

realize:



TECHNOLOGY, BUSINESS/B2B

## Ziwo & Project Agora Drive High-Quality B2B Leads with Realize

*"With Realize, we were able to access premium open web inventory that we'd never tapped into before. This opened up new avenues to scale outside the walled gardens and convert our target audience. Our Project Agora account management team also provided more personalized and frequent support."*

– **Axel Freret**, Senior Marketing Manager, Ziwo

**33.5M**

People Reached  
Across 3 Key Markets

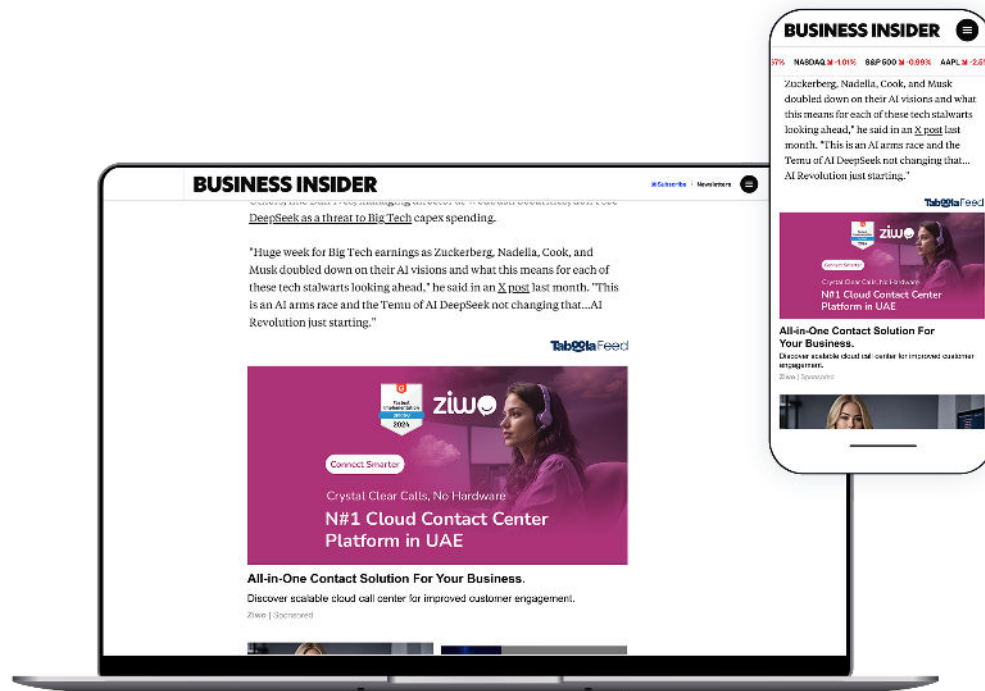
**40%**

More Leads Than  
Other Platforms

**30%**

Lower CPA Than  
Other Platforms

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**Ziwo** Engages Target Audiences on Premium Publisher Sites with **Realize** Native Image Ads

## COMPANY

**Ziwo** is a leading cloud-based contact center solution in the MENA region. **Project Agora** is a media technology company that helps businesses meet their goals with performance solutions and **Taboola**'s exclusive partner in the region.

## CHALLENGE

Generate high-quality B2B leads, scaling results beyond search and social channels.

## SOLUTION

Launch **Realize** Native Image Ads to target audiences across the open web, including exclusive **Yahoo** inventory, to drive performance results at scale.

## RESULTS

With **Realize's** performance solutions, **Ziwo** reached 33.5 million people across key markets. **Realize** also generated 40% more leads and a 30% lower CPA than other platforms.

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## Introduction

**Ziwo** is a leading cloud-based contact center solution in the MENA region, enabling companies to enhance customer engagement through a unified interface and advanced AI capabilities. **Ziwo** offers a range of solutions to improve communication, including conversation analysis, multilingual support and translation, call tracking, process automation, and omnichannel management tools.

**Project Agora** is a media technology company that helps publishers and advertisers increase their revenue and achieve their business goals via performance solutions. **Project Agora** is **Taboola**'s exclusive partner in 22 markets in the Middle East and Central & Eastern Europe.





## Ziwo Taps Into Exclusive Taboola & Yahoo Inventory, Scaling Reach Across the Open Web

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**Ziwo** was looking to drive high-quality B2B leads. Specifically, they wanted to engage their target audience of senior C-level managers and entrepreneurs in the UAE, Saudi Arabia, and Morocco. While channels like LinkedIn and Google provided some results, they were limited in reach and quality. That's why **Ziwo** sought new, scalable solutions to engage with premium business audiences, expand their visibility beyond traditional channels, and ultimately drive performance results.

This led them to **Taboola**. A global leader in delivering performance at scale, Taboola helps advertisers generate concrete results beyond search and social channels. It all happens with **Realize**, **Taboola's** industry-first ad platform that specializes only in performance outcomes. Spanning 600 million daily active users, **Realize** provides access to engaged audiences across the world's top publisher sites.

To meet their performance goals, **Ziwo** worked with **Project Agora**, **Taboola's** exclusive partner in the market. They collaborated to launch ads across **Realize's** network of premium open web and OEM inventory. Most notably, **Ziwo** leveraged **Taboola's** exclusive Yahoo inventory to expand their reach and access an entirely new audience pool.

**Ziwo** also used **Realize's** first- and third-party audience segments to target their specific customers and drive high-quality traffic.

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## Realize Drives **40% More Leads** Than Other Platforms in Ziwo's Campaign

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**Ziwo** worked with **Project Agora** to build engaging **Realize** Image Ads that grabbed their audience's attention. Once users clicked through, they were taken to a dedicated product page where they could learn more about **Ziwo's** offerings and request a demo.

Throughout the entire campaign process, **Project Agora's** account managers stayed in close contact, providing detailed reports and recommendations each month to optimize performance results. Guided by this personalized support, **Ziwo's** campaign has remained always-on for six months and counting.

The results have already proven outstanding. With access to **Realize's** premium inventory, **Ziwo reached 33.5 million people** across its three key markets. Most importantly, **Ziwo** achieved their goal of increasing conversions at scale: Realize Ads generated **40% more leads** and a **30% lower cost per acquisition (CPA)** than other platforms during the campaign period — driving performance at efficient costs.

After seeing the success of this partnership, **Ziwo** plans to start creating new campaigns to reach audiences in Egypt.