

Headline Presentation



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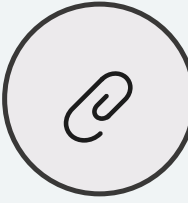
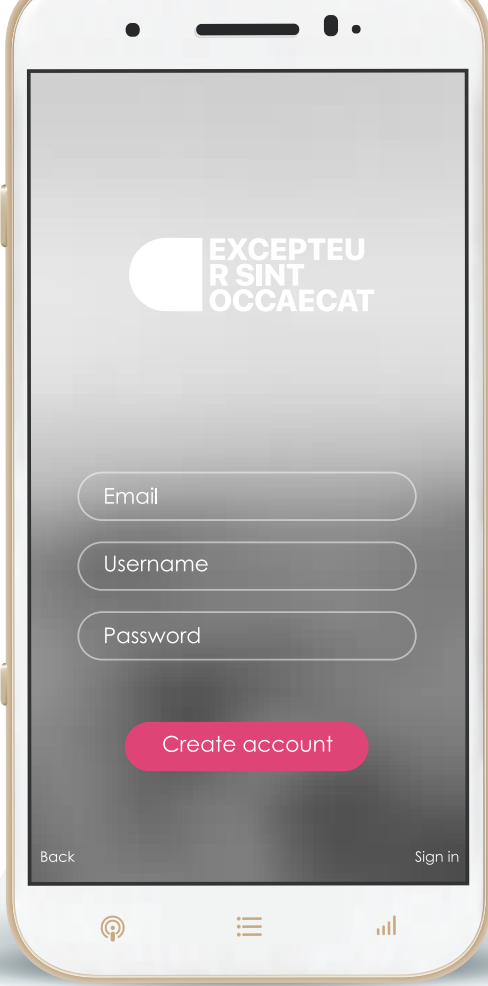
MAKE AN IMPRESSION

Reach brand awareness goals by sharing your message in brand-safe, highly viewable environments across the world's top publishers

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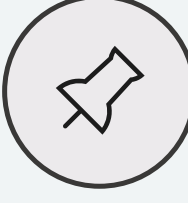
In-Feed

Our native and exclusive Taboola Feed placements put your messaging on center stage on premium publishers, capturing user attention when they are most open to discovering new things.



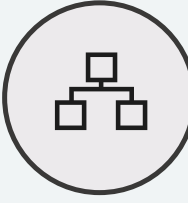
Marketing

Dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt.



Useful

Dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt.



Well organized

Dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt.

Brand Safety First

To guarantee your brand appears in safe and viewable environments, we proudly partner with industry leaders in viewability, verification, and fraud services.



CREATE INTEREST

Reach new audiences, generate high quality leads, and share positive news to promote your business

