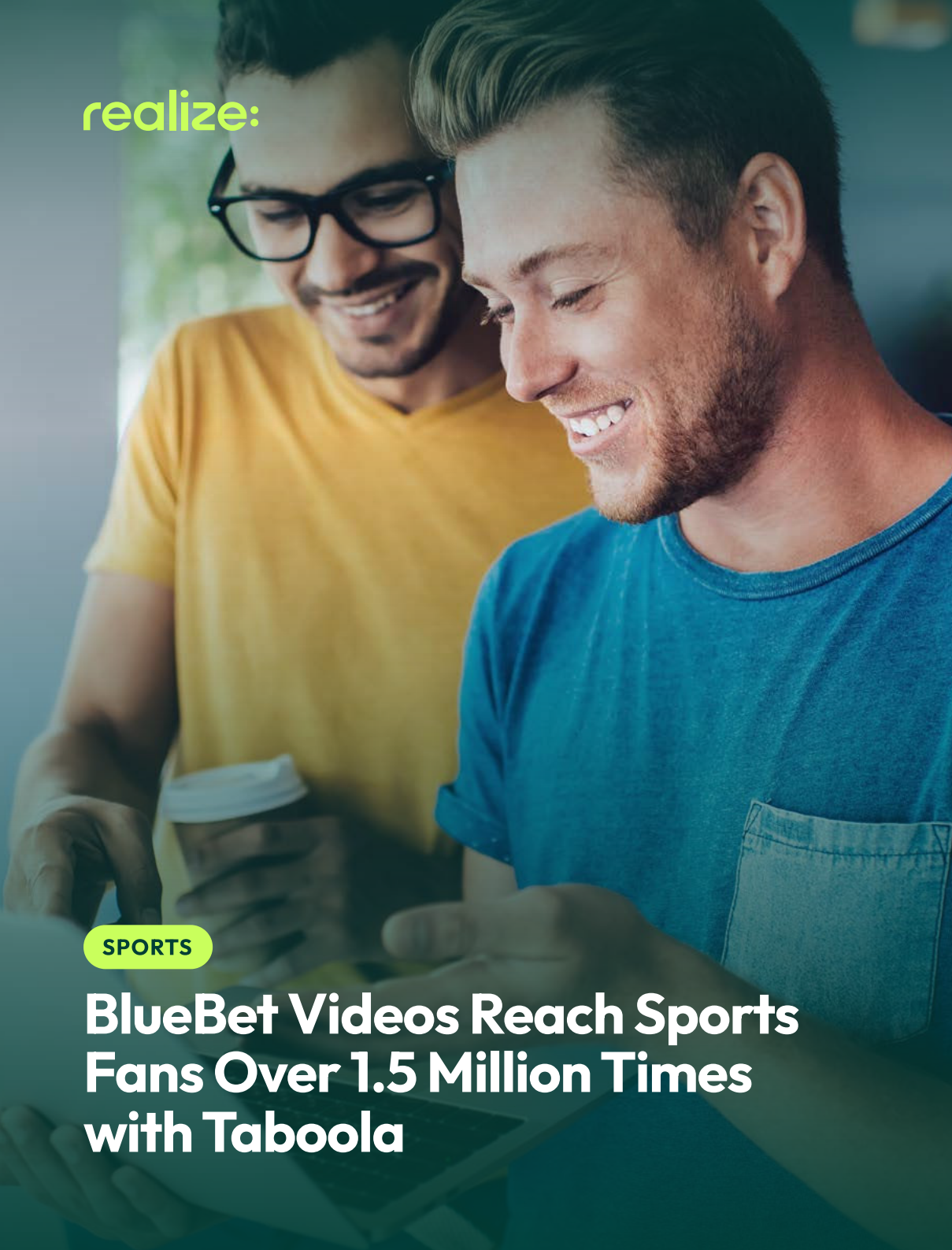


A photograph of two men, one with glasses and a yellow shirt, the other with a beard and a blue shirt, both smiling and looking at a tablet held by the man in the blue shirt. The background is a soft-focus indoor setting.

realize:

The BlueBet logo, featuring the word "BlueBet" in a bold, sans-serif font. "Blue" is in blue and "Bet" is in red, both with a white outline. The logo is set against a solid blue rectangular background.

