

The background of the slide features a collage of financial data visualizations. At the top, there's a line chart with a green dot and a grey triangle. Below it, a candlestick chart is visible, with a magnifying glass focusing on a specific area. To the right, there's a bar chart with blue and grey bars. At the bottom, another candlestick chart is shown with a Stochastic oscillator indicator. A pair of glasses and a pen are also visible on the right side of the slide.

# LET'S KICK IT OFF !!

## Taboola - Stakeholder Analysis

### Group B3

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# Stakeholder Register

## External Stakeholders

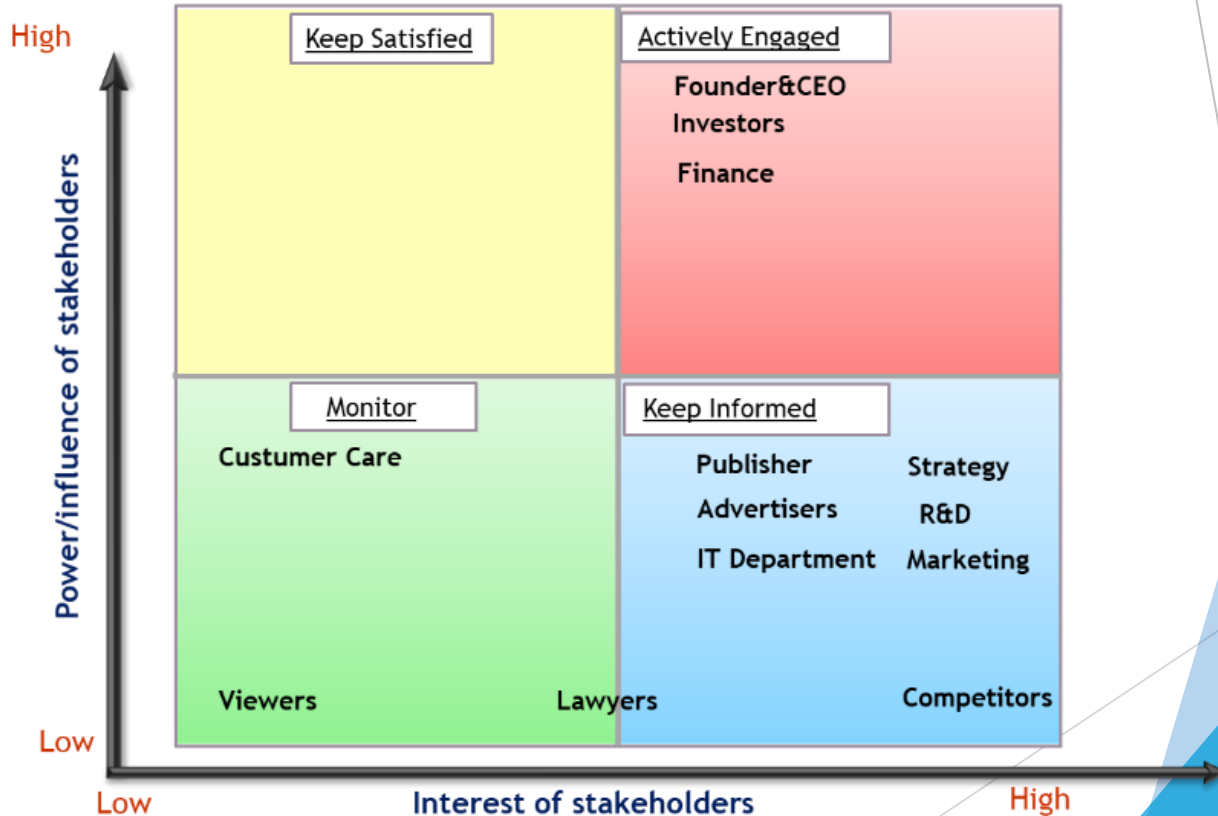
- Investors (Shareholders)
- Viewers
- Publisher (Editorial Websites)
- Advertisers (Customers)
- Competitors