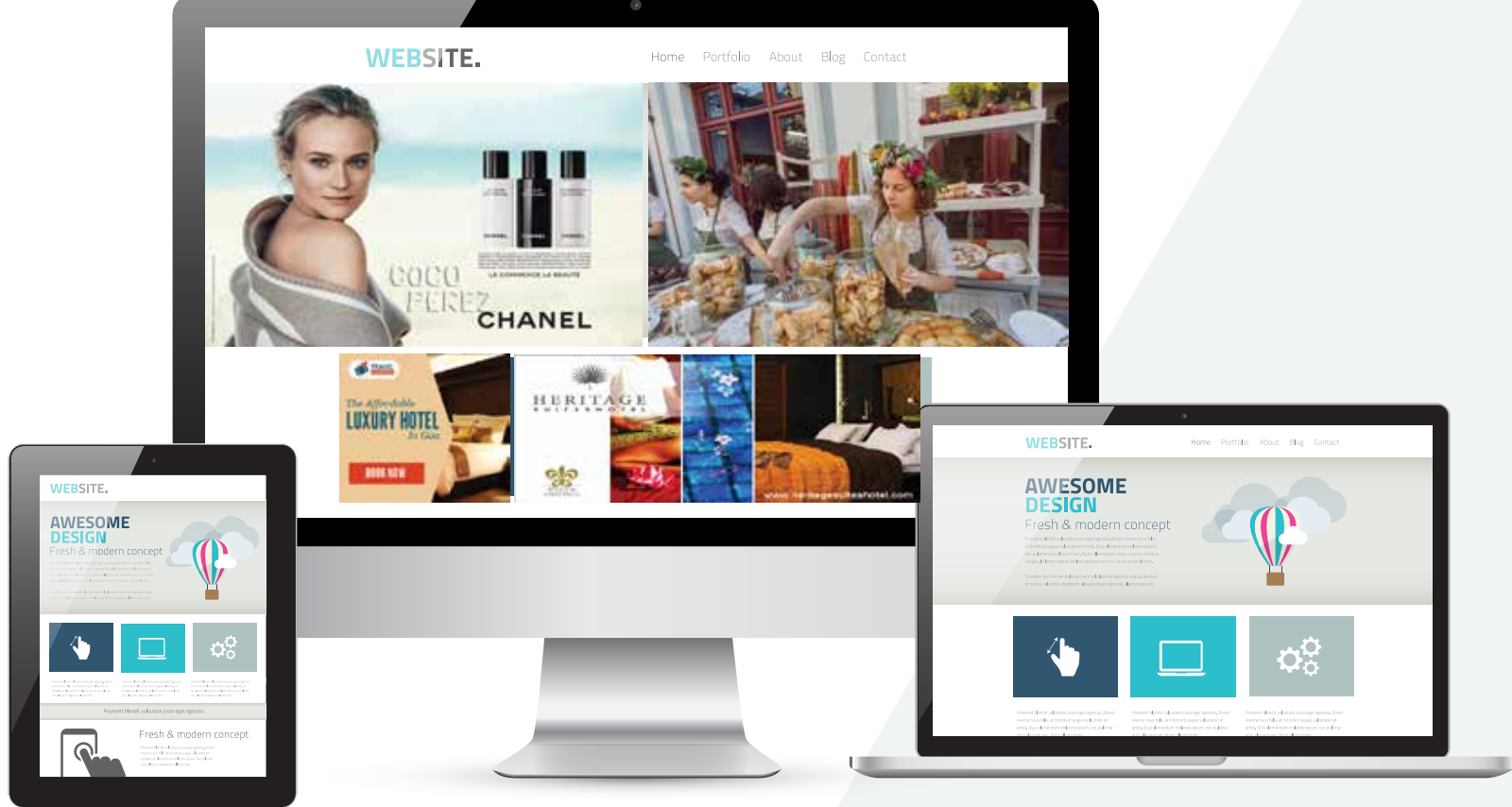
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LEAD GENERATION

Develop relationships with your users for the long-term. Drive quality traffic with entertaining or useful information and generate leads.

EARNED MEDIA

Nothing beats a recommendation. Build trust by amplifying third party testimonials about your brand across the web.



