

**.monks** VIVARA

**21%**

Increase  
in ROAS

**18%**

Higher CTR Than  
Other Channels

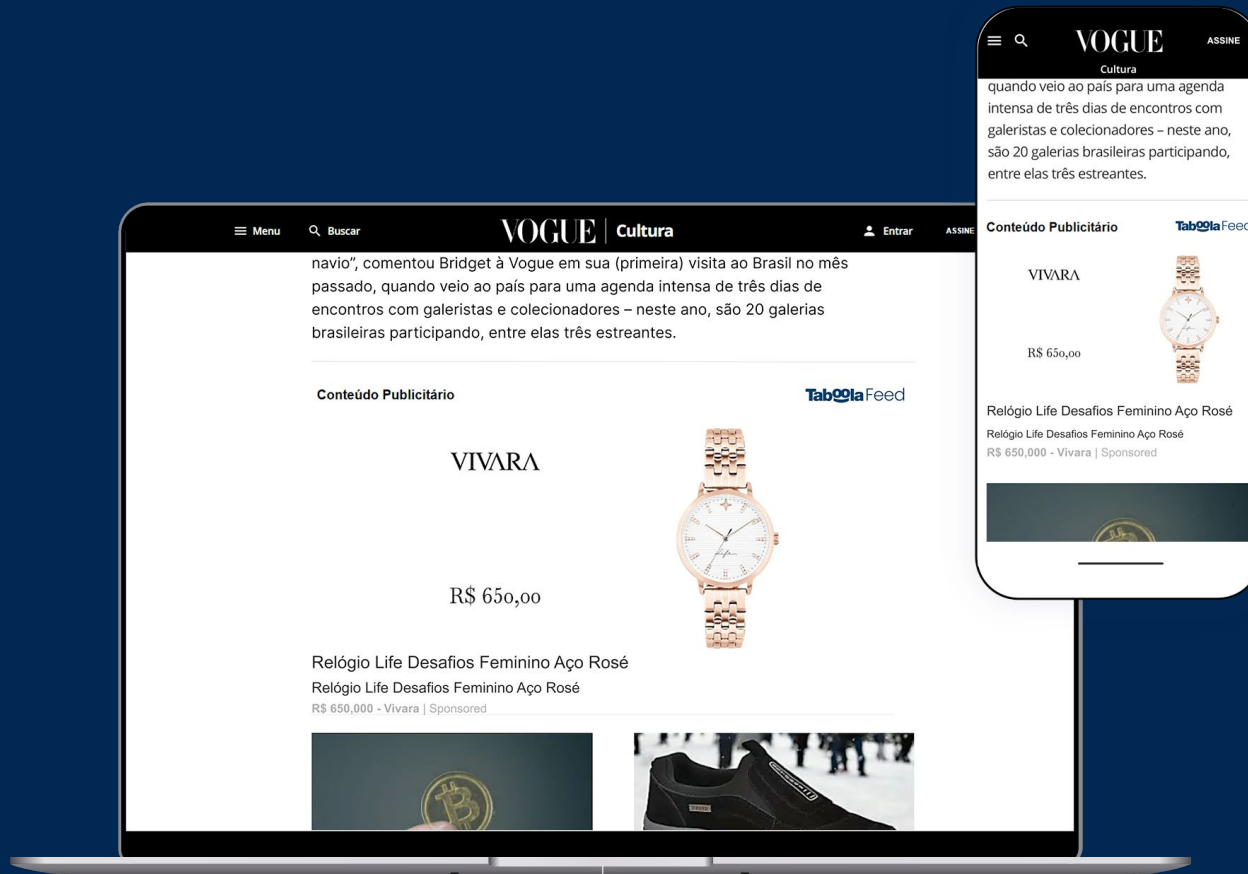
**#2**

Highest Sales &  
CTR Among  
Vivara's Channels



FASHION

# Vivara & Media.Monks Increase ROAS by 21% During Holidays with Taboola Dynamic Creative Optimization



Taboola Optimizes Ad Creatives in Real Time for **Vivara** Holiday Campaign

## COMPANY

**Vivara** is the largest jewelry chain in Brazil with more than 445 points of sale between stores and kiosks. **Media.Monks** is a marketing agency that combines creativity, data, media, and technology to revolutionize how brands inspire the world.

## CHALLENGE

Drive qualified traffic to the **Vivara** e-commerce site during the holiday season, ultimately generating sales to meet **Vivara's** monthly ROAS goals.

## SOLUTION

Use **Taboola** Dynamic Creative Optimization to retarget website visitors with personalized native ad creatives in real time, driving clicks and conversions.

## RESULTS

**Taboola** generated a **21% increase in ROAS** and **18% higher CTR** than other platforms. **Taboola** also drove the **second-highest sales and CTR** among **Vivara's** channels.

## Introduction

**Vivara** is the largest jewelry chain in Brazil with more than 445 points of sale between Vivara stores, Life stores, and kiosks. **Vivara** strives to uphold the commitment and craftsmanship of traditional goldsmiths, creating exclusive and timeless jewelry that celebrate special moments in the lives of its customers.

**Media.Monks** is a marketing agency that combines creativity, data, media, and technology to revolutionize how brands inspire the world. They offer a range of services, including tactical planning, media management, data measurement and analysis, technological development, and social strategizing. **Media.Monks** ensures that brands achieve their business objectives with the best practices, tools, and solutions on the market.



## Vivara Retargets Engaged Website Visitors with Personalized Taboola Ad Creatives

**Vivara** was looking to drive qualified traffic to their e-commerce site during the holiday season, such as during Black Friday and Cyber Monday, ultimately motivating people to explore their wide range of jewelry products and complete a purchase. The brand's overall goal was to generate a return on ad spend (ROAS) that aligns with their monthly sales strategies.

That's where **Taboola** was able to help. As a leading content recommendation platform, **Taboola** is constantly innovating to provide advertisers with the advanced, forward-thinking solutions they need to optimize performance and engage audiences across the web.

For this campaign, **Vivara** leveraged **Taboola's** new Dynamic Creative Optimization (DCO) solution. DCO is an ad technology that automatically customizes ad creatives for users who've already visited and engaged with a brand's website, driving increased clicks and conversions. So if someone views a product or adds an item to their cart, **Taboola** can automatically retarget them with personalized recommendations that match their interests and behaviors. These DCO-powered ads can even include price changes or discount offers, incentivizing users to revisit the site and complete their purchase.

**Vivara** and **Media.Monks** worked with **Taboola** to deliver these optimized ads across premium, high-traffic publisher properties throughout the holiday season, reaching users when they were already engaged and ready to consume something new. The **Taboola** account management team also constantly monitored the campaign and provided creative and strategic suggestions along the way to enhance performance results.

## **Taboola Drives 18% Higher CTR Than Vivara's Other Channels**

With **Taboola**, **Vivara** and **Media.Monks** exceed their campaign goals, increasing sales during the pivotal October-December holiday season. Optimized with DCO, the **Taboola** ads generated a **21% increase in ROAS** and **18% higher CTR than other channels**. In fact, **Taboola** drove the **second-highest sales and CTR among Vivara's mix of advertising platforms**.

Since launching this campaign, **Taboola** has been instrumental in boosting **Vivara's** online presence and sales. The campaign continues to thrive to this day, showcasing a mutual commitment to excellence and innovation.

Now, **Taboola** and **Vivara** are branching out to leverage DCO during other important promotional periods throughout the year, especially during the holiday season. This ongoing partnership highlights the power of strategic alliances in achieving remarkable results in the competitive world of e-commerce.