



Case Study



NONPROFIT

Good Neighbors Lowers CPA by **31%** While Driving Charitable Donations With Realize



"Good Neighbors is working with Ad Efficiency to expand monthly giving. Together, they built a campaign around the "Your Turn Ring," engraved with the message "YOUR TURN." The ring represents the idea that the turn to support children starts with you – encouraging people not only to appreciate its design, but also to change a child's life and experience the fulfillment that comes from giving. Through this message, the campaign inspires people to join a movement that spreads positive impact."

- Tae-Heon Lee, Senior Director, Good Neighbors
International Fundraising & Marketing Division

71%

Increase
Market Share

53%

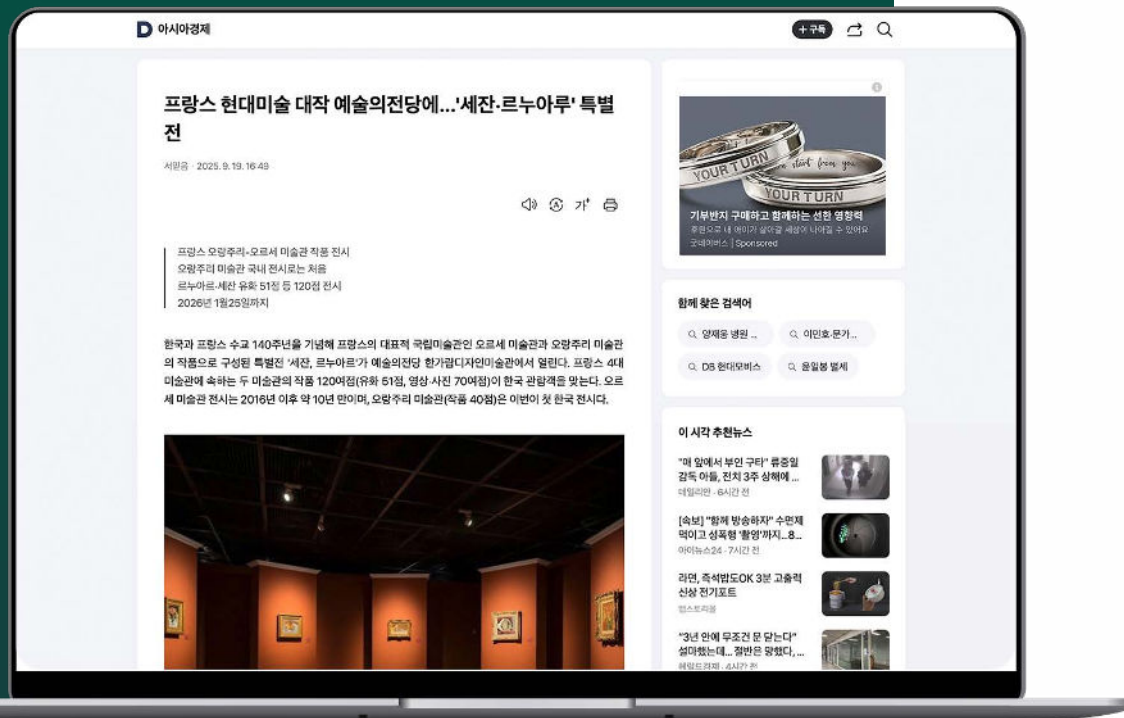
CPC
Decrease

31%

CPA Decrease



Case Study



COMPANY

Founded in Korea in 1991, **Good Neighbors** is a global child-rights organization actively supporting children and communities through professional social welfare and international development programs. In collaboration with **Ad Efficiency**, a performance marketing agency, Good Neighbors leveraged Taboola's Realize platform to drive fundraising campaigns.

CHALLENGE

Good Neighbors needed to grow monthly donations at the lowest possible CPA while competing for attention across search and social.

SOLUTION

Ad Efficiency launched donation ring campaigns on **Taboola** Realize using deep learning, predictive audiences, and retargeting to reach and convert high-intent donors.