DATA MARKETPLACE

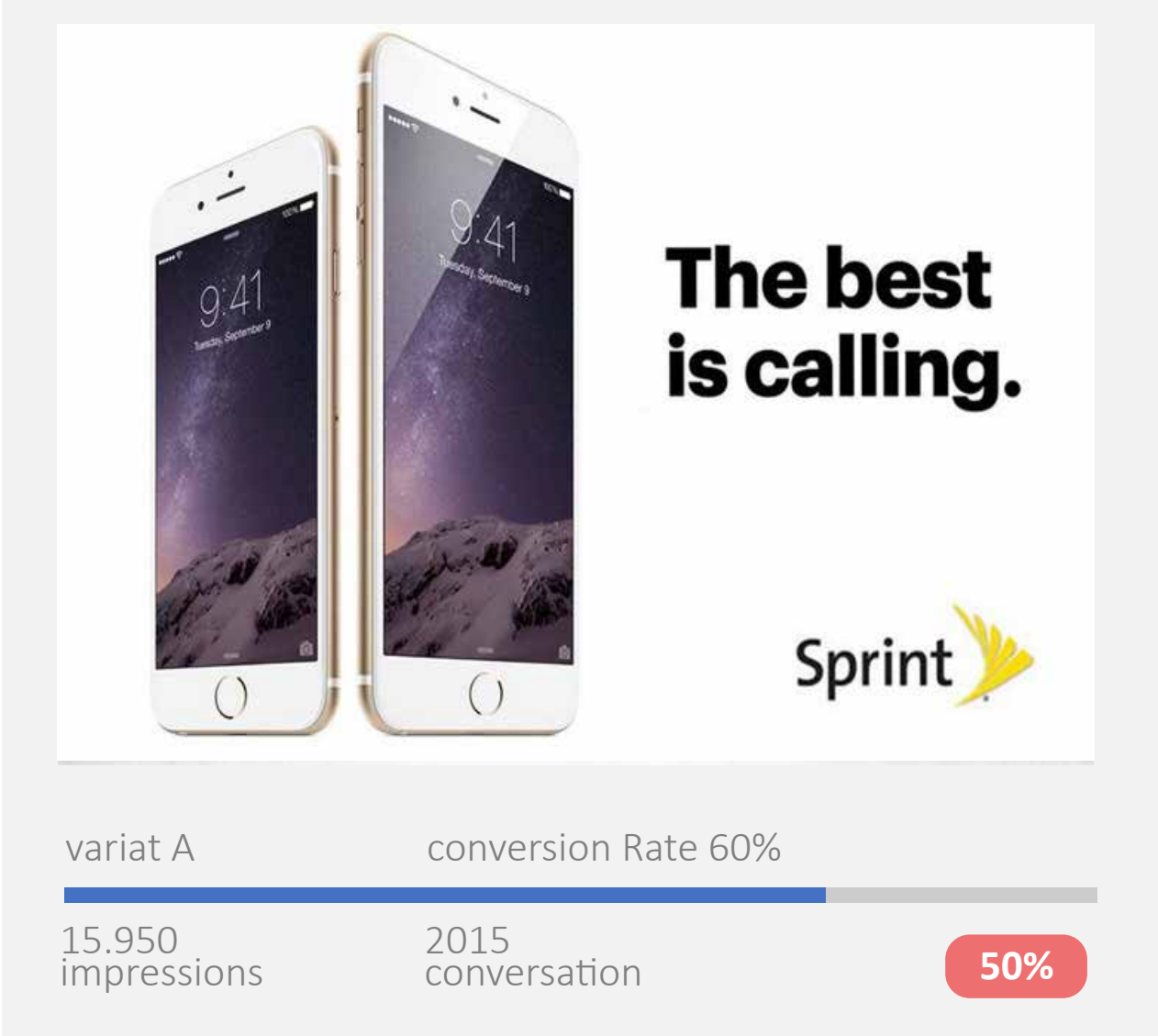
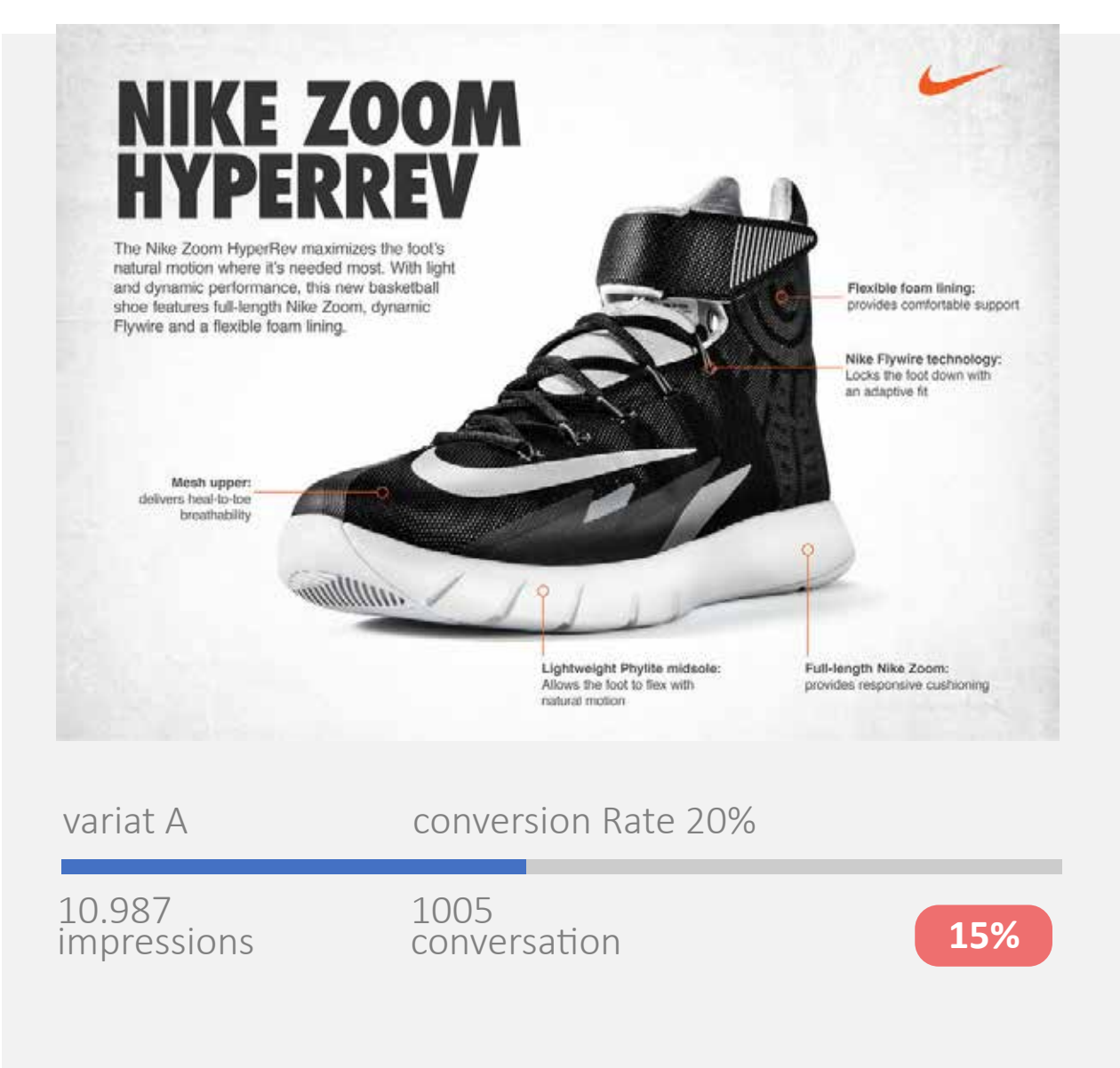
Focus on your target audience by targeting audience segments that are directly accessible in the Taboola platform from leading data providers.

