: one with **Crucial**'s existing assets of traditional static images and ones with AI-generated assets, including headlines and visuals. These two sets of ads were A/B tested against each other to see which drove greater performance results.

Powered by **Taboola,** the "Versus" campaign was a resounding success. When distributed across **Taboola**'s vast network, both the existing and AI-generated creatives outperformed **Crucial**'s cost-per-click (CPC) and click-through rate (CTR) benchmarks by a high margin.

Most notably, however, **Taboola**'s dynamically AI-generated assets outperformed **Crucial**'s existing assets, generating a **200% higher vCTR than the benchmark** and **150% of the planned clicks**. GenAI Ad Maker was also a clear winner in terms of cost and efficiency, driving an **8% lower cost-per-session** (CPS) than the existing content.

Now, **Crucial** and **Spark Foundry** look forward to testing different types of AI-generated creatives for future campaigns and leveraging **Taboola**'s broad targeting strategies to further expand their reach across the open web.