🚗 AUTO

Peugeot & Publicis Media Achieve 2.45X Lower CPL Than Benchmark with Taboola Contextual Targeting

PEUGEOT

"We sought Taboola's expertise to enhance our campaign with advanced contextual targeting strategies. Since we had a robust tracking mechanism in place, we were also able to use Taboola's Maximize Conversions bid strategy to optimize campaigns towards a specific conversion event. The resulting performance was very positive, leading to increased traffic and leads at lower costs."

– **Mathias Kalkbrenner,** *Marketing Manager, Peugeot*

2.45X
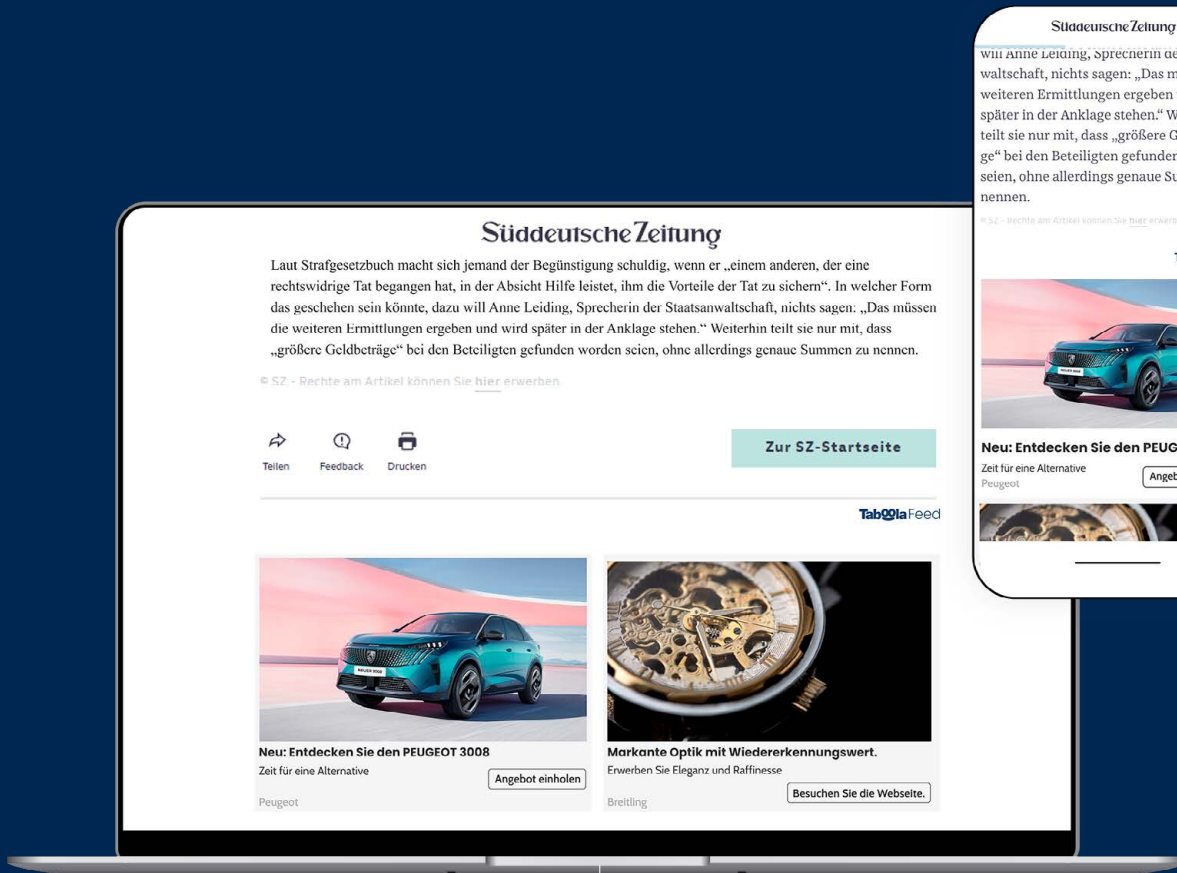Lower CPL Than Benchmark

51%
Higher vCTR Than Other Campaigns

14%
Lower CPA with Taboola Retargeting

Taboola CaseStudy

Peugeot Targets Audiences Interested in New Generation Vehicles with **Taboola** Native Ads

COMPANY

Peugeot, with a legacy of over two centuries, is a global car manufacturer committed to innovative design and engineering excellence. **Publicis Media**, part of **Publicis Groupe**, has been a global communications and media leader for over 80 years.