BlueBet

"We've been partnered with Taboola for several years now, and see them as an extension of our business to help grow our brand awareness in Australia. The Taboola campaign team has always delivered sensible, considered campaign strategies with professional execution."

– **Bill Richmond**, Chief Executive Officer, BlueBet

SPORTS

**BlueBet Videos Reach Sports
Fans Over 1.5 Million Times
with Taboola**

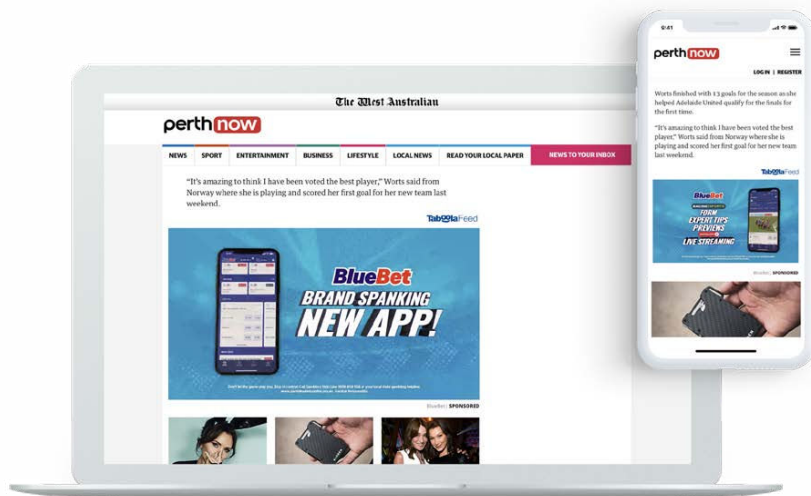
830,000+

Completed Video Views

1.5 million

Viewable Impressions

realize:



BlueBet Reaches Sports Fans in Premium Places Across the Open Web with Taboola.

COMPANY

BlueBet is an Australian publicly listed company (BBT) with offices in Darwin and Sydney and operates under a Northern Territory Gambling License.

CHALLENGE

Find new and innovative ways to increase their brand awareness within Australia in a competitive wagering industry.

SOLUTION

Work with Taboola to distribute video ads across premium news sites, online magazines, relevant niche websites and other digital properties.

RESULTS

With Taboola, **BlueBet** saw over **830,000 completed views** and **1.5 million viewable impressions**.



realize:

Taboola Video Viewers Finish BlueBet Ads Over 830,000 Times

Introduction. BlueBet is an Australian publicly listed company (BBT) with offices in Darwin and Sydney, and operates under a Northern Territory Gambling License. Executive Chairman Michael Sullivan has been one of Australia's leading bookmakers for over thirty years and brings with him a strong team of bookmaking industry professionals who can service all of their customers' needs.

Their mission has always been to provide customers with a wholesome betting experience, which includes strong products, great promotions and the best odds. As the 'true blue Aussie bookie', **BlueBet** offers a domestic product in an Australian market saturated by foreign bookmakers. BlueBet operates 24 hours a day, 7 days a week on the web via www.bluebet.com.au as well as their cutting edge iPhone and Android apps.

The wagering industry is competitive in Australia, and **BlueBet** is always looking for new and innovative ways to grow their brand awareness in Australia. They turned to Taboola to expand their reach beyond search and social media platforms, to reach people on premium news sites, online magazines, relevant niche websites, OEM carriers and other digital properties.

BlueBet works closely with Taboola to launch and manage video campaigns across the Taboola network, closely optimizing for impressions, reach and completed video views. They use Taboola targeting capabilities like geotargeting and zip code targeting to reach the most relevant audiences within Australia.

With Taboola, **BlueBet** has seen more than 830,000 completed video views and almost 1.5m viewable impressions. They've found Taboola to continuously deliver strong results for brand awareness campaigns, and plan to run performance-based campaigns in the future.