

By Executives, For Executives

JUST **MEDIA** 

“A View From the Top”



Featuring Adam Singolda, Founder & CEO, Taboola

Taboola

*Insight into B2B marketing trends, key insights for
marketers and predictions for 2014*

Briefly describe Taboola and how it fits into the B2B Media landscape?

Response: Taboola is a leading content discovery platform, serving over 130 billion content recommendations to over 350 million unique visitors every month across websites and mobile apps. Taboola's vision is to connect people to content they may like but never knew existed. In a world where people are overloaded with information, games, content, products, and more - we believe Discovery is becoming a key building block of the Web. Think of Discovery as a search engine but in reverse. Instead of typing keywords or phrases into a search engine to find what you're looking for, Taboola helps that content find you. Our core technology uses advanced mathematical algorithms to predict what content users may like based on several factors including context, collaborative filtering, a user's browsing history, and topics trending on social media.

Taboola, and other content distribution platforms are exciting but have been perceived as being limited for promoting B2B content – how is this changing?

Response: I think the key to this change lies in measurement tools and improved targeting. B2B performance marketers generally track engagement, the quality of users consuming content on their sites, and conversion metrics using tracking codes that we provide to them. In the past, B2B marketers may not have had the ability to access this data or find distribution/audience at scale but as technology is constantly improving, the limitations they previously faced are no longer obstacles. Also, technology enhancements now enable B2B marketers to precisely target and retarget better than they ever have before which will help reach a larger, more targeted audience.

How do B2B clients succeed with paid content distribution – what is the “secret sauce” to get the audience to consume the content being offered?

Response: For content marketing, the strategies for B2B and B2C marketers are quite similar. One very successful tactic that any company can do is to use storytelling as a way to relay your message. Time and time again, storytelling proves to be the best way to engage users. Marketers should make sure that the content they create is compelling, share-worthy, and takes the company's overall business goals into consideration. Ask yourself – why do my clients need my product or services and how will they use it? Then, create your content around those concepts. Don't be afraid to experiment. Find a content discovery platform that will allow you to quickly test headlines, thumbnails, and different stories to see what might work best for your target audience to help achieve your goals – whether that be driving video views or increasing your email subscriber list. Try developing stories for every part of your business' buying cycle and measure if the content is making an impact.



Is paid content distribution a threat to existing digital media advertising models – will you replace the much maligned banner for example?

Response: We don't see display banners or other forms of digital advertising going away any time soon, but as content marketing becomes more widely practiced, marketers are indeed shifting budgets from Search and Display to paid content distribution. We believe it's important for companies to become familiar with all of the different marketing products out there to see what works for them and what doesn't, and when. Like everything else, it's important to track and measure the results to see what kind of impact these methods are having on your business. Some of these marketing products will be complementary while others may compete.

How do you see Taboola developing in the future and what exciting new tools will clients and agencies get to play with to make campaigns even better?

Response: While we can't disclose our full roadmap, I can tell you that we are continuously investing in our technology to help support our long-term vision of creating a "personalized and curated Web." We are focusing on new capabilities that will help our clients improve targeting and tracking the performance of their content. We also have an exciting mobile solution currently in development that will help marketers manage their content campaigns on the go.

Finally if you have advice for a B2B CMO for 2014 what would it be?

Response: I think the best advice I can give a B2B CMO this year is to make content marketing a strategic company-wide initiative. Content is not just a program or a campaign but rather a philosophy, and one with an enormous amount of potential opportunities for companies. The brands that have achieved success with content marketing are those that have built dedicated teams to support these efforts.



ABOUT ADAM SINGOLDA



Adam is founder and CEO of Taboola, a leading content discovery network, serving 130 billion recommendations every month to over 350M unique visitors every month across premium websites, mobile apps. Adam leads Taboola's business strategy, execution and development while maintaining the company's unique culture of quantification and innovation

Prior to founding Taboola, Adam developed his analytical skills while serving as an officer in an elite mathematical unit of the Israeli National Security Agency (don't ask, he can't tell you).

Adam is an honored alum of the Israeli Defense Forces' elite Mamram computer science training program, graduated first in his class at the Officers Academy of the IDF, and was recently named one of Israel's top "30 under 30" business managers by TheMarker. Adam authors a column for Mediapost on the video industry and is a regular speaker for Streaming Media, NAB, NewTeeVee, ELEVATE, Meetup, The Israel Conference, MIT (Sloan), Bloomberg West, and others.

ABOUT TABOOLA

Taboola is the leading content discovery platform. Taboola serves 130B recommendations to over 350 million unique visitors every month on the Web's most innovative publisher sites, including USA Today, The Huffington Post, Time, Daily Mail, BBC TopGear and The New York Times. Publishers, marketers, and agencies leverage Taboola to retain users on their sites, monetize their traffic, and distribute their content to drive high-quality audiences. Taboola is headquartered in New York City and has offices in London, Bangkok and Tel Aviv. www.taboola.com

ABOUT JUST MEDIA

Founded in 1996 and based out the San Francisco Bay Area, Just Media, Inc., is an 18-year old media agency specializing in all aspects of campaign management for search, lead generation, demand generation and branding with a focus on advanced analytics, performance tracking and optimization. Media agnostic, the agency's campaigns will be found across a full range of media platforms including TV, radio, out of home, and print as well as every conceivable web and mobile form from rich media campaigns, web events, content programs, virtual shows, content syndication and data driven, real time. The agency also services clients in verticals and other B2B and B2C segments including financial services, consumer tech, nonprofit education, green tech, electronics, logistics, commercial real estate and others. www.justmedia.com