



Case Study



"Taboola played an integral part in our strategy to drive full-funnel engagement for abrdn Investments sponsored content partnership with Bloomberg Media. With Taboola's dynamic Video Ad placements, we were able to target professional audiences at scale and generate brand consideration for abrdn Investments' thought leadership expertise."

Vlada Kantorovitch,

Account Manager, Starcom Powered by Performics



FINANCE

**abrdn Investments &
Starcom Global Launch
Campaign Powered by High
Quality **Taboola Video Ads****

283%

Higher CTR than popular video platform

51%

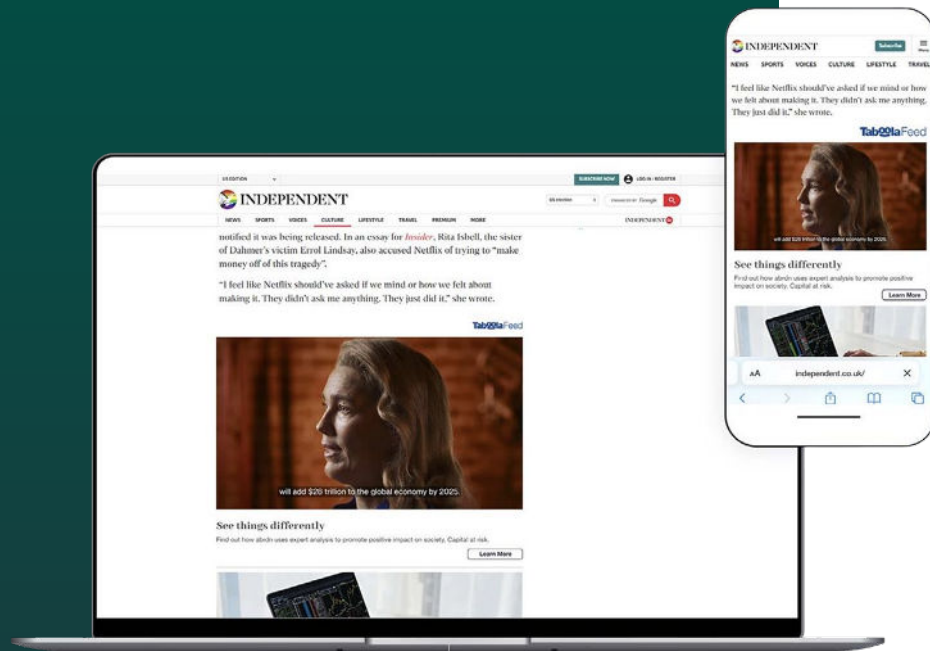
Higher VTR than
popular video platform

39%

More clicks than popular video platform



Case Study



Click to Play

*abrdn Investments Targets Global Audience
with High-Quality Taboola Video Campaign*

COMPANY

abrdn Investments is a global specialist asset manager, which helps millions of people save and achieve their target investment outcomes. Starcom powered by **Performics**, part of **Publicis Groupe**, is a global communications planning and media leader.

CHALLENGE

Promote **abrdn Investments** as a thought leader through an insightful and engaging sponsored video series, created in partnership with **Bloomberg Media**.

SOLUTION

Launch **Taboola** Video Ads in highly viewable placements across top publisher sites on the open web.

RESULTS

Taboola Video Ads drove a **283% higher CTR** and **51% higher VTR** than a popular video platform.



Introduction

abrdn Investments were looking for new ways to reach their target audiences globally and engage them with their thought leadership expertise across a range of ESG (environmental, social, and governance) topics.

abrdn Investments had partnered with **Bloomberg Media** to create four sponsored educational micro-documentaries featuring on-camera interviews with leading voices from across the industry and **Bloomberg Media's** proprietary data. They worked with **Starcom** powered by **Performics**, a media agency, to put these videos in front of the right audiences and drive viewers to the **abrdn Investments** website, where they could discover more about **abrdn Investments'** capabilities.

That's where **Taboola** came in. For this campaign, **abrdn Investments** and **Starcom** created a series of Taboola Video Ads promoting their **Bloomberg Media** micro-documentaries. **Taboola** distributed each ad in highly viewable placements across top publisher sites. By engaging target audiences at just the right moments, **abrdn Investments** hoped to generate brand consideration for their thought leadership expertise.





Taboola Video Ads Drive Exceptional Results Across All Key Metrics

The **Taboola** Video Ads campaign exceeded each of **Starcom** and **abrdn Investments**' KPI goals, delivering outstanding performance across all key metrics.

Compared to similar content on a popular video platform, **Taboola's** Video Ads achieved a **283% higher clickthrough rate (CTR)**, **39% more clicks**, and a **51% higher view-through rate (VTR) at the same efficient cost per view (CPV)**. With **Taboola, Starcom and abrdn Investments** also achieved **7.3X more clicks**, **6.4X more views**, and **3.2X more impressions** than their target goal.

After the overwhelming success of this campaign, **abrdn Investments** now looks forward to finding new opportunities to drive full-funnel engagement and performance results with **Taboola**.

"We created a fantastic sponsored micro-documentary series with Bloomberg Media, featuring leading voices from across the industry and Bloomberg Media's proprietary data, to bring to life and explore different topics across ESG. Through working with Starcom powered by Performics and using Taboola Video Ads, we were able to reach our target audiences and effectively engage them with this powerful content."

Morgan Rennie,
Planning & Performance Manager, abrdn Investments