



Case Study



"Realize gave us a way to bring back users who had already shown interest in our products and convert them at the right moment. The platform now performs on par with our established performance channels, which is our benchmark, and the ongoing support from the Taboola team helped us double our ROAS through creative and targeting optimizations."

- Tiffiny, Supervisor, Olight

2X

ROAS improvement
through optimization

On par

With primary
performance
benchmark

Nearly

2X

During peak
campaign periods

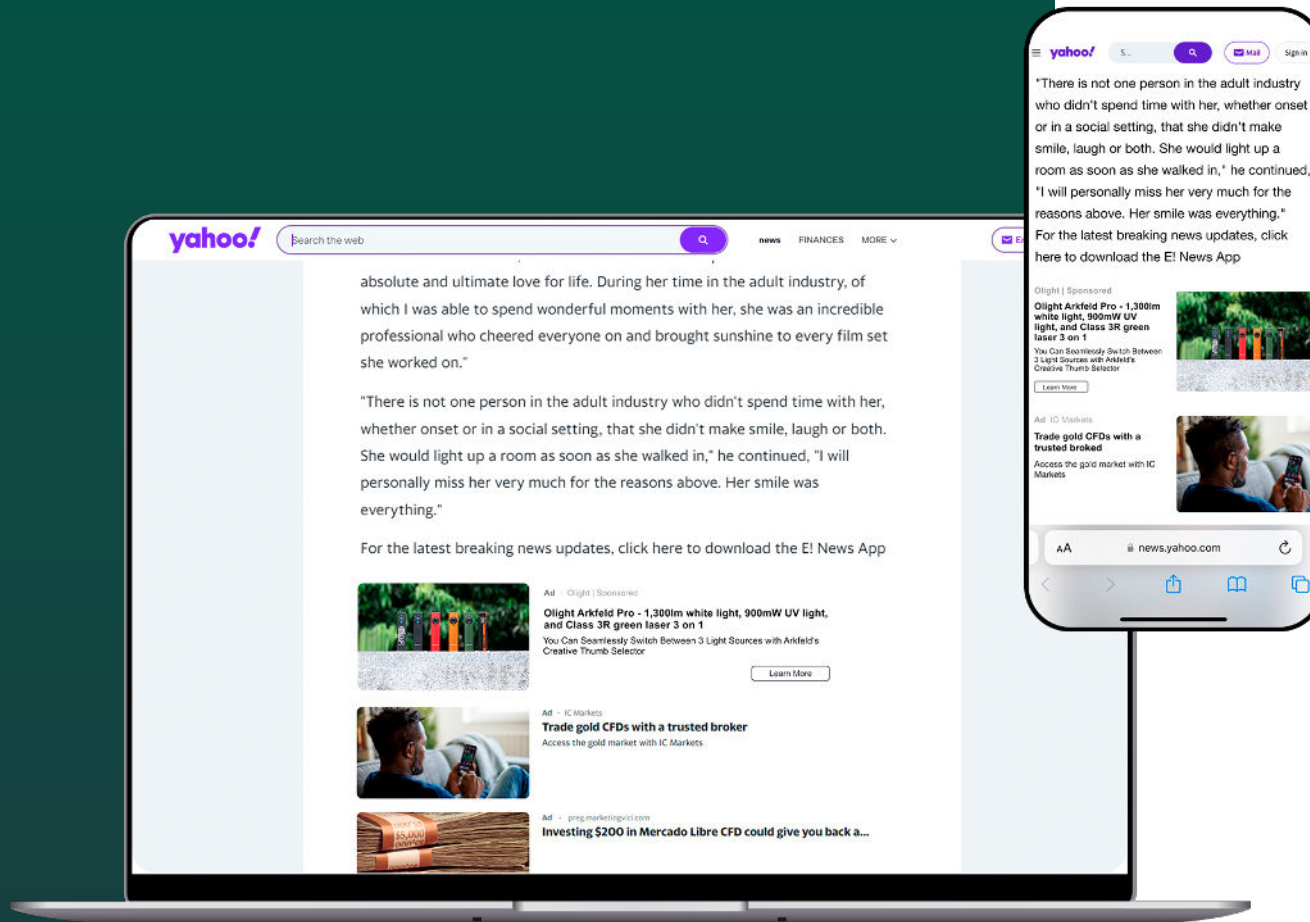


HOME

Olight doubles **ROAS** with
Realize retargeting



Case Study



COMPANY

Olight is a global portable lighting brand offering compact EDC flashlights and high-performance tactical outdoor lights.

CHALLENGE

Olight aimed to reach high-intent buyers and scale conversions beyond the limits of search and social, which had begun to show diminishing returns.

SOLUTION

Olight used **Realize** to retarget high-intent users who had visited their site, added products to cart, or started checkout—leveraging pixel-based audience segmentation to drive efficient re-engagement and conversions.

RESULTS

Olight achieved nearly **2x higher ROAS** during peak campaign periods. Through ongoing optimization with their **Taboola** account manager, they **doubled their overall ROAS**. **Realize** now delivers ROI on par with **Olight's** established high-performing channels.

