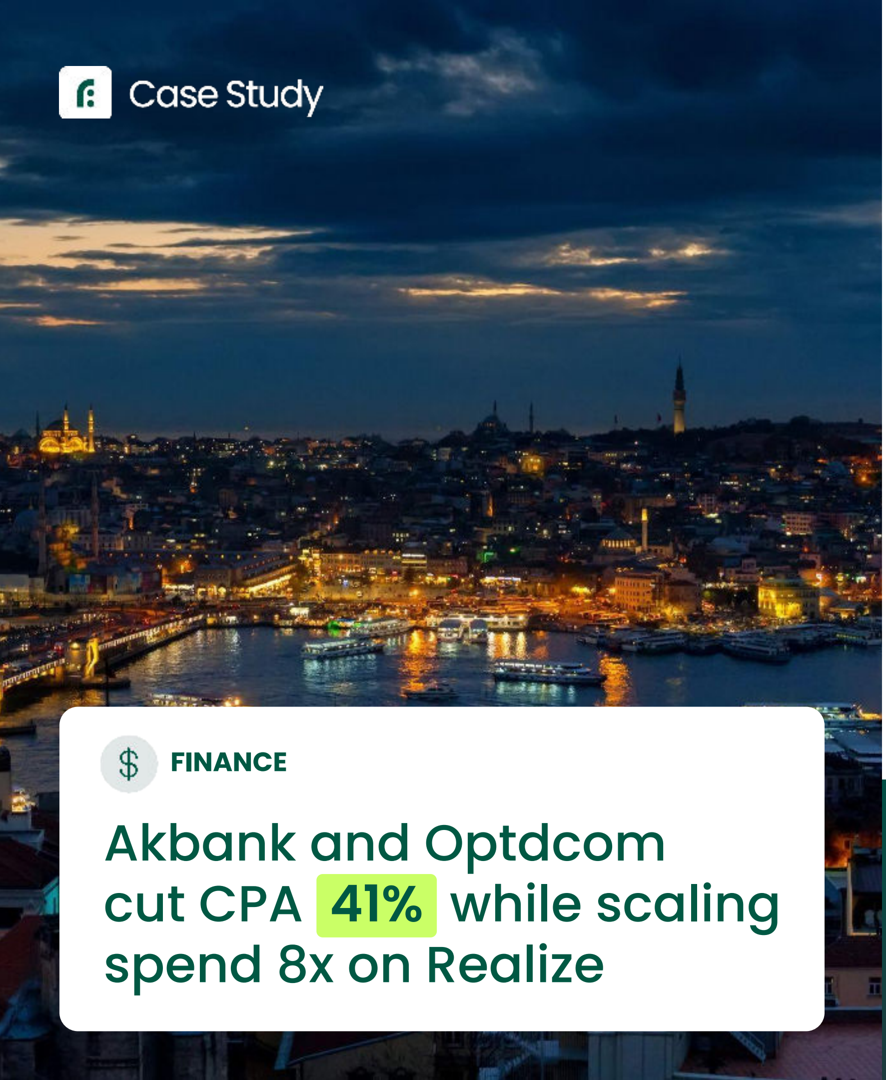


Case Study

FINANCE

Akbank and Optdcom cut CPA 41% while scaling spend 8x on Realize

AKBANK

We set an aggressive growth target for 2025 and needed partners who could deliver both scale and efficiency. Realize proved it could do both. The platform has moved from a supporting channel to a primary performance engine in our media mix, and we plan to continue building on that momentum.

Aysin Gultepe,
Digital Sales and Growth Manager, Akbank

OPTD.COM

We needed a platform that could keep up with Akbank's ambition to scale significantly without sacrificing efficiency. Predictive Audiences and Motion Ads became central to our strategy, and the Realize team's support made it possible to move quickly and optimize with confidence. The results validated the approach and opened the door to an even larger investment.

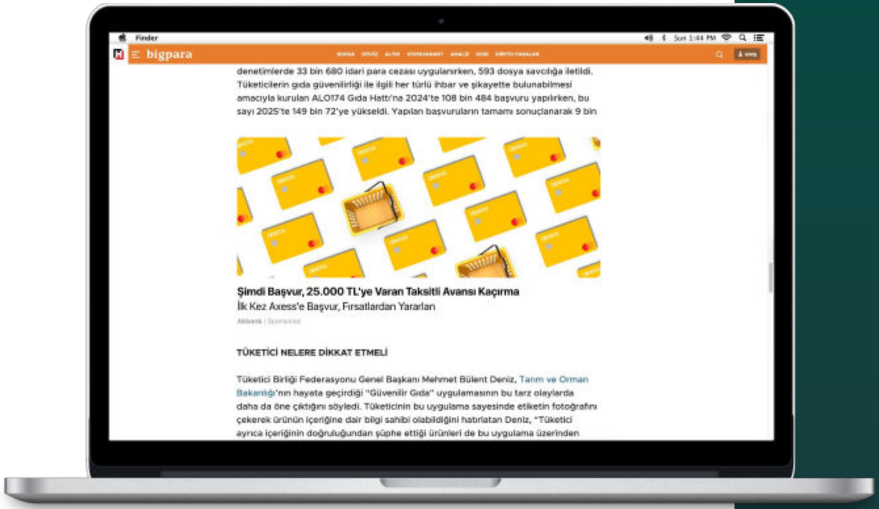
Gizem Ogmen,
Digital Performance & Media Account Lead, Optdcom

8x
Investment growth year over year

41%
Net reduction in CPA

81%
Increase in CTR with Motion Ads

Case Study



COMPANY

Akbank is one of Turkey's largest privately owned banks. They worked with **Optdcom**, a performance marketing agency based in Istanbul, to scale credit card acquisition campaigns on **Realize**.