RETARGETING

Re-engage users that have shown interest in your brand by targeting them closer to the point of sale.

ONGOING OPTIMIZATION

Our unique algorithm and optimization tools allow you to stay ROI focused – delivering higher conversion rates and lowering Cost Per Action (CPA).



Trusted by Thousands of Businesses and Brands

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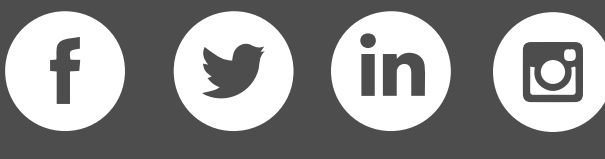
Your name

Your number

Your e-mail

Message

SEND



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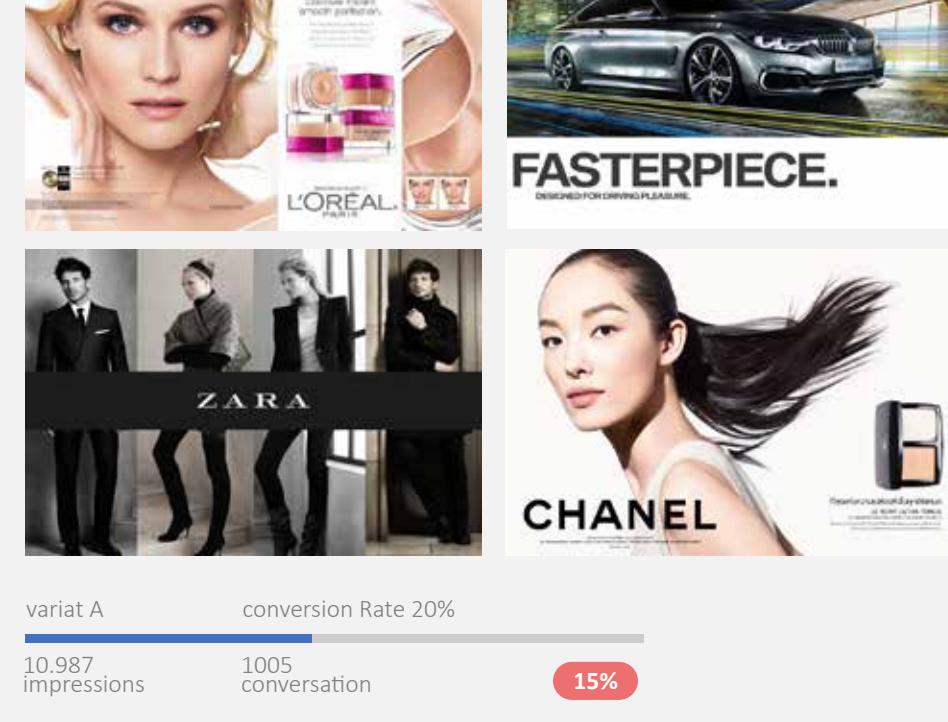
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Taboola Feed

Taboola Feed brings the scrolling news-feed experience consumers love on social networks right to your pages. It's a game-changer for publisher revenue and audience building.

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variant A conversion Rate 20%

