# Taboola

TABOOLA NATIVE DISCOVERY

Taboola is an in-feed native discovery platform powering efficient and extensive scale for brands on premium publishers across the open web

WHY TABOOLA?

✓ Access to 1.4B people worldwide on the open web

✓ Exclusive, hard-coded placements through multi-year publisher partnerships

✓ Elegant, non-disruptive experiences that audiences prefer and that outperforms traditional display banners

✓ Proprietary user data for targeting, optimization, and insights

✓ Activation across the full purchase funnel from branding to performance focused placements
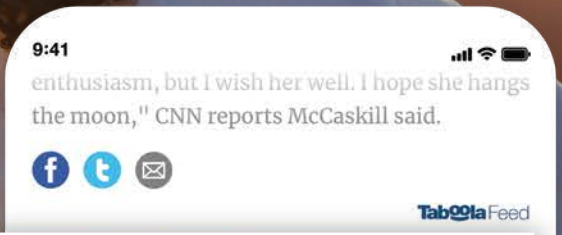
ENGAGE PEOPLE IN THE MOMENT OF NEXT

Taboola compliments the content experience in respectful, in-feed placements where people are most likely to engage with your message.

EXCLUSIVE, LONG-TERM PARTNERSHIPS

Taboola creates new monetization, audience, and engagement opportunities for its publisher partners. These multi-year agreements result in hard-coded placements creating exclusive supply opportunities for Taboola advertisers.


REACH RELEVANT AUDIENCES

Vast readership data enables Taboola to create custom audience segments based on user behavior and preference; these proprietary audience segments are available for targeting via Private Marketplace deals
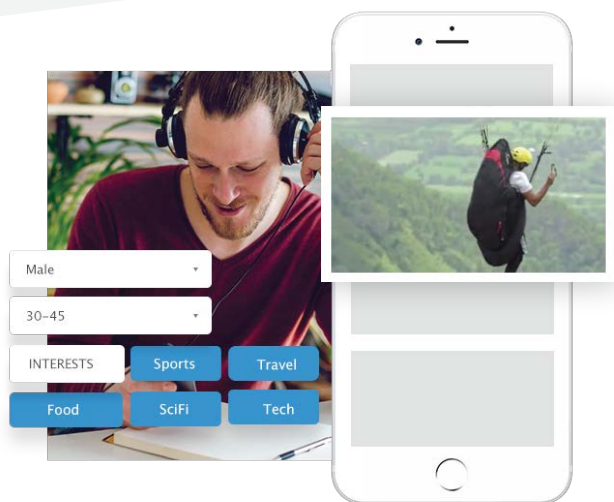
FLEXIBLE NATIVE FORMATS

Activate the full suite of Taboola's native formats, including native display and native video, to power multiple creative strategies across different platforms with options for guaranteed viewability.

Rush Deliveries Make Life Easier When it Matters Most
Deliveroo | Sponsored
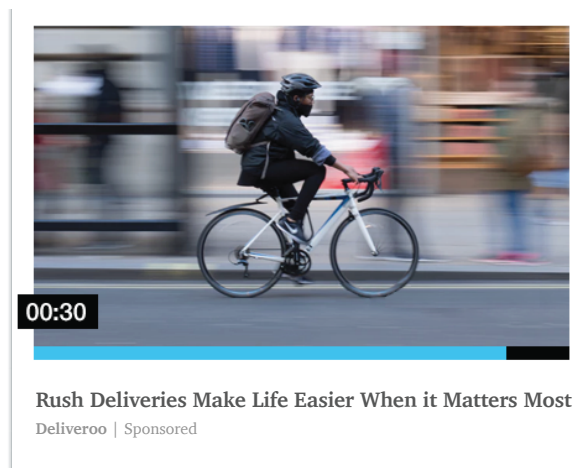
CUSTOM CREATIVE SERVICES

Clients working with Taboola have access to their in-house creative studio. Taboola's studio team can recommend creative best practices and provide creative strategy guidance.

BRAND SAFETY APPROACH

Taboola maintains the highest brand safety standards to maximize in-view impressions on brand-safe publishers. Monitoring pixels from DoubleVerify, IAS, and MOAT and a dedicated content policy and fraud prevention team ensure a clean and transparent advertising environment.