

"It's not always easy to adopt a new online acquisition channel, especially as a legacy brand. However, Taboola provided the data-backed tools we needed to secure profitability and deliver next-level results. Schwartz Consulting was also instrumental in guiding our campaign strategies and helping to optimize our native ad creatives."

- **Blancheporte**

"As a proud Taboola Premium Partner, we were excited to help Blancheporte diversify their media mix and achieve optimal results from their campaigns. With our unique methodology and Taboola's advanced tools for driving conversions, we were able to significantly improve Blancheporte's performance year over year."

- **Fabien Schwartz**, Co-Founder of Schwartz Consulting



HOME, FASHION

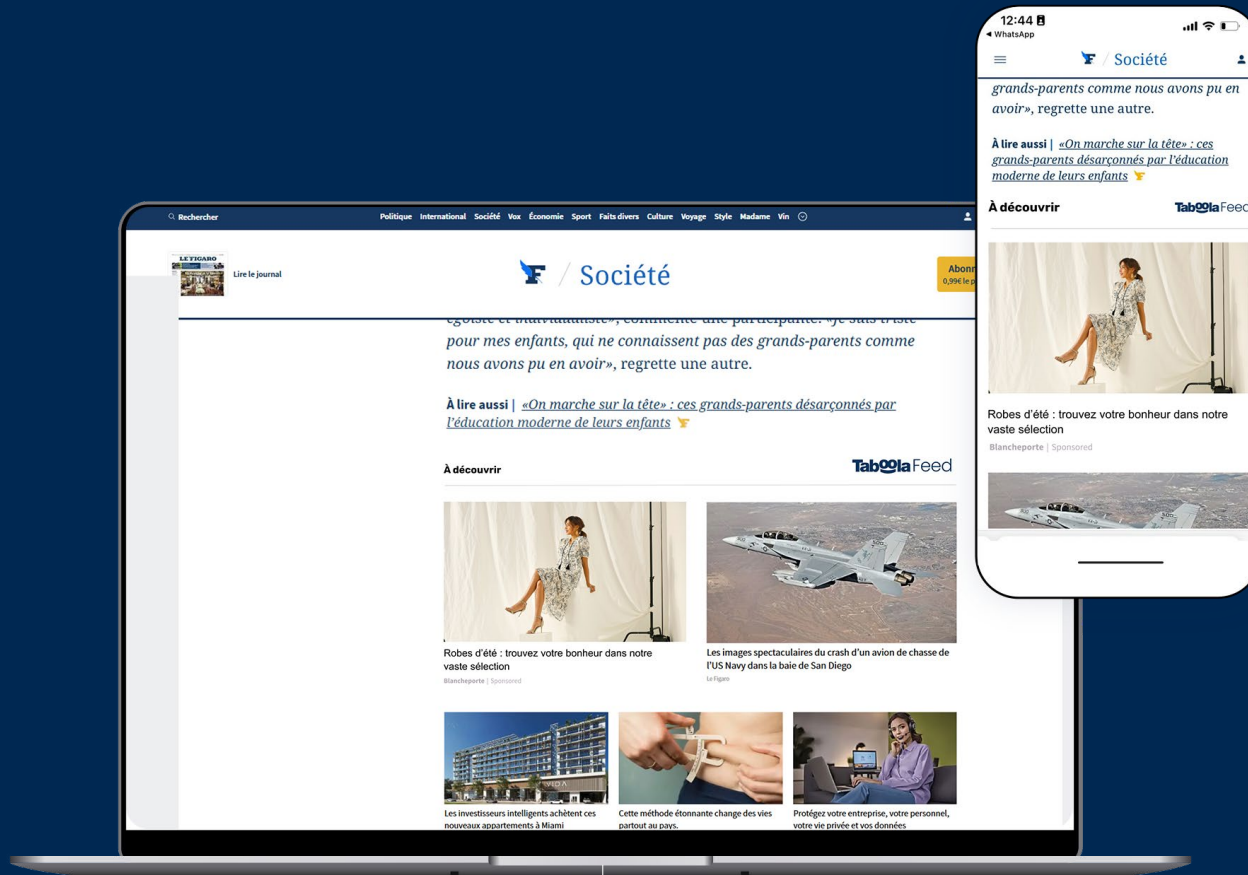
Blancheporte & Schwartz Consulting Achieve 2X Increase in ROAS with Taboola Native Ads

43%

Lower CPA YoY

2X

Higher ROAS YoY



Blancheporte & Schwartz Consulting Promote Special Offers Across the Web with **Taboola** Native Ads

COMPANY

Blancheporte is a French brand specializing in fashion for people in their fifties, offering a wide selection of clothing and home textiles, available online and through catalogs. **Schwartz Consulting** is an ultra-specialized native advertising media agency based in London.