10,987 impressions 100% conversion

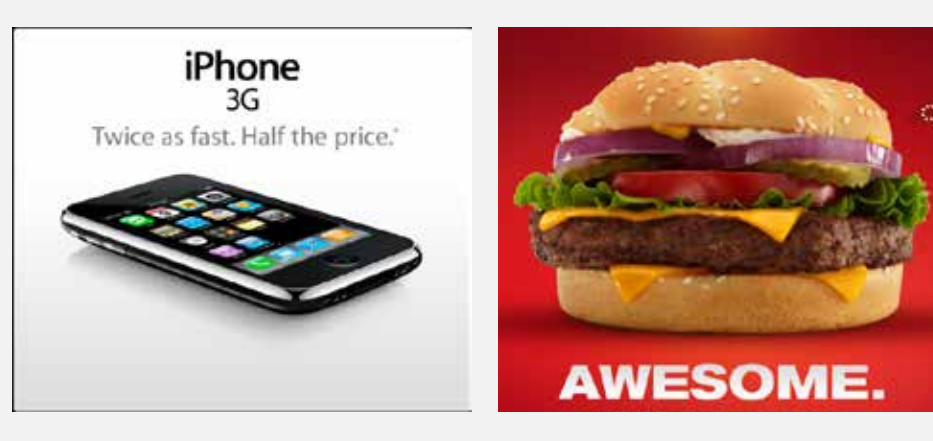
15%



variant A conversion Rate 50%

10,987 impressions 100% conversion

15%



variant A conversion Rate 40%

5,956 impressions 156% conversion

20%

AUDIENCE

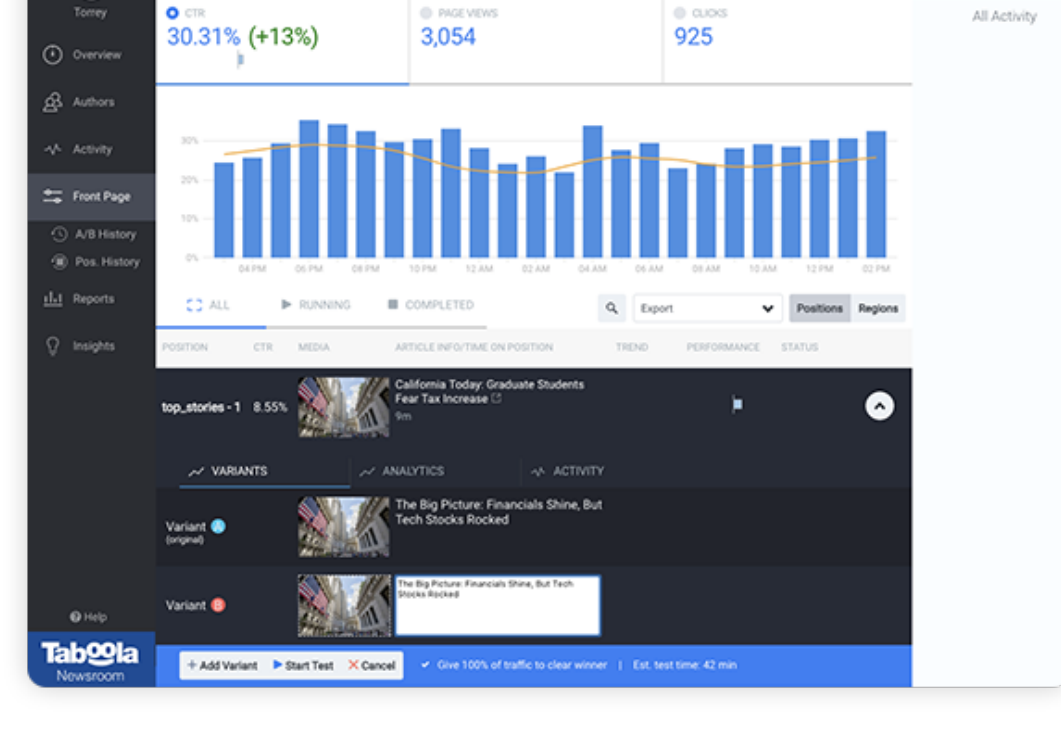
Taboola solutions help you acquire new audiences, retain current audiences, and more

