



GAMBLING

H2Bet Achieves 22% ROAS with Taboola Maximize Conversions and Carousel Ads



"One of the great advantages of working with the Taboola management team is that it minimizes your time spent managing your account. At Taboola, you have a whole team looking at your campaigns, providing you with guidance and performance notes for improvement. In addition to helping to set up the structure, prepare campaigns, and upload creatives, the Taboola team makes our day more practical and productive."

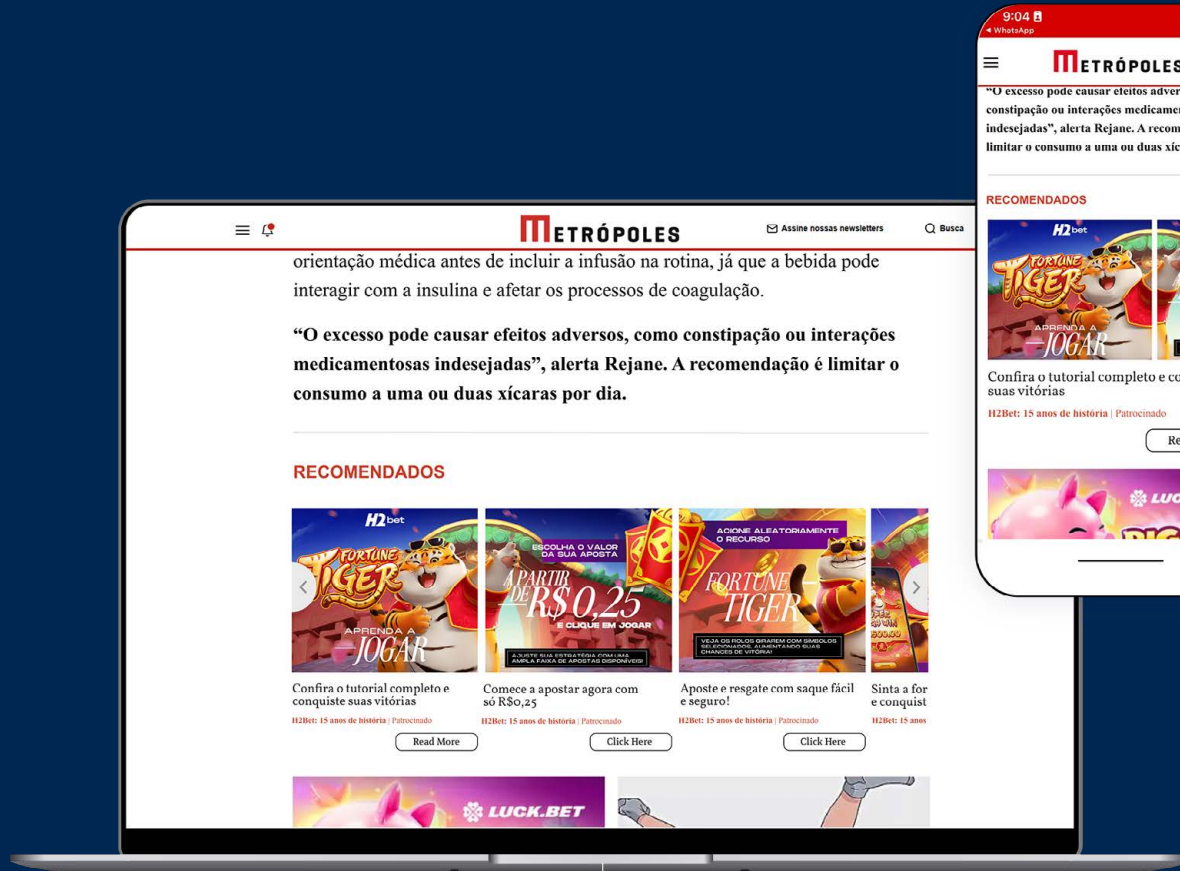
- **Diogo Breda**, Performance Manager, H2Bet

22%

ROAS with Maximize Conversions and Carousel Ads

25%

Lower CPC with Carousel Ads Than Standard Sponsored Content Ads



H2Bet Captures User Attention with Innovative Carousel Ads on Premium Publisher Sites

COMPANY

H2Bet is a betting company that offers a platform where users can place bets on sporting events, casino games, and e-sports competitions.

CHALLENGE

Increase high-quality leads at efficient costs, driving users to make a first-time deposit (FTD) on the **H2Bet** site.

SOLUTION

Leverage **Taboola** Carousel Ads, Maximize Conversions, and targeting solutions to captivate user attention and deliver compelling content on a large scale.

RESULTS

With **Taboola** Maximize Conversions and Carousel Ads, **H2Bet** achieved a **22% ROAS**. Carousel campaigns also achieved a **25% lower CPC** than standard sponsored content campaigns.

Introduction

H2Bet is a betting company that offers a platform where users can place bets on sporting events, online games and live casino. They operate regulated platforms that allow customers to access a variety of markets and types of bets.



H2Bet Drives 25% Lower CPC with Carousel Ads Than Standard Sponsored Content Ads

H2Bet was looking to increase high-quality leads at efficient costs by driving users to submit a first-time deposit (FTD) and begin playing on their site. To make this happen, **H2Bet** was eager to move beyond the walled gardens of social channels and start reaching audiences across the performance-driven open web.

That's where **Taboola** excels. With a network of over 9,000 premium distribution sites, **Taboola** was built to help advertisers meet open web performance objectives with any creative asset.

For their performance campaign, **H2Bet** partnered with **Taboola** to create compelling sponsored content ads promoting certain games to their target audiences. Most notably, **H2Bet** expanded their creative strategy to launch a new ad format at **Taboola**: carousel ads. This interactive ad format combines multiple images into a single ad placement, allowing advertisers to showcase various visuals and promote a range of products. Carousel ads have 3-5 cards, each supporting an image, title, description, and landing page URL — providing users with a wealth of post-click information.

For **H2Bet**, Carousel Ads proved to be a valuable strategy to enhance drive performance and gain premium visibility while maintaining competitive cost efficiency: Compared to standard sponsored content campaigns, **Taboola's** Carousel Ads achieved a **25% lower CPC**.

H2Bet Achieves Performance Goals with Taboola Maximize Conversions and Carousel Ads

H2Bet leveraged **Taboola's** vast network to access premium placements across top-tier publishers, such as Editora Globo, the largest in Latin America. Compared to other ad platforms like MGID, **Taboola** was able to significantly elevate brand visibility for **H2Bet**.

H2Bet also combined their Carousel Ads with one of **Taboola's** most innovative solutions: the Maximize Conversions automated bidding tool. Maximize Conversions uses AI and historic data to bid on placements most likely

to deliver performance results. With both Carousel Ads and Maximize Conversions running, **H2Bet** achieved an impressive **22% ROAS**. Overall, **Taboola** helped **H2Bet** massively boost their exposure at lower costs while earning premium placements across top publisher sites.

After the success of this campaign, **H2Bet** plans to expand their relationship with **Taboola** to continue driving low CPCs and reaching new customers throughout the open web.