



"Taboola's Maximize Conversions bidding tool was a game-changer. It allowed us to scale performance results across the open web and drive brand-new prospects to our landing pages, exceeding our KPI objectives for the year."

- **Bastien Barraud**, Digital Communication Manager, GMF

- **Fara Amadi**, Traffic Manager, GMF

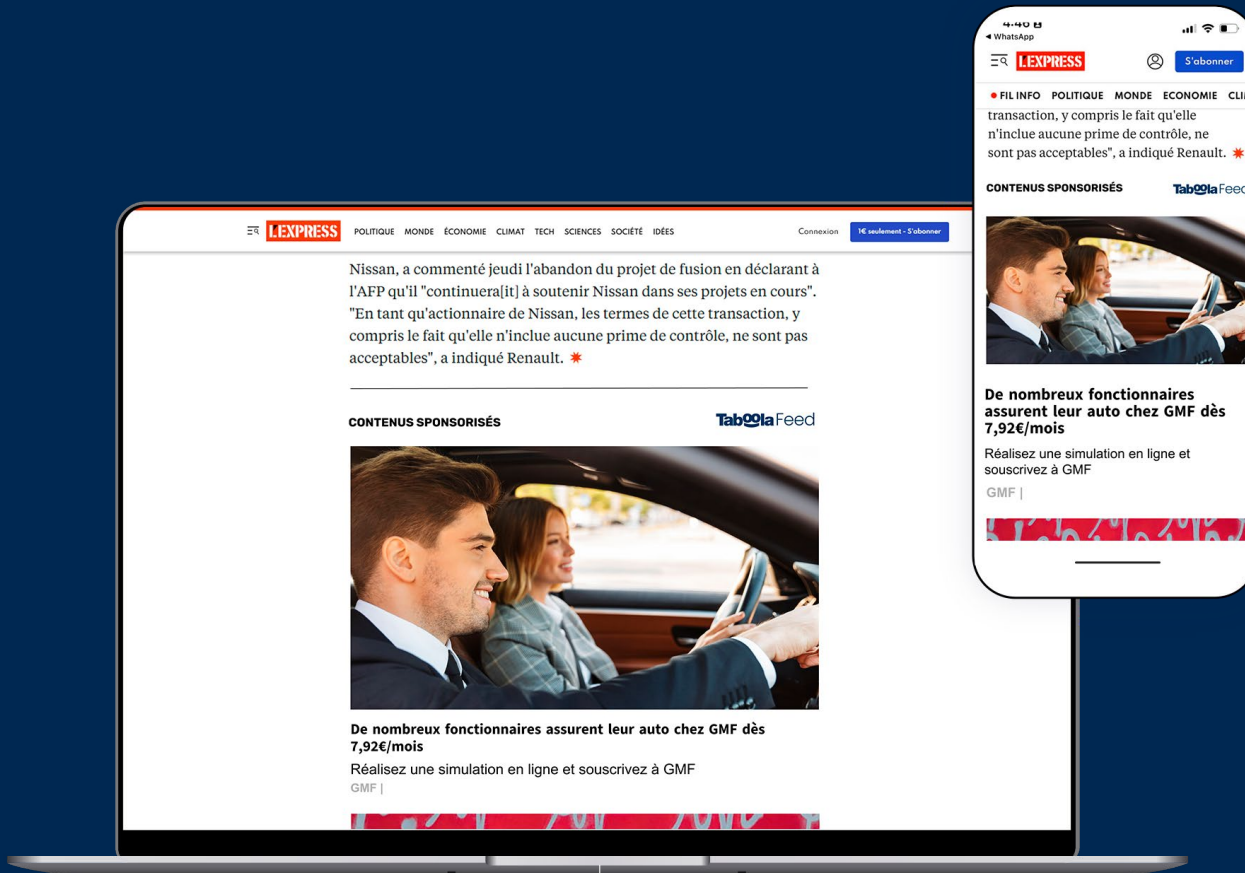


FINANCE

With Taboola Maximize Conversions, GMF Achieved an 82% Increase in Lead Volume Compared to 2023, Surpassing Goal by 134%

+82%

Increase in Leads
in 2024



GMF Increases Leads for Insurance Products with **Taboola's** Performance-Driven Ads

COMPANY

GMF (Covéa Group) is a leading mutual insurance group in France that provides insurance and savings solutions tailored to individuals, particularly public sector employees.

CHALLENGE

Generate leads from new prospects at the lowest cost possible.

SOLUTION

Launch **Taboola** Motion and Image Ads across the open web, implementing Maximize Conversions to drive performance results at efficient costs.

RESULTS

With **Taboola**, **GMF** achieved an +82% increase in the number of leads generated in 2024.

Introduction

GMF (belonging to the Covéa group) is one of the main groups in the banking and insurance sector in France, which offers insurance and savings products to individuals, in particular to civil servants. GMF protects its policyholders against various risks (automobile, home, health, life) thanks to personalized coverage and support. Faithful to its mutualist values, GMF favors solidarity and tailor-made service.



GMF Delivers Fresh Creatives Across the Open Web with Taboola Motion & Image Ads

GMF was looking to generate leads from brand-new prospects in France by driving people to their landing pages for various insurance products. **GMF** didn't just want to increase performance results, however. They also wanted to generate leads at the lowest cost possible.

That's where **Taboola** came in. **Taboola** is built to help advertisers meet their open web performance objectives with any creative asset. Whether they want to engage audiences with immersive videos or attention-grabbing visuals, advertisers can distribute their ads across Taboola's network of over 9,000 publisher properties and scale their campaigns with ease.

To meet their performance goals, **Taboola** implemented first-party data from **GMF**, provided by Taboola partners via our direct integrations with LiveRamp & Eulerian. This helped **GMF** ensure the brand was targeting people who are not already part of **GMF's** client database.

GMF created a mix of **Taboola** Image Ads and Motion Ads (short, GIF-like videos that play on a loop) targeted towards audiences using their CRM data. The brand also refreshed their creatives every two months to avoid ad fatigue and drive the best performance possible among potential customers.

Once users clicked on an ad, they were taken to a dedicated landing where they could learn more about the insurance solution advertised and submit their information to move further down the funnel.

GMF Exceeds Performance Objectives with Taboola Maximize Conversions

GMF didn't stop there. They implemented **Taboola's** Maximize Conversions bidding solution to optimize their campaign towards their performance goals. Powered by AI, Maximize Conversions automatically adjusts bids to drive leads and conversions at the most efficient costs — taking the manual work out of programmatic bidding.

For **GMF**, Maximize Conversions has been a game-changer. Thanks to this advanced bidding functionality, **GMF** saw its lead volume in 2024 increase by 82%, demonstrating the effectiveness of Taboola in optimizing performance across the web.