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Audience Newsroom

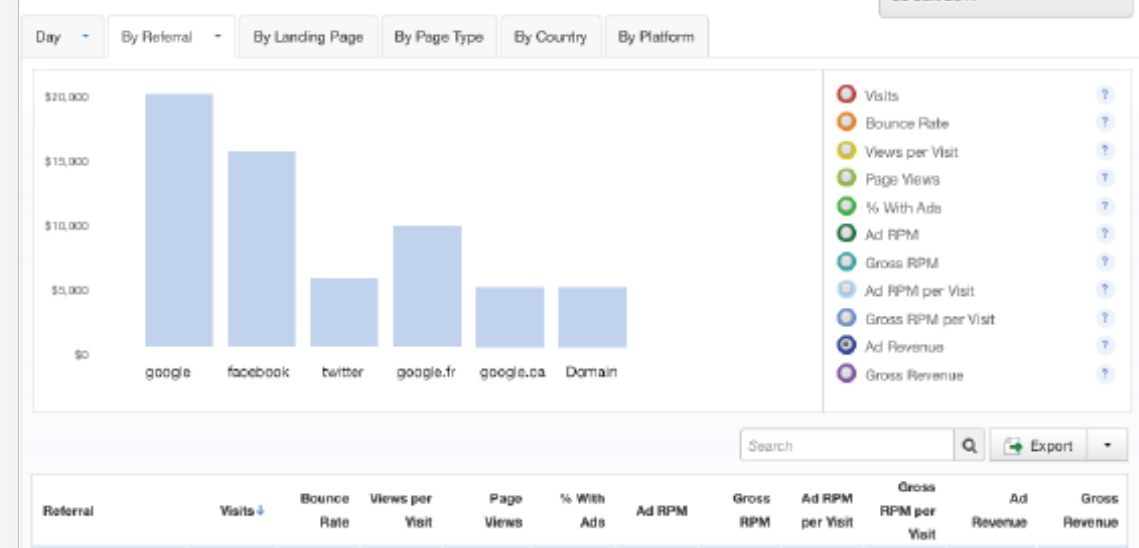
01

Empower editorial and audience teams to enhance content with actionable data insights, A/B testing, and alerts.love on social networks right to your pages. It's a game-changer for publisher revenue and audience building.



02

Audience Visit Value

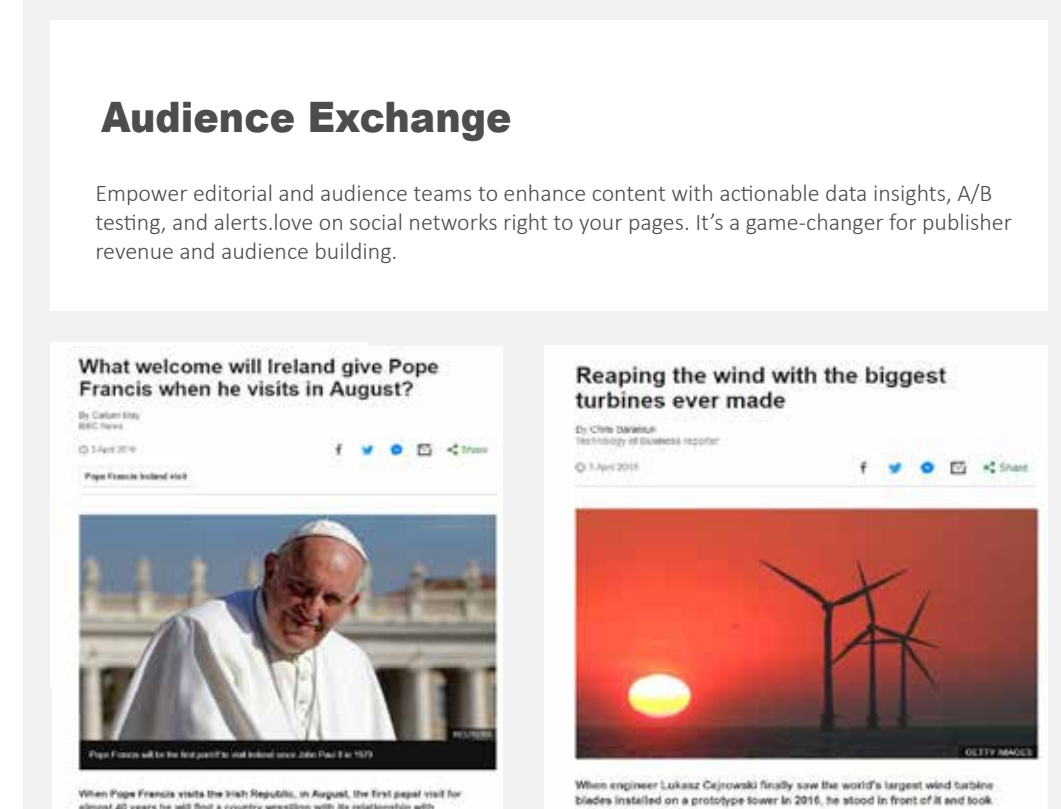


Empower editorial and audience teams to enhance content with actionable data insights, A/B testing, and alerts.love on social networks right to your pages. It's a game-changer for publisher revenue and audience building.

Audience Audience Exchange

03

Empower editorial and audience teams to enhance content with actionable data insights, A/B testing, and alerts.love on social networks right to your pages. It's a game-changer for publisher revenue and audience building.



