



realize:

COFFEE

Lifeboost Sells Premium Coffee Beans, Acquires 10,000 New Customers in 6 Months with Taboola

"We originally wanted to work with Taboola to bolster our prospecting at the top of the funnel, but soon realized their audiences were converting for us at scale — and at a much lower cost than on search and social channels. We look forward to continuing to work with Taboola as a critical part of our media mix."

– **Josh Cohen**, Chief Marketing Officer, Lifeboost LLC

10,000

Customers converted in the course of 6 months

11%

Increase in conversion rate with new ad formats

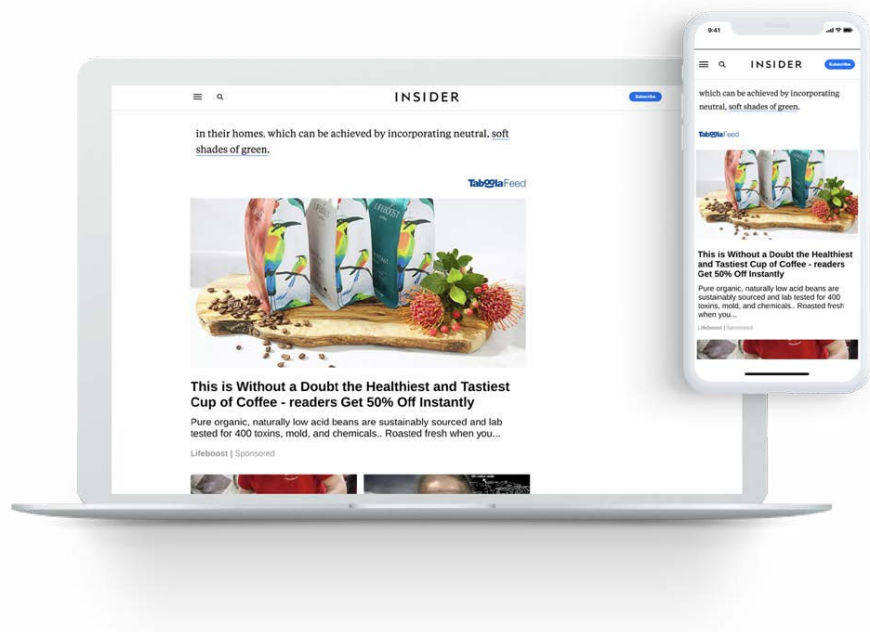
75%

Lower CPA than goal achieved with Retargeting

87%

Lower CPA than goal achieved with Attentive Audiences

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Lifeboost Coffee finds Taboola audiences convert at scale, and at a lower cost than search and social platforms.

■ COMPANY

Lifeboost believes it's possible to drink the highest quality of coffee (that actually tastes good) while paying farmers fairly, using sustainable farming methods, and protecting wildlife.

■ CHALLENGE

Find new and innovative ways to reach coffee lovers outside of traditional search and social media platforms.

■ SOLUTION

Work with **Taboola** to reach premium audiences on the open web, using CTA Button and Description ad formats, and retargeting and Attentive Audience features.

■ RESULTS

With **Taboola**, **Lifeboost** was able to convert **10,000 customers in 6 months**, while achieving a **CPA 75% lower** than their goal with retargeting, and **87% lower** than their goal with Attentive Audiences.

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Introduction

Lifeboost believes it's possible to drink the highest quality of coffee (that actually tastes good) while paying farmers fairly, using sustainable farming methods, and protecting wildlife.

It's **Lifeboost's** belief that you should put the cleanest coffee that you can find into your body. For that reason, they use a process called TrustPure, their roadmap for finding the healthiest, tastiest, stomach-friendly beans on the planet.





Lifeboost Coffee increased conversion rate by 11% with new Taboola ad formats

Lifeboost was looking for new and innovative ways to reach coffee lovers outside of traditional search and social media platforms. With **Taboola**, they're able to reach relevant audiences on premium publisher sites on the open web, outside of search and social networks.

Originally, **Lifeboost** wanted to use **Taboola**'s reach on the open web to support top of the funnel prospecting efforts, but soon realized that **Taboola**'s high quality audiences were also converting at a higher rate than search and social platforms.

In response, **Lifeboost** repurposed creatives that were already working on Facebook and Google to launch a sponsored content campaign with **Taboola**.

Lifeboost chose to leverage **Taboola**'s call-to-action (CTA) button and description options within their sponsored content campaign in order to capture more relevant people at scale. The use of **descriptions AND CTA button increased conversion rate by 11%**. Their campaign targeted a broad audience in the US, and sent those interested to a long-form landing page with information about **Lifeboost Coffee**'s TrustPure process, and offers for a variety of different coffee bean products.

Taboola's Retargeting and Attentive Audience capabilities reduce Lifeboost's CPA by up to 87%

Lifeboost also wanted to re-engage those people who may have shown interest in their products, but hadn't yet made a purchase.

Taboola's retargeting and Attentive Audience targeting features allowed them to re-engage with people who had interacted with either their **Taboola** campaign, or visited their website in the past.

In order to leverage these features, **Lifeboost** installed the **Taboola** Pixel on their landing page, allowing them to retarget users who had previously visited their site.

Attentive Audience campaigns focus specifically on a group of users that have spent a significant amount of time on a website, but haven't yet converted. They take into account customer behaviors like number of recurring visits, time spent on site, and more, which are measured by **Taboola's** algorithm.

Lifeboost's retargeting campaign achieved a **CPA that was 75% lower** than their goal, and their Attentive Audience campaign achieved a **CPA 87% lower** than their goal.

In order to bid as efficiently as possible, **Lifeboost** used **Taboola** SmartBid, **Taboola's** automated bidding platform. For each impression, SmartBid uses campaign data, and **Taboola's** network conversion data, to predict how likely a user is to convert and adjust the bid accordingly.

Lifeboost looks forward to continuing to work with **Taboola** in the future.