

Nespresso Thailand Doubles Engagement with Advertorials Using Taboola Sponsored Content



COMPANY

The **Nespresso** company is an autonomous globally managed business of the **Nestlé Group**. **Nespresso** is present in over 60 countries, counts over 12,000 employees worldwide and has been in Thailand since 2015.



CHALLENGE

Reach new audiences with the distribution of advertorial content outside of traditional distribution channels like search and display.



SOLUTION

Use **Taboola's** discovery platform to distribute advertorials using sponsored content and reach new audiences on premium digital properties, mobile carriers and device manufacturers.



RESULTS

For **Nespresso Thailand**, **85% of traffic to advertorial pages is delivered by Taboola**. They also see **double the session duration** and a **10x lower average cost per page view** than any other channel.

85%

of Traffic to Advertorial Pages is Delivered by Taboola

2X

Average Session Duration than Any Other Channel

10x

Lower Average Cost Per Page View than Any Other Channel

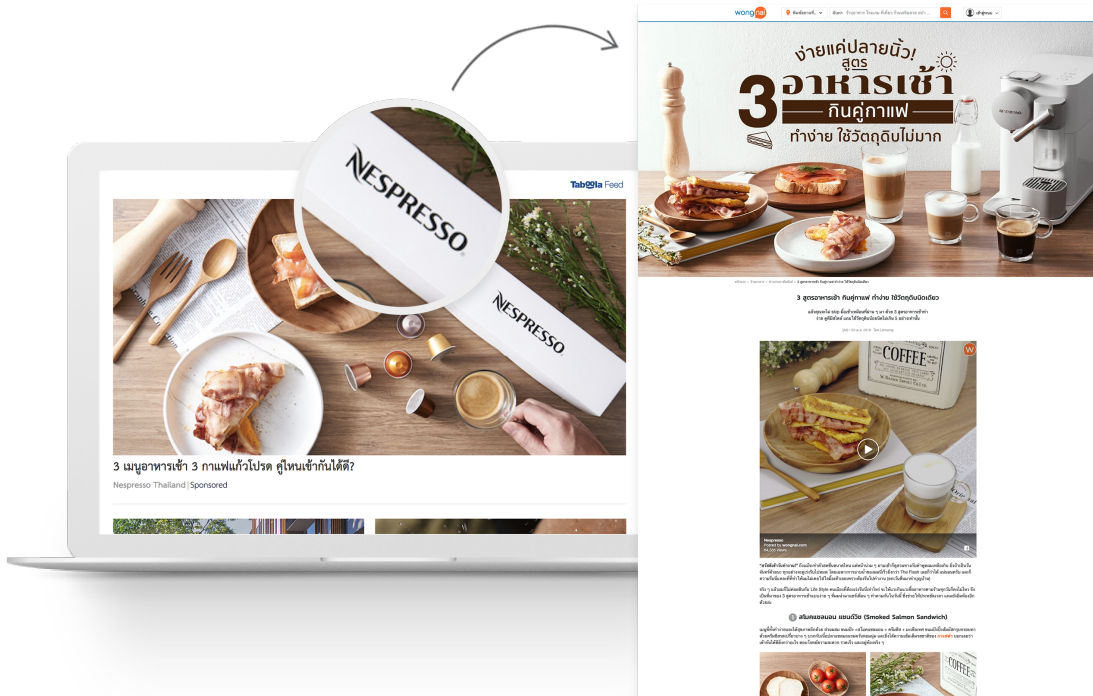
Introduction

The **Nespresso** company is an autonomous globally managed business of the Nestlé Group. With corporate headquarters in Lausanne, Switzerland, **Nespresso** is present in over 60 countries and counts over 12,000 employees worldwide.

Nespresso's singular focus is on delivering highest quality coffees and ultimate coffee experiences to consumers cup after cup. They're new to Thailand, and have been operating since 2015.

Nespresso Thailand has been humbled by the warm welcome and enthusiasm from coffee lovers all over Thailand—a clear indication of how vibrant the coffee lover community is there. Their goal is to bring ultimate coffee moments to as many coffee connoisseurs as possible in Thailand. Visit them at www.nespresso.com.

Nespresso Drives Quality Traffic at Scale to Advertorials with Taboola





Nespresso Thailand Distributes Advertorials to Increase Brand Awareness with Taboola

Traditionally, **Nespresso Thailand** had worked with channels like Facebook, YouTube, display and others to reach their brand awareness goals. It added **Taboola's** discovery platform to the mix in order to reach new audiences.

Nespresso Thailand works with **Taboola** to drive traffic to advertorial content, which is written and promoted with the goal to increase brand awareness in the region.

Nespresso Thailand distributes either two or three advertorials a month with **Taboola** in order to support new product releases like flavor capsules or coffee machines.

Taboola helps people explore what's interesting and new at a key point in time—the moment of next, the exact moment at which they're open to discovering something new.

The platform serves over one billion unique users each month through exclusive relationships with thousands of premium digital properties, mobile carriers and device manufacturers. Advertisers use **Taboola** to promote their brand at the moment their audience is most receptive to new messages, products and services.

For **Nespresso Thailand**, **Taboola** offered a wide, scalable and quality audience that proved to be truly interested in **Nespresso Thailand's** promoted advertorials.



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Nespresso Thailand's key metrics that they used to measure success were pageviews, cost per pageview and average session duration.

For **Nespresso Thailand**, **85% of traffic to advertorial pages is delivered by Taboola**. They also see **double the session duration** and a **10x lower average cost per page view** than any other channel.

Nespresso Thailand views **Taboola's** account management team as one of the key factors in their success—they provided creative recommendations for every campaign to ensure high click-through-rates (CTRs) at all times.

Nespresso Thailand looks forward to expanding their relationship with **Taboola** to include the distribution of video content through **Taboola Video** in the future.