

realize:

The Old Advertising
Playbook No Longer Works:

Realize Scalable
Performance Beyond
Search and Social

George Ntouzos

Chief Product Officer, Project Agora

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Glad to be here with you today!

Background

- Chief Product Officer at Project Agora, the exclusive partner of Taboola across 25 markets in EMEA
- Leads product strategy and commercialization across supply and demand, driving revenue growth through scalable AdTech solutions
- Over a decade of experience in AdTech and product management, building and evolving platforms across the digital media ecosystem
- Passionate about building products that deliver long-term value in a rapidly evolving ad-tech landscape



The Old Playbook for Performance



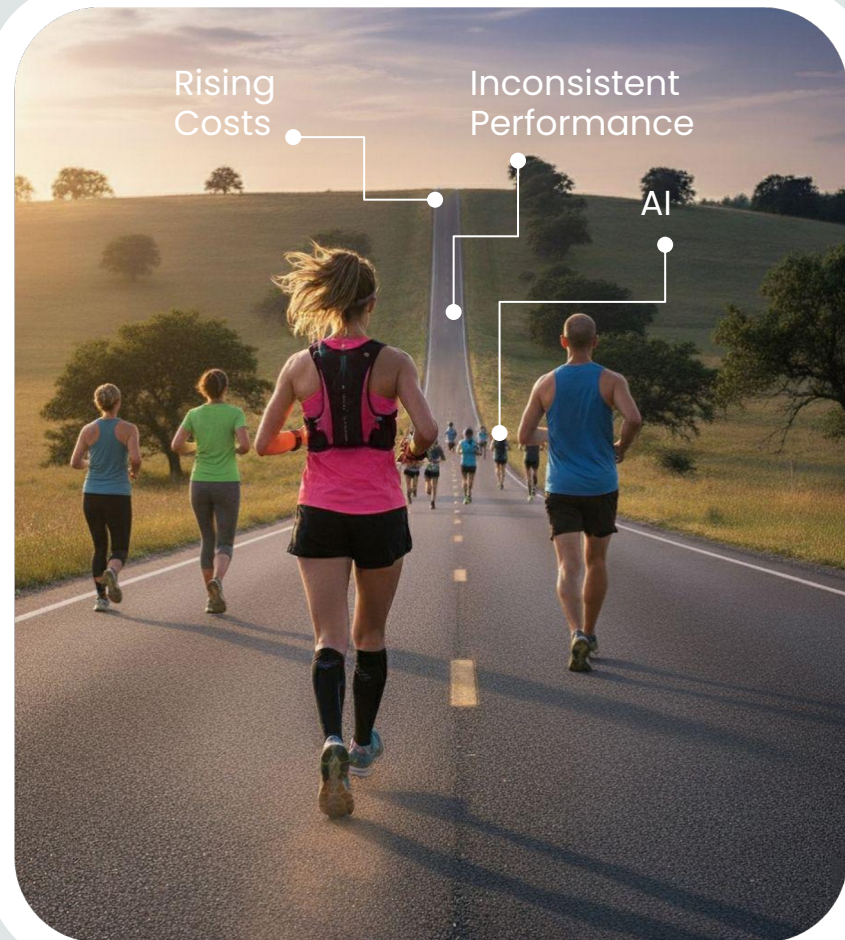
For years, **marketers built growth primarily on search and social**

These channels were **trusted, dependable engines** for performance

They defined the first era of digital performance marketing

The **New Normal** for Performance Marketers

- Search disrupted by AI — less dependable for driving outcomes
- Supply inefficiency - Hidden costs, fragmented paths
- Competition Concentration - Same users → higher pressure
 - As a result, CPAs are rising