CHALLENGE

Run a pre-launch campaign for **Peugeot**'s new release of the 3008 model, generating visibility and leads.

SOLUTION

Leverage **Taboola**'s advanced contextual and topic targeting solutions to reach audiences across premium publisher sites. Use **Taboola** retargeting and Maximize Conversions bidding strategy to drive leads at more efficient costs.

RESULTS

With **Taboola**, **Peugeot** and **Publicis Media** achieved a **2.45X lower CP**L than their benchmark and **14% lower CPA** than other campaigns.

Introduction

Publicis Media, has been a global communications and media leader for over 80 years. **Publicis Media** is grounded in the principle that understanding people is central to everything they do. By harnessing data and technology, they inspire individuals and drive business growth, progress, and momentum.

Peugeot, with a legacy of over two centuries, is committed to innovative design and engineering excellence. Their mission is to create vehicles that embody style, reliability, and performance while embracing the transformative power of technology and sustainability. By understanding the evolving needs of their customers, **Peugeot** aims to inspire and enhance their driving experience.

Peugeot & Publicis Media Drive 51% Higher vCTR Than Other Campaigns with Taboola Contextual Targeting

Publicis Media had been running **Taboola** campaigns for years, leveraging a range of **Taboola'**s innovative ad formats and bidding strategies to help clients reach their campaign goals.

For this campaign, Publicis Media approached Taboola with a new challenge: Use advanced contextual targeting strategies to generate awareness and leads for the launch of **Peugeot's new generation 3008**, a European best seller, emphasizing innovative Hybrid technology.

As a leading recommendation platform that reaches over 600 million daily active users, **Taboola** had the tools to help.

Publicis Media worked directly with **Taboola** to implement advanced contextual targeting parameters that were tailored to their campaign needs. Together, they defined a list of topics and keywords that would be relevant to **Peugeot**'s target audiences. This contextual approach ensured that the ads were shown to people who were already consuming related content, improving engagement as a result. In fact, compared to other campaigns running during the same time, this contextual targeting campaign led to an average **51% increase in viewable clickthrough rate (vCTR).**

As **Taboola** knows, contextual targeting will be more valuable than ever as advertisers prepare for a cookieless future and seek new and more effective ways to reach their target audiences across the open web. Instead of simply relying on third-party cookies, advertisers can use contextual signals to engage audiences who have a demonstrated interest in relevant content.

Peugeot & Publicis Media Achieve 14% Lower CPA with Taboola Pixel and Retargeting

Each **Peugeot** native ad was distributed across a selection of premium publisher sites from **Taboola**'s vast network of over 9,000 vetted digital properties. Once users clicked on an ad, they were taken to a dedicated landing page to learn more about **Peugeot**'s updated car model and submit their information to request an offer.

Based on the audience data from their initial round of ads, **Peugeot** and **Publicis Media** launched Taboola retargeting campaigns to reach people who'd already engaged with their content and might be ready to convert. This was accomplished by using the **Taboola** Pixel, a simple line of website code used to track precise user actions and optimize campaign performance.

With this robust tracking solution in place, **Peugeot** and **Publicis Media** also implemented Maximize Conversions, **Taboola**'s advanced bidding strategy that automatically optimizes bids to drive conversions while maintaining efficient costs.

The **Taboola** retargeting campaign delivered leads at a **14% lower cost per acquisition (CPA) than other targeting campaigns**. Maximize Conversions also significantly improved performance for **Publicis Media** and **Peugeot,** generating a **2.45X lower desktop cost per lead (CPL)** than the brand's benchmark expectation.