

Taboola

TABOOLA: SEARCH IN REVERSE

Taboola is the leading content discovery platform, serving over 200 billion recommendations to over 550 million unique visitors every month on the Web's most innovative publisher sites, including USA Today, Business Insider, Chicago Tribune and The Weather Channel. Publishers use Taboola to retain users on their sites, monetize their traffic, and build audiences.

Brands leverage Taboola to drive quality traffic to their content for increasing awareness and driving demand.

Learn more at www.taboola.com and follow @taboola on Twitter.

HOW DOES TABOOLA WORK?

- Taboola is like a search engine but in reverse. Instead of typing keywords to find information, Taboola delivers personalized and relevant content to users.
- Taboola's core technology uses advanced mathematical algorithms to predict what content users may like based on several factors including context, collaborative filtering, geography, browsing history, and topics trending on social media.
- Taboola operates a bidded marketplace of premium content creators who submit their content, budget, and CPC, resulting in millions of high-quality articles, videos and slideshows across our network of premium websites.
- Publishers use Taboola to develop their audiences, keep them engaged, and generate revenue across websites and in mobile apps.

WHERE ARE WE?

New York 🇺🇸 Pasadena 🇺🇸 Tel Aviv 🇮🇱 Bangkok 🇹🇭 London 🇬🇧



TABOOLA BY THE NUMBERS



SAMPLE PUBLISHERS



SAMPLE SPONSORED CONTENT PROVIDERS



www.taboola.com