RESULTS

In seven months, **Good Neighbors** increased 71% of its share on **Taboola**, while reducing CPA by 31% and CPC by 53%.



Case Study

Introduction

Good Neighbors is an international humanitarian and development organization founded in 1991. For over three decades, they have responded to the call of the most marginalized and vulnerable people beyond ethnicity, religion, belief, and nationality. They are dedicated to protecting their rights and fostering self-reliance.

In pursuit of lasting impact, Good Neighbors seeks to implement a community-inclusive and holistic strategy in our operations. Engaging with over 200 communities around the globe, they are empowering people and transforming communities through social and economic development initiatives.

Ad Efficiency is a Seoul-based digital marketing agency founded in 2012 that specializes in performance-driven advertising across Korea's biggest platforms, including **Taboola**, Naver, Kakao, Google, and Meta. With more than 230 employees and strong partnerships with leading ad-tech providers, the agency manages hundreds of billions of KRW in annual media spend.





Case Study

Ad Efficiency And Realize Help **Good Neighbors** Grow Monthly Charitable Donations

Good Neighbors is collaborating with Ad Efficiency with the goal of expanding monthly sponsorship. Together, they developed a campaign centered around the “Your Turn Ring,” engraved with the message “YOUR TURN.” The ring symbolizes that the turn to help children starts with you — encouraging people not only to appreciate its design, but also to give children a chance at a better life and feel the fulfillment of giving. By reinforcing this message, the campaign motivates people to join a movement that spreads positive impact.

Ad Efficiency launched the campaign on [Realize](#), Taboola’s performance advertising platform, to add a new channel alongside Meta and Google. Realize uses AI to help brands reach high-intent audiences across the open web and drive measurable outcomes. For **Good Neighbors**, the outcome they cared about most was consistent monthly donation conversions at the lowest possible CPA.

To get there, Ad Efficiency ran all campaigns with **Realize’s** [Max Conversions](#). This automated bidding strategy aims to deliver efficient conversions under a given budget. They layered this strategy with [A/B testing](#), which gave every ad variation—headline, description, and CTA button—an equal share of impressions. Based on the outcomes, the advertiser shifted spends towards top performing ads. **Good Neighbors** kept the campaign fresh by regularly updating their ads, ensuring the message stayed relevant and compelling throughout.



Case Study

Good Neighbors Achieved A 31% Reduction In CPA Through Retargeting Campaigns And Predictive Audiences on Realize.



Good Neighbors and Ad Efficiency ran four campaigns on Realize, each designed to capture donors at a different stage of the journey.

Two run of network campaigns used **Realize's** AI engine, which automatically analyzes behavior and content signals to find people most likely to engage or convert. With no manual targeting required, these campaigns reached new audiences who showed a high likelihood of donating.

First they used both [optimize for engagement](#) and [Attentive Audiences](#), a **Realize** segment of users who spend meaningful time on site or return repeatedly but haven't converted yet. With fresh creative and direct calls to action, this campaign brought warm prospects further down the funnel and closer to giving. **Good Neighbours** installed the [Realize Pixel](#) to create audience segments based on events such as ad clicks, website visits as a part of their [Retargeting](#) campaign.

Building on that success, the team launched a [Predictive Audiences](#) campaign to prospect new users. This feature uses first-party conversion data from the to identify and target users with a high intent of conversion.



Case Study

Good Neighbors Gains Category Leadership By Doubling Share Of Voice Through Realize



Over the seven-month campaign period, Realize consistently outperformed other search and social channels for **Good Neighbors**. Lower costs allowed the team to reinvest, and secure more than **71% share of voice in Taboola**.

Performance improved across every key metric:

- PA dropped by 31%
- CPC by 53%
- Impressions grew 45%
- CTR rose 38%.

Within that mix, **the Predictive Audiences campaign stood out**, delivering a **CPA nearly 15% lower** and a **20% higher conversion rate** than other campaigns, even on the same budget.

Good Neighbors and Ad Efficiency credited not only the technology, but also the partnership with their account management team, whose ongoing consultation and optimizations helped drive these gains. The organizations look forward to building on this foundation together.