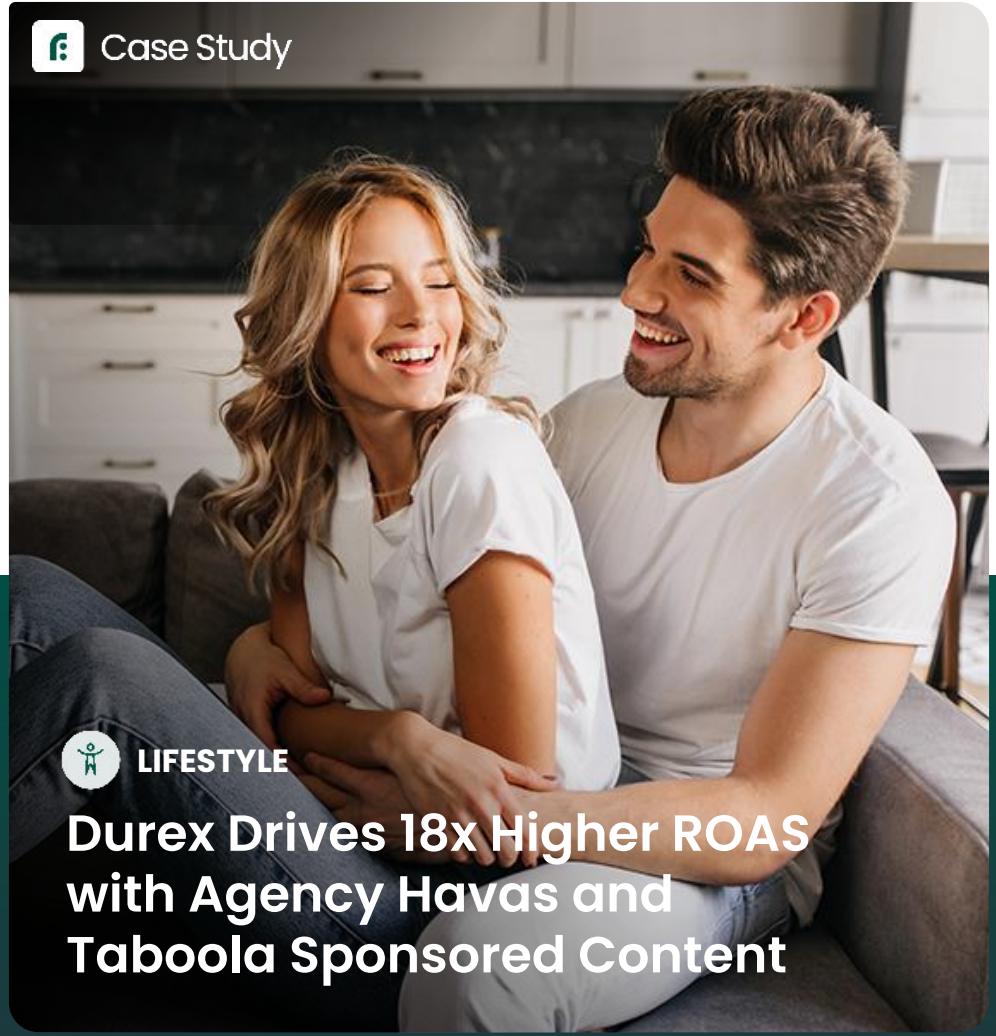
Case Study



LIFESTYLE

Durex Drives 18x Higher ROAS with Agency Havas and Taboola Sponsored Content

durex

havas media

"Working with Taboola was easy and effective. Their helpful account management team allowed us to get up and running with effective native ads that exceeded our expectations for metrics like conversion rate and click-through-rate."

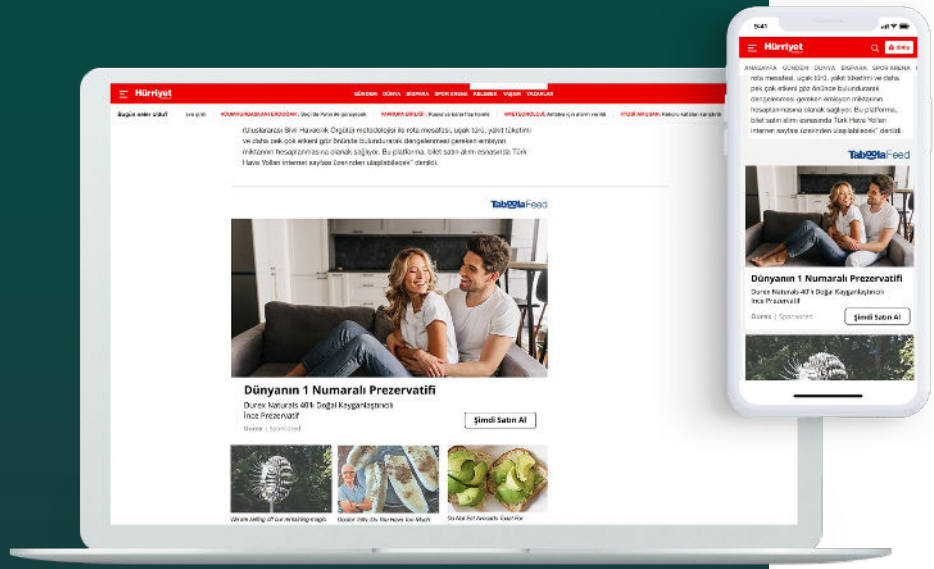
Mehmet Göçmen,
Senior Media Manager, Reckitt

18x
Higher Return on Investment (ROAS) Than Other Native Ad Channels

51%
Increase in Click-Through-Rate (CTR)

3x
Higher Conversion Rate (CVR) Than Other Channels

Case Study



Durex Successfully Reaches Purchase Goals on Hepsiburada with Taboola.