## Internal Stakeholders

- Founder & CEO
- IT Department
- Lawyers
- Customer Care
- Marketing
- Finance
- Strategy
- R&D

# Stakeholder Matrix

## TABOOLA Stakeholder Matrix



# Stakeholder Communication Plan

<b>External Stakeholders</b>	<b>Power</b>	<b>Interest</b>	<b>Key Interest &amp; Issues</b>	<b>Communication Vehicle</b>	<b>Frequency</b>	<b>How to Raise Interest</b>	<b>Comment</b>
<b>Investors (Shareholders)</b>	High	High	Their interest to grow bigger and attract more companies to advertise	Personally & Email	Every 3 months	Personally & Email	Personally & Email
<b>Viewers</b>	Low	Low	Their interest is to find the product or the item that meet their needs.	Social Media Platforms	Flexible	Provide them with good deals and sales via the adds of the companies we work with.	Make sure content is captivating for viewers through surveys and questionnaire
<b>Publisher (Editorial Websites)</b>	Mid	High	Their interest is to keep and improve their partnership with Taboola and to attract more recognised advertisers	Meetings & Email	Monthly	By keeping them updated with the project progress status and by showing them the advantages that the new platform will offer to advertisers.	

# Stakeholder Communication Plan

<b>Advertisers (Customers)</b>	Mid	High	Their interest is to reach a good deal and a price that matches their budget with the qualifications they need. They may face problems in solving their tech issues in the phase of transition to the new chatbot platform.	Meetings & Email	Monthly	Give them great offers that catches their attention and to be different than the other companies of competitors.	Keep them satisfied.
<b>Competitors</b>	Low	High	Their interest in our company would be to see our productivity as well as was to better their own company.	Non	Non		
<b><u>Internal Stakeholders</u></b>	<b>Power</b>	<b>Interest</b>	<b>Key Interest &amp; Issues</b>	<b>Communication Vehicle</b>	<b>Frequency</b>	<b>How to Raise Interest</b>	<b>Comment</b>
<b>Founder &amp; CEO</b>	High	High	His interest is to develop and improve the companies activates and value in the business field.	Personally, Meetings, Email	Monthly	Non	

# Stakeholder Communication Plan

<b>IT Department</b>	Mid	High	<p>Their interest is to build the system required and to fix all IT bugs in the system. He works to implement state-of-the-art solutions, from Open Source to home grown to traditional enterprise software, across the company's global infrastructure.</p>	Personally & Email	Monthly	<p>Performance bonus accorded at the achievement of predetermined results</p>	
<b>Lawyers</b>	Low	Mid	<p>Their interest is to manage the legal matters for the company to prevent any legal issues. It is involved in external and internal legal matters, including contract negotiations, regulatory compliance, privacy, internal governance, employment issues, operations, and litigation matters</p>	Personally & Email	Weekly	<p>Non</p>	<p>To contact whenever you meet bureaucratic or legal doubts or issues. Even beyond the scheduled meeting.</p>

	Power	Interest	Key Interest & Issues	Communication Vehicle	Frequency	How to Raise Interest	Comment
Customer Care	Low	High	Their interest is to win the customer satisfaction by providing support.	Personally & Email	Weekly	Involve phone operators in the process. Keep them updates and be open to their ideas and proposals. Let them feel important	
Marketing	Mid	High	Their interest is to advertise for the company in creative ways to grabs the customers attention. Their activity include global product marketing, online marketing and field marketing.	Personally & Email	Weekly	Performance bonus accorded at the achievement of predetermined results	
Finance	High	High	Their interest is to lower the costs and the budget. The department may face budget issues due to tech setbacks and retards in the project	Personally & Email	Weekly	Non	Communicate in advance possible budget variation and wait for finance department authorization



