

TacoTax Uses Outbrain Interest Targeting to Deliver a -44% CPL Compared to Other Channels

Vertical

Finance

Solution

Interest Targeting,
Device & OS Targeting

Objective

Lead Generation

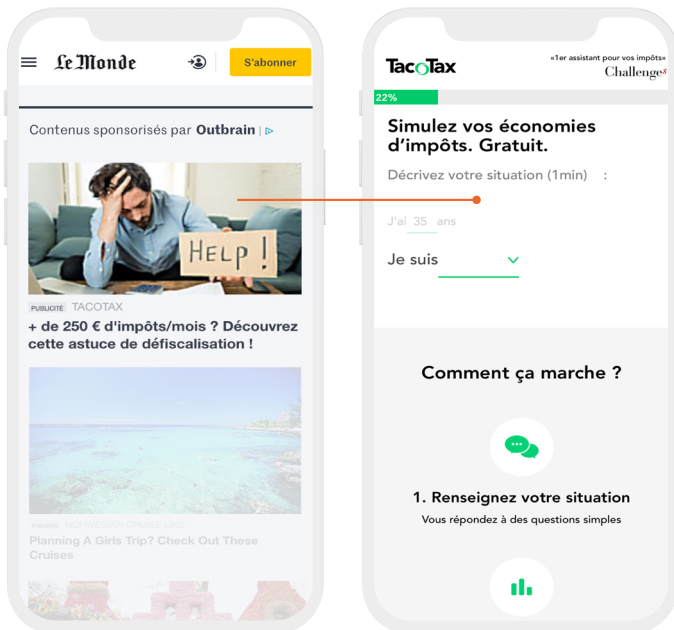
Overview

After achieving maximum traffic growth on search and social platforms, TacoTax sought an alternative channel that could convert as many new visitors into qualified leads. Following the announcement of the Ligatus acquisition, the online consulting company turned to Outbrain, attracted by the power of Discovery.

Solution

As TacoTax is very involved in the creation of its campaigns, Outbrain supported the company on a classic Discovery campaign driven by performance, with the addition of a tracking pixel for better tracking of results.

Together, Outbrain and TacoTax optimised the title and image combinations, as well as the traffic sources and campaign quality, to achieve the best possible performance. Using Outbrain's Interest Targeting Audiences tool, TacoTax was able to target new consumers likely to be interested in its content as they resembled its existing customers, thereby generating the most qualified leads.



Results

Compared to other activated channels belonging to TacoTax's media plan (search, social, and other native platforms), Outbrain delivered leads at a lower acquisition cost with an average of -44% CPL.

-44% Average CPL vs. other channels

Average determined by:

-42% CPL vs. social platforms **-46%** CPL vs. native channels

"Having reached maturity with search and social networks, Outbrain has proven to be a solid growth solution for TacoTax. The platform and its features are intuitive, and we were able to quickly see the performance we wanted by continuously optimising our campaigns. This resulted in extremely satisfactory acquisition costs."

– Raphael Mouhica, Digital Director, TacoTax