

realize:

iQUANTI NYDJ

“Taboola’s DCO campaigns have delivered exceptional results for e-commerce brands by dynamically tailoring creatives to shopper intent. They’ve driven significantly higher engagement and boosted ROAS by continually optimizing toward the top-performing combinations in real time.”

– **Vikrant Mulani**, Senior Analyst, iQuanti

FASHION

**NYDJ & iQuanti Drive 3X
ROAS with Realize Dynamic
Creative Optimization**

3X

Return on Ad Spend

realize:



NYDJ Retargets Engaged Website Visitors with **Realize** Product Ads

COMPANY

NYDJ is a premium women's denim and apparel brand. **iQuanti** is a leading digital marketing agency that drives data-led performance for global brands.

CHALLENGE

Drive incremental sales and improve ROAS by reaching new U.S. customers that couldn't be found through other channels.

SOLUTION

Launch **Realize** Product Ads with Dynamic Creative Optimization, retargeting website visitors with personalized ad creatives in real time.

RESULTS

With Taboola, **NYDJ** achieved **3X ROAS**. Taboola delivered one of the highest ROAS among all **NYDJ**'s channels.

realize:

Introduction

NYDJ was founded in 2003 to provide comfortable and flattering jeans that fit women of all shapes, sizes, and ages. **NYDJ's** mission is to empower women to feel confident, comfortable, and beautiful in their own skin—starting with the perfect pair of jeans. The brand champions real women by designing clothing that fits every curve and enhances every silhouette.

iQuanti ignites powerful digital marketing performance for global brands, with an approach rooted in data science and vertical knowledge, through a unique blend of channel management services, strategic consulting expertise, and proprietary product offerings. **iQuanti's** 450+ strong team of marketers, data scientists, and industry experts drive innovation and growth for Fortune 500 companies across the world.





NYDJ Delivers Personalized Ad Creatives in Real Time with Realize DCO

NYDJ was looking to drive incremental sales and achieve a 2.5X return on ad spend (ROAS) in the U.S. market, particularly among their target audience of fashion-forward women over 40. They just needed the right channel to promote their premium women's denim and apparel products, designed with innovative fabric and fit technology.

That's when their digital marketing agency, **iQuanti**, recommended **Taboola**—a global leader in delivering performance at scale. Expanding beyond the confines of search and social, advertisers can use **Taboola's** performance-first ad platform, **Realize**, to reach vast audiences across the world's top publisher sites. Powered by AI, **Realize** helps advertisers connect with target customers in high-visibility placements, generating measurable performance results.

To reach their ROAS goal, **NYDJ** and **iQuanti** ran **Realize** Product (feed-based) Ads equipped with Dynamic Creative Optimization (DCO). DCO is an advanced technology that automatically customizes ad creatives for users who've already engaged with a brand's content. **NYDJ** easily tracked website interactions with the **Taboola** Pixel and then retargeted users with ads featuring products they demonstrated interest in. These DCO-powered ads were generated in real time, enticing users to revisit the **NYDJ** site and complete their purchase.

realize:

Taboola Yields One of the Highest ROAS Among NYDJ's Channels

NYDJ's Taboola account management team provided hands-on guidance throughout the entire process. Bi-weekly, they delivered proactive recommendations and strategic optimizations, leading to the success of the campaign.

The results were clear: **NYDJ** generated **3X ROAS** with **Realize**, exceeding the brand's goal of 2.5X ROAS. Ultimately, **Taboola** yielded the one of the highest ROAS among all channels for **NYDJ**, demonstrating **Realize's** ability to deliver measurable performance results at scale and reach incremental users they couldn't find elsewhere.