COMPANY

Durex, founded in 1929 and owned by parent company **Reckitt**, is a leading brand of condoms and personal lubricants. **Havas Group**, founded in 1835, is one of the world's largest global communications groups with a presence across over 100 countries.

CHALLENGE

Increase purchases on **Hepsiburada**, a leading e-commerce marketplace in Turkey.

SOLUTION

Use **Taboola** image ads and A/B testing to reach audiences across premium publisher pages and drive traffic to **Hepsiburada** landing pages.

RESULTS

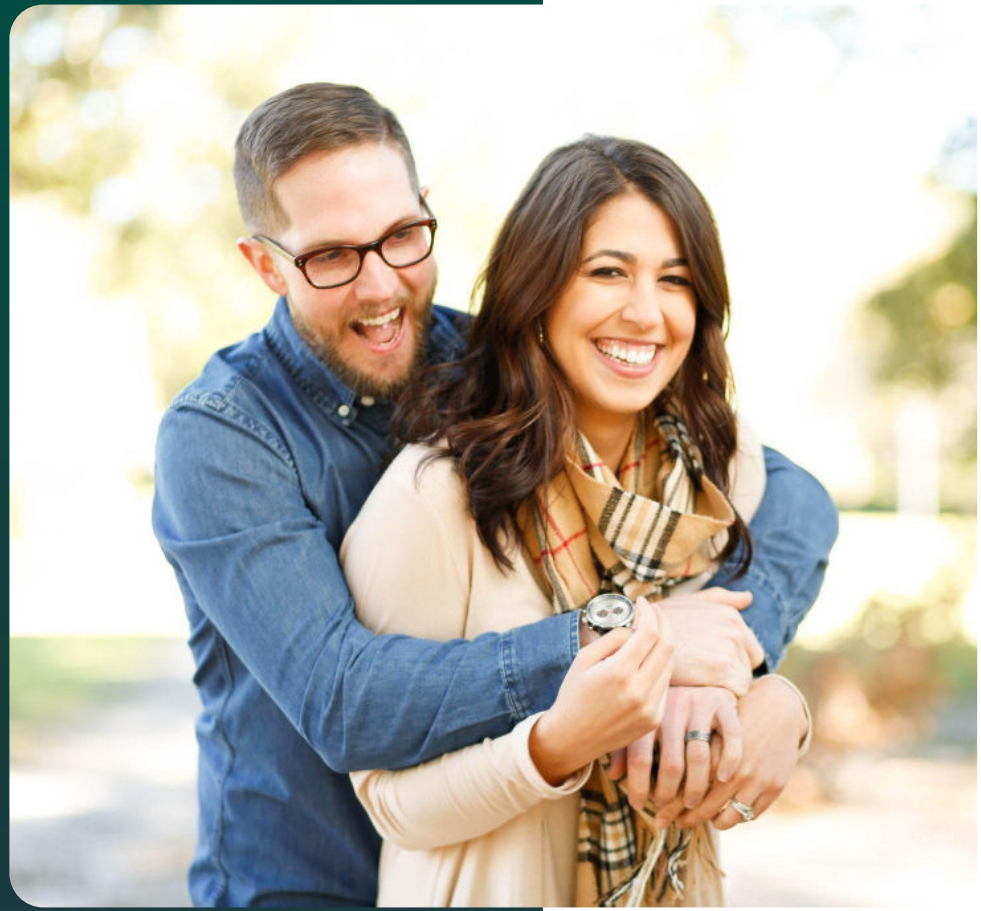
With **Taboola**, **Durex** and **Havas** generated an **18X higher ROAS** and **3X higher CVR than other native ad channels**, and **increased CTR by 51%**.

Case Study

Introduction

Durex, owned by parent company **Reckitt**, is a leading brand of condoms and personal lubricants that's all about "real sex for real people, with real lives." Founded in 1929, **Durex** has over 90 years of manufacturing experience and is now present across 42 countries. Committed to exceeding worldwide quality standards, **Durex** is constantly innovating its products in partnership with health professionals, scientists, and academics.

Havas Group, founded in 1835, is one of the world's largest global communications groups with a presence across over 100 countries. **Havas Group** believes in using the power of ideas, creativity, media, and entertainment, to make a meaningful difference and help brands better engage with their communities.



Case Study

Durex Increases ROAS and CVR with Taboola Image Ads

Durex and **Havas** were challenged with increasing product purchases on **Hepsiburada**, a leading e-commerce marketplace in Turkey. While they were already running campaigns on other channels, they wanted to diversify their media mix. So they partnered with **Taboola** to harness our strong native advertising and targeting capabilities in places like news sites, blogs, niche magazines and other digital properties.

Havas worked closely with **Taboola**'s team to build the right creatives for their native ads, which ran across premium publisher sites. Together, they A/B tested headline and image options, performing a detailed creative analysis to find the best-performing solutions.

Ultimately, the native ads included a thumbnail image, headline, description, and call-to-action (CTA) button, driving customers to the product page on **Hepsiburada**.

After just three months, the **Taboola** campaign drove **18X higher ROAS** than other native ad channels and **increased Durex's clickthrough-rate by 51%**.

Case Study

Durex Generates 3X Higher CVR with Tools Like Taboola SmartBid

Durex and **Havas** further increased results by using **Taboola**'s SmartBid, an automated bidding technology that optimizes campaign performance to drive conversions. SmartBid matches the right bid to the right user in real time based on how likely that user is to convert.

As a result, **Durex**'s sponsored content campaign generated a **3X higher conversion rate (CVR) than other channels**.

Going forward, **Durex** and **Havas** plan to expand their relationship with **Taboola** by further publishing native ad campaigns to increase conversions.