CHALLENGE

Akbank needed to scale Axess credit card acquisition volume significantly while reducing total cost per acquisition.

SOLUTION

Optdcom used **Realize** to run AI-optimized campaigns combining **Predictive Audiences, Motion Ads,** and **Maximize Conversions** bidding to find and convert high-intent applicants at lower cost.

RESULTS

Akbank scaled its **Realize** investment **8x year over year** while **reducing total CPA by 41%**, driven by a **72% CPA reduction from Predictive Audiences** and an **81% CTR lift from Motion Ads**.

Case Study

Introduction

Akbank is one of Turkey's largest privately owned banks, founded in 1948 and headquartered in Istanbul. The bank provides services to more than 13 million active customers through over 700 branches, offering retail, commercial, corporate, and private banking alongside payment systems and investment services. Axess, one of **Akbank**'s flagship products, is a mass-market credit card that rewards everyday purchases with chip-points redeemable across a wide merchant network. The card has held significant market share in Turkey's competitive credit card sector since its launch in 2001.

Optdcom is a performance marketing agency founded in 2015 and based in Istanbul, with a focus on digital strategy and data-driven advertising. The agency manages campaigns for dozens of leading brands across Turkey, including Samsung, Turkish Airlines, McDonald's, and **Akbank**, with capabilities spanning performance marketing, search engine optimization, web analytics, and direct media buying. For this campaign, **Optdcom** was responsible for translating **Akbank**'s growth brief into an actionable media strategy, managing campaign execution, and securing brand approvals in close collaboration with **Realize**.

Case Study

Optdcom turns to Realize to scale Akbank's credit card acquisition

Akbank had been running campaigns on **Realize** to drive Axess credit card applications, with **Optdcom** managing execution and translating **Akbank**'s marketing briefs into campaign strategy. In 2024, the team used the platform as a baseline channel, testing performance and building familiarity with its tools. The results were promising, but **Akbank** wanted more. Their goal for 2025 was to scale acquisition volume dramatically while bringing total cost per acquisition down at the same time.

Scaling spend typically means reaching further into an audience pool, which drives costs up. **Optdcom** needed a platform that could maintain targeting precision as budgets grew. They had already seen **Realize**'s AI engine perform well at a smaller scale, and they believed it could hold up under significantly higher investment.
In 2025, **Akbank** increased its **Realize** budget eightfold.

Optdcom launched the campaigns on Realize, **Taboola**'s AI-driven performance advertising platform, which helps brands reach high-intent audiences and drive measurable outcomes across native, display, and video placements on the open web. They ran all campaigns with Maximize Conversions, an automated bidding strategy that uses conversion data and user behavior signals from the Taboola Pixel to adjust bids in real time and deliver the highest possible number of conversions within budget. This allowed **Optdcom** to scale the investment eightfold year over year while the algorithm optimized toward the lowest possible CPA across a much larger volume of credit card applications.

Predictive Audiences and Motion Ads drive efficiency at scale

Two Realize products became central to the campaign's performance.

The first was Predictive Audiences, which uses first-party conversion data from the advertiser's site to identify and target new users with a high likelihood of converting. For **Akbank**, that meant finding people across the open web who showed behavioral signals consistent with completing a credit card application. Predictive Audiences became the primary driver for cost efficiency, delivering a **72% reduction in CPA** compared to campaigns running without it. Rather than relying on broad audience segments or manual targeting, the feature allowed **Optdcom** to let **Realize**'s AI find qualified applicants at scale without exhausting the audience pool as budgets grew.

The second was Motion Ads, short looping videos that add movement to native placements without requiring sound. **Optdcom** had been running high-quality static image ads as the foundational creative format, providing consistent brand visibility for Axess across **Taboola**'s publisher network. But when they introduced Motion Ads, the visual dynamism changed the campaign's engagement profile. **Average CTR increased 81% after Motion Ads were introduced**. The movement helped **Akbank**'s creative stand out in premium publisher environments where static ads were competing for the same attention.

Together, the two products addressed different parts of the funnel. Predictive Audiences improved who saw the ads. Motion Ads improved how those people responded to them. The combination produced a net **41% reduction in total CPA** while the campaign was running at eight times the previous year's investment.

Case Study

Realize becomes a primary performance channel for Akbank

The results shifted how **Akbank** and **Optdcom** think about the platform. In 2024, **Realize** was a supporting channel in **Akbank**'s media mix, one of several performance options alongside search, social, and other display. By 2025, it had become a primary performance engine for high-volume credit card acquisition.

That transition was driven by the numbers. **Realize** outperformed standard benchmarks on cost efficiency, with Predictive Audiences **reducing CPA by 72%** and Motion Ads contributing **an additional 9% improvement**. The platform's ability to maintain and improve efficiency as budgets scaled gave **Akbank** the confidence to reallocate spend toward **Realize** and away from channels that could not match its cost per acquisition at similar volume.

Optdcom credits the results to both the technology and the partnership. Taboola's account team provided strategic recommendations, performance optimization, and regular review meetings to keep campaigns aligned with **Akbank**'s goals. **Optdcom** handled the day-to-day execution, managing campaign setups, securing brand approvals, and adapting strategy based on what the data showed. That division of responsibilities allowed both teams to focus on what they do best while keeping the campaign moving toward **Akbank**'s acquisition targets.

Following the success of 2025, **Realize** has transitioned from a test channel to a central part of how **Akbank** plans its performance media, with the team focused on continuing to scale acquisition volume while driving costs lower.