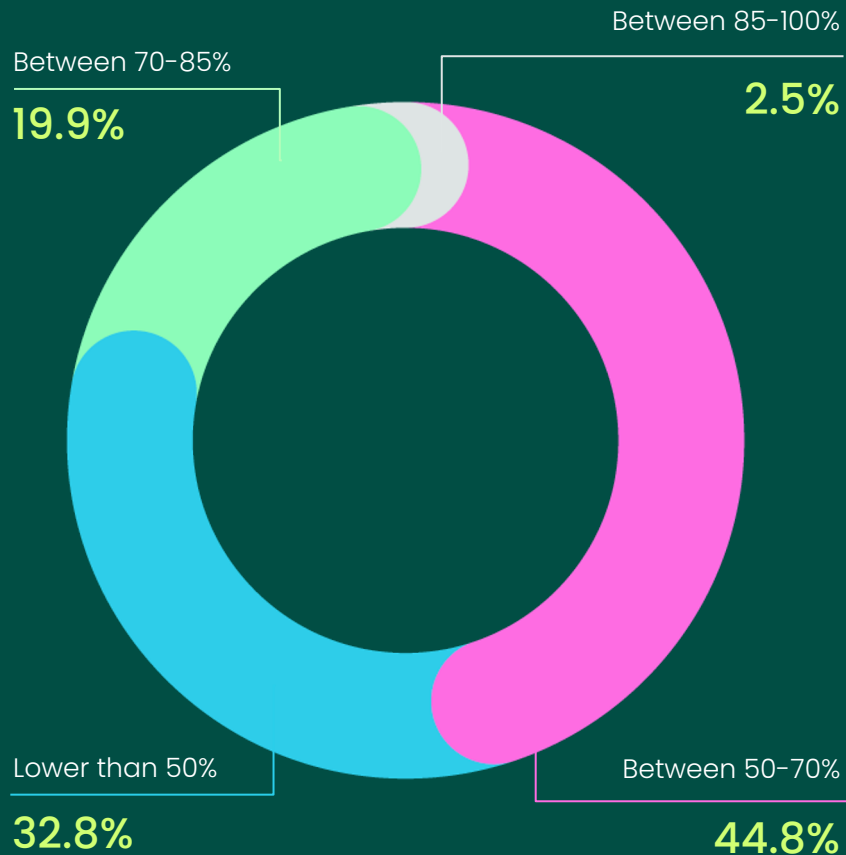
Nearly 80% of Advertisers Experience Diminishing Returns

- More spend isn't necessarily translating to better results.
- 80% of advertisers reported diminishing returns - well before 70% of budget was spent (and often halfway through).

Realize/Qualtrics Industry Research, March 2025 ([source](#))

Of the budget you spend on social media, at what percentage do you typically start to see diminishing returns?

realize:

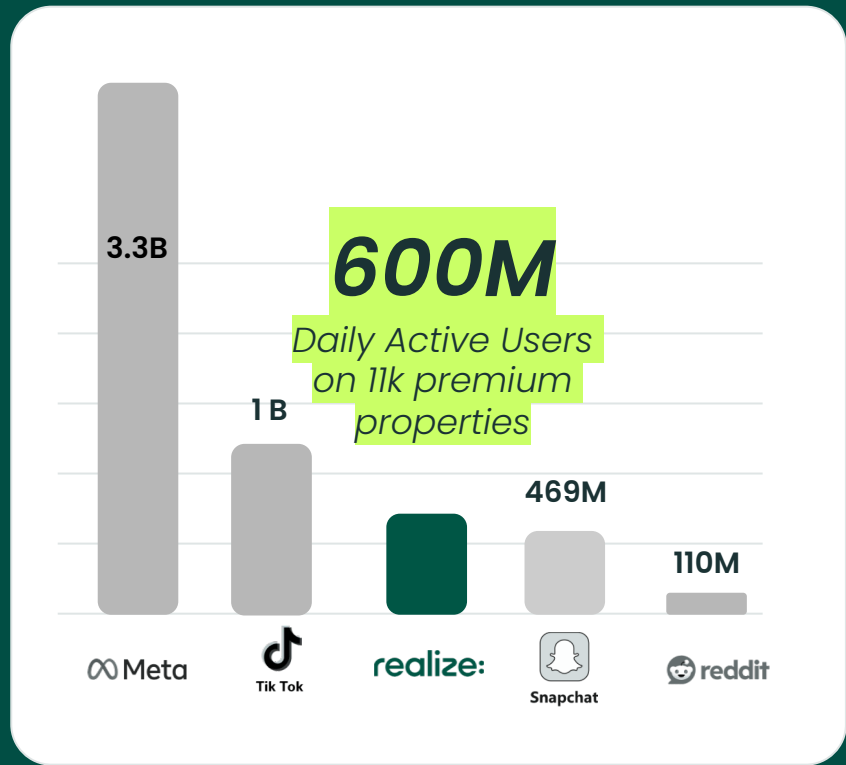


Enter Realize: The Open Web is now a performance medium for brands

Scale Like Social, in Trusted
Environments *Results Without Compromise*

- Direct integrations - not an exchange
- No O&O bias - every impression optimized for your goals, not ours
- Full transparency & CPC pricing - you only pay for performance

