



Case Study

מיטב
בית השקעות

Taboola
Creative Shop

"Partnering with Taboola allowed us to scale our performance marketing efforts efficiently. Their AI-driven approach, combined with strategic support from Taboola, had a significant impact on our bottom line."

Amnon Golan,
CMO, Meitav

"We allocated the majority of our campaign budget to Realize's performance activity, and the results exceeded expectations. The combination of Realize's AI-powered solutions and the tailored optimizations provided by our Taboola account manager drove a substantial increase in conversions and revenue."

Max Okonov,
Head of Digital, Meitav



FINANCE

Meitav Generates
4X More Revenue Than
Target with Multi-Format
Realize Campaign

78x

Return on Ad Spend
(ROAS)

4x

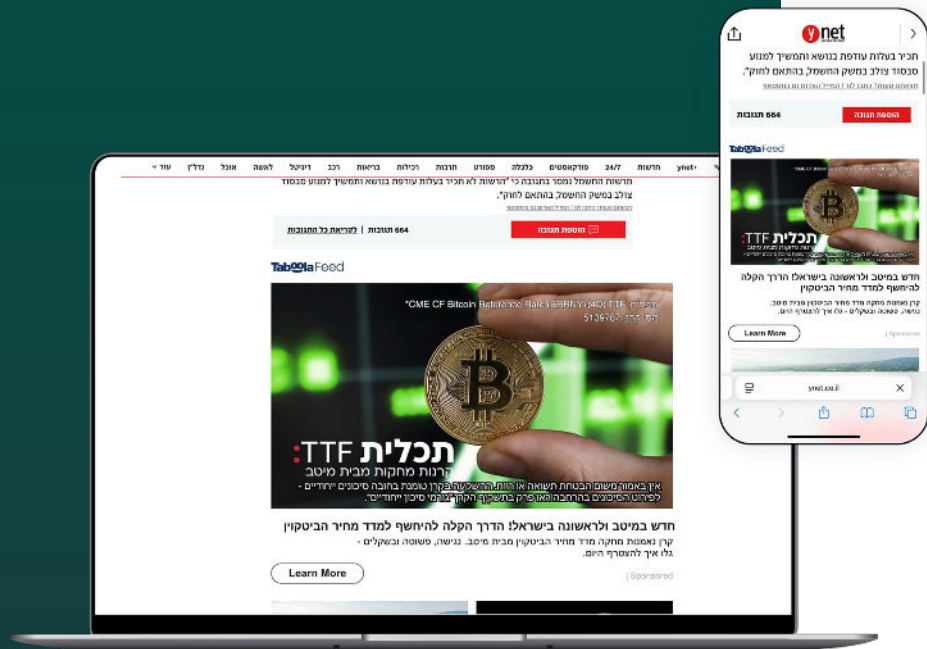
More Revenue Generated
Than Their Target Goal

50%

Marketing Budget
Allocated to Realize



Case Study



Meitav Promotes New Investment Option with Realize Image, Motion, and Video Ads

COMPANY

Meitav is a leading investment management company in Israel, providing a wide range of financial services and solutions for individuals and institutions. **GO Digital Marketing** is a digital agency specializing in high-scale performance marketing and e-commerce for global brands.

CHALLENGE

Promote the launch of a new investment option, driving high-quality website traffic to increase conversions. Meitav's primary goal was to receive 20X return on ad spend.

SOLUTION

Launch multi-format **Realize** Ads to target audiences on publisher sites, with assets built by the **Taboola** Creative Shop. Use Maximize Conversions to enhance performance results.

RESULTS

Meitav generated over **78X** their marketing investment, exceeding their original target by **4X**. More than **50%** of their marketing budget was allocated to Realize.



Introduction

Meitav is a public company that has been specializing in investment management since 1979. **Meitav** provides a wide range of financial services including asset management, pension funds, and investment solutions for individuals and institutions. Their investment philosophy is grounded in innovative analysis and fundamental trading strategies, and based on long-term portfolio performance.

GO Digital Marketing is a digital agency specializing in high-scale performance marketing and e-commerce for global brands across multiple online channels.





Meitav Drives High-Quality Traffic & Conversions with Realize Performance Ads

Meitav was looking for innovative ways to promote the launch of a new offering on their platform: the option to invest in a Bitcoin price index fund in shekels. Their goal was to drive high-quality traffic to a dedicated landing page, ultimately motivating those website visitors to join **Meitav** and start investing. But they didn't just want to drive leads and conversions. They also wanted to generate 20X their advertising spend.

That's when **Meitav** turned to longtime partner, **Taboola**—a global leader in helping advertisers achieve performance results at scale. With **Taboola**'s ad platform, **Realize**, advertisers can reach and convert target audiences beyond the walled gardens of search and social channels. How does **Realize** work? **Realize**'s unique data, AI-powered solutions, and suite of creative ad formats all boost performance outcomes.

To achieve their goals, **Meitav** and **GO Digital Marketing** launched a multi-format **Realize** campaign of Image, Motion, and Video Ads. **Meitav** worked directly with their **Taboola** account manager to build and optimize their campaign with recommendations tailored to their KPIs.

In fact, they tapped the **Taboola** Creative Shop—a global team of performance ad experts and strategists—to design their assets for maximum engagement.

Each ad led users to a dedicated minisite where they could learn about their investment options, sign up for **Meitav**, and start trading.



Meitav Exceeds ROAS Target with **Realize** Maximize Conversions

Meitav and **Go Digital Marketing** leveraged two key **Realize** solutions to ensure they achieved their performance goals: **Taboola** Pixel and Maximize Conversions. With the Pixel, **Realize** can track and retarget engaged audiences to keep them moving through the funnel. Maximize Conversions automatically optimizes bids to reach high-intent users and drive quality traffic to the company's landing page.

Overall, the campaign was highly successful: **Meitav** generated over **78X their marketing investment, exceeding their original target by 4X**. These outstanding results were achieved with more than **50% of the brand's marketing budget allocated to Taboola**, indicating that **Realize** was largely responsible for these performance outcomes.