ENGAGEMENT

TEngage users and keep them coming back; maximize time on site, pages per session, and user satisfaction

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Recirculation

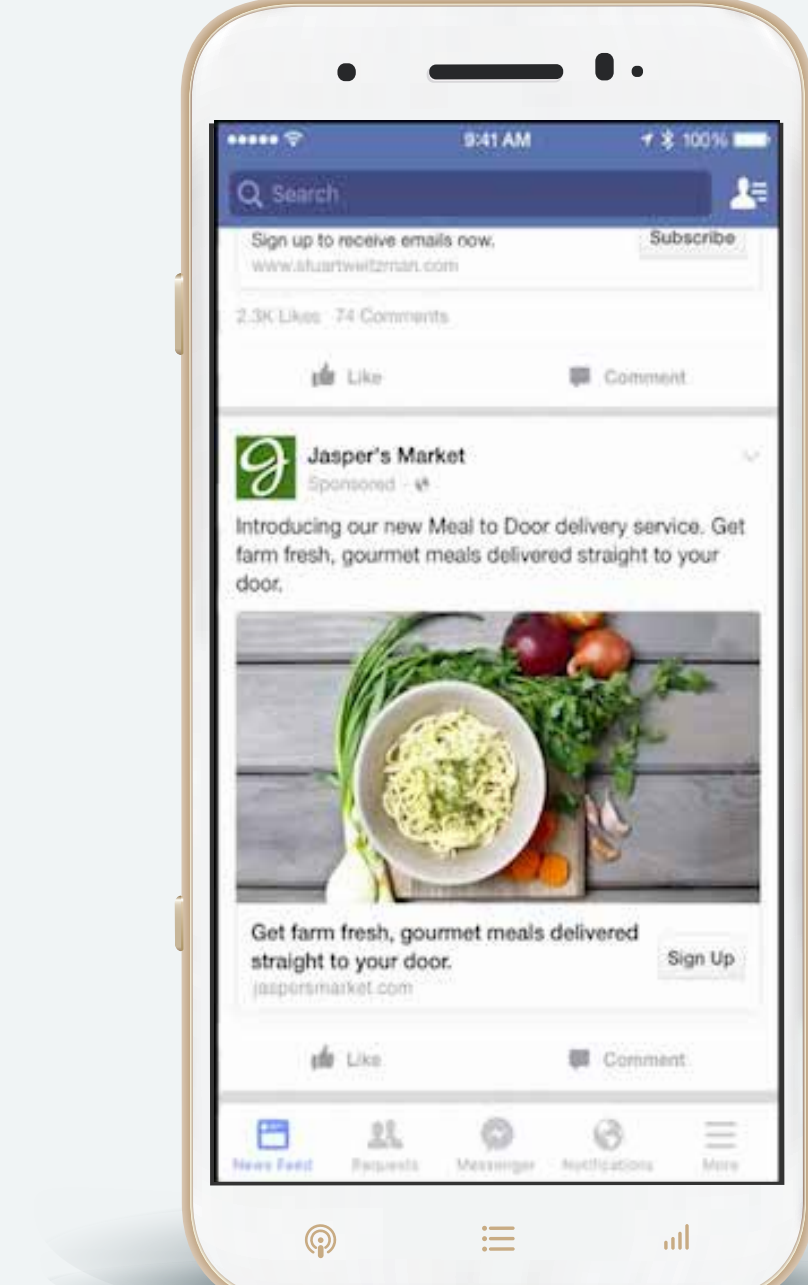
Optimize for your desired post-click behavior, from video views to sign-ups.

Organic Video Growth

Embed your own video player, including ads and analytics.

Personalization

Personalize the entire user experience, optimizing for each user and situation.



Sponsored Content

Monetize with the largest sponsored content marketplace in the industry.

Sponsored Video

Achieve market-leading monetization with seamless, non-intrusive, in-feed video experiences.

Trusted by Thousands of Businesses and Brands

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Your name

Your number

Your e-mail

Message

SEND

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