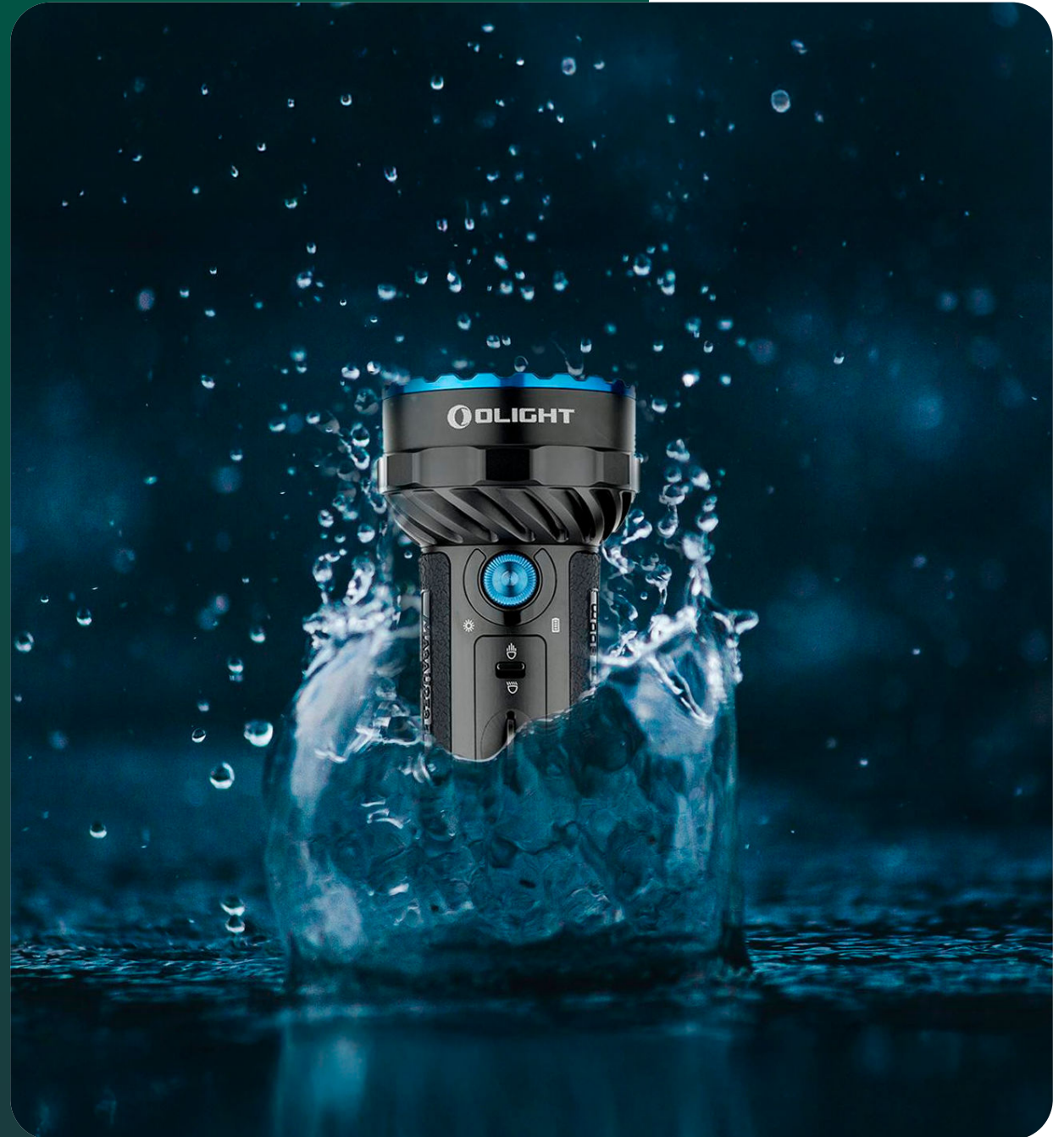


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Introduction

Olight designs and manufactures portable lighting solutions for everyday carry, outdoor adventures, and tactical use. Their product range spans compact EDC flashlights that fit in a pocket to high-powered tactical lights built for demanding conditions. With a mission to become a global leader in portable lighting through innovation and creativity, **Olight** has built a following among users who need reliable, durable light sources.

Known for their commitment to product craftsmanship, **Olight** sought a performance channel that could complement their existing media mix and drive incremental conversions. As search performance plateaued, **Realize** helped identify and re-engage high-intent users, delivering strong results.





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Olight Uses Realize To Retarget **High-Intent** Buyers

Olight's challenge was reaching users who had already shown interest in their products: people who had browsed products, added items to their cart, or started checkout but hadn't completed a purchase. These high-intent audiences were the key to maximizing returns during peak periods.

They launched campaigns with [Realize](#), **Taboola's** AI-driven performance advertising platform, to run retargeting campaigns across the open web. **Realize** gave them access to premium publisher inventory where they could reconnect with warm audiences outside of search and social.

To track and segment these audiences, **Olight** installed the [Realize Pixel](#), a tracking code placed on their website that captures user behavior and user intent signals. The pixel allowed them to build audience segments based on specific actions: viewing product pages, adding items to cart, starting checkout, completing registration, or visiting the site. By focusing delivery on users who had already demonstrated purchase intent, Olight could maximize efficiency during campaign periods.



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Olight Doubles Roas Through Ongoing Optimization

Their retargeting strategy delivered immediate results. During **Realize** campaign periods, **Olight** achieved nearly **2x higher ROAS**. The combination of retargeting high-intent audiences with urgency-driven offers proved effective at converting users who were already primed to buy.

Olight worked closely with their **Taboola** account manager throughout the campaign, testing new strategies around creative optimization and targeting specific supply. The team recommended adjustments based on performance signals, and **Olight** implemented them. As a result of these optimizations, **Olight doubled their overall ROAS**.

Realize now delivers ROI on par with established high-performing channels. That performance has positioned **Realize** as one of the top-performing channels in **Olight's** media mix, reinforcing its value as a reliable driver of results alongside major platforms.