# Stakeholder Communication Plan

	Power	Interest	Key Interest & Issues	Communication Vehicle	Frequency	How to Raise Interest	Comment
Strategy	Mid	High	He is interested in driving rapid growth in mid and long term by leading strategic product and business initiatives	Personally & Email	Weekly	Performance bonus accorded at the achievement of predetermined results	
R&D	Mid	High	He is interested in managing and improving data platform and software infrastructure	Personally & Email	Daily	Non	

# Stakeholder Meeting/Campaign Plan

<b>External Stakeholders</b>	<b>Meeting/Campaign</b>	<b>Initiator</b>	<b>Purpose</b>	<b>Participants</b>	<b>Schedule</b>	<b>Comments</b>
<b>Investors</b>	Progress of the project	PM	To keep them informed about the timeline, budget, and quality of the work being produced.	Investors , Owners, PM, CEO	Monthly	Keep them satisfied and inform if any change in budget & timeline.
<b>Viewers</b>	festive sales	Advertisers / customers	To provide the viewers with their needs and the products they look for.	Public, marketing, customer care	Flexible	Keep them interested in the product provided by the advertisers.
<b>Publisher</b>	Discuss Projects	Marketing	to follow up on the progress of current projects and agree on new plans for new advertisers	Marketing , Publisher	Monthly	
<b>Advertisers / customers</b>	Awareness of the company - New Year Kick off - Sales.	Marketing	To gain more advertisers / customers.	Marketing, advertisers, lawyers	Flexible	
<b>Competitors</b>	Non	Non	Non	Non	Non	Non

# Stakeholder Meeting/Campaign Plan

Internal Stakeholders	Meeting/Campaign	Initiator	Purpose	Participants	Schedule	Comments
Founder & CEO	Progress of the project.	CEO	To check and provide the updated strategic operational plan.	PM, Finance, CEO	Every two weeks	Non
IT department	The system of the company	PM	To get new updates about the system and to make sure everything is on track.	IT, PM	Every week	Non
Lawyers	Legal matters	CEO / PM	To make sure no gaps of issues about legal matters.	CEO , Finance , PM , Lawyers	1st of each month	Non
Customer care	Customer care	PM	To make sure that customers get good service by the customer care department. And to solve any issues regarding the customers.	PM, Customer care	Every week	Non
Marketing	Marketing	PM	Find new ways to advertise and to catch the customer's attention.	PM, Marketing	Every week	Non
Finance	Track the financial matter	PM	Look for ways to lower the budget and raise the profits.	PM, CEO, Finance	1st of each month	Non
R&D	Meetings about new ideas	PM	Look for state of the art solutions, from Artificial Intelligence to the most advanced IT infrastructures.	PM, finance	3 Months	Non

# Stakeholder Participation Matrix

Stakeholders	Level of Involvement	Stage of Involvement			
		Needs Assessment	Planning	Implementing	Monitoring and Evaluation
<b>External Stakeholders</b>					
Investors	Consulted	-	Y	-	Y
Viewers	Informed	Y	-	-	Y
Publisher	Partner	Y	Y	Y	-
Advertisers / customers	Informed	Y	Y	Y	Y
Competitors		-	-	-	-
<b>Internal Stakeholders</b>					
Founder & CEO	Controlling	Y	Y	Y	Y
IT department	Controlling	Y	Y	Y	Y
Lawyers	Partner	Y	Y	Y	Y
Customer care	Informed	Y	-	Y	Y
Marketing	Consulted	Y	Y	Y	Y
Finance	Controlling	Y	Y	Y	Y
R&D	Consulted	Y	Y	Y	Y

# CONCLUSION

The background of the slide is white with abstract blue geometric shapes on the right side. These shapes include overlapping triangles and polygons in various shades of blue, ranging from light sky blue to deep navy blue. A thin, light gray line also extends from the bottom left towards the right side of the slide.

# Taboola

**Thank you.**