CHALLENGE

Increase performance and profitability by diversifying with a new online acquisition channel.

SOLUTION

Run a series of **Taboola** native ads across publisher sites, promoting new offers from **Blancheporte**. Leverage **Schwartz Consulting's** unique methodology and S2S tracking data to optimize campaigns and creatives.

RESULTS

With **Taboola** and **Schwartz Consulting**, **Blancheporte** achieved a **2X increase in ROAS** year over year at a **43% lower CPA**.

Introduction

Blancheporte is a mail-order company selling clothing and home linens via the internet and catalogs, originally from Tourcoing in the French department of Nord. Founded in 1806 by the Dassonville family, **Blancheporte** celebrated its 200th anniversary in 2006.

Blancheporte is the brand for women's fashion and home décor for those who love style and beautifying their interiors at affordable prices. Their collections of clothing, shoes, and accessories are designed and created by an in-house team of fashion collectors and stylists. **Blancheporte** also combines tradition and innovation in its home linens collection by setting high-quality standards and offering exclusive prints designed by a team of illustrators.

Schwartz Consulting is an ultra-specialized native advertising media agency based in London, and a **Taboola** Premium Partner. With over 12 years of experience building and executing performance campaigns, **Schwartz Consulting** helps businesses of all sizes and industries transform their native advertising strategies into a sustainable competitive advantage.



Blancheporte & Schwartz Consulting Optimize Native Ad Performance with Taboola S2S Tracking

As a leading brand for women's fashion and home décor, **Blancheporte** was seeking new ways to increase profitability and drive performance results across the web. While **Blancheporte** had already been using go-to advertising channels like Meta, they were looking to diversify their reach with a new and innovative acquisition channel.

That's where **Taboola** came in. With a network spanning over 9,000 publisher properties, **Taboola** helps advertisers reach vast, targeted audiences with sponsored content that matches their interests and seamlessly integrates with their online experiences.

To make the most of their **Taboola** campaigns, **Blancheporte** leaned on the expertise of **Schwartz Consulting**, a **Taboola** Premium Partner and agency specializing in native advertising. **Schwartz Consulting** worked with **Blancheporte** to build a series of **Taboola** Image Ad campaigns promoting various new offers, with each campaign running for 2-4 weeks.

As the campaigns ran, **Schwartz Consulting** used their unique methodology and real-time strategic optimizations to enhance performance results. For instance, they conducted A/B tests to see which creative assets worked best among **Blancheporte**'s audience. **Schwartz Consulting** also leveraged **Taboola**'s server-to-server (S2S) conversion tracking to gather high-quality website conversion data and optimize each native ad accordingly.

Blancheporte Drives Revenue at 43% Lower CPA YoY with Taboola & Schwartz Consulting

Schwartz Consulting and **Blancheporte** implemented **Taboola's** advanced bidding solution, Maximize Conversions, to further enhance their results. Powered by AI, this innovative solution automatically adjusts and optimizes bids to increase conversions at scale. Using the data from their S2S tracking, **Schwartz Consulting** drove phenomenal performance results for **Blancheporte** with Maximize Conversions.

With **Taboola's** advanced capabilities and **Schwartz Consulting's** expertise in native ads, **Blancheporte** achieved an almost **2X higher return on ad spend (ROAS)** and **43% lower cost per acquisition (CPA)** year over year. Ultimately, **Taboola** delivered results that challenged Meta's campaign performance and positioned native advertising as a strategic channel in **Blancheporte's** media mix.

After the success of these campaigns, **Blancheporte** and **Schwartz Consulting** now plan to test additional **Taboola** features, such as search retargeting by keyword and predictive audience segments, to continue to expand their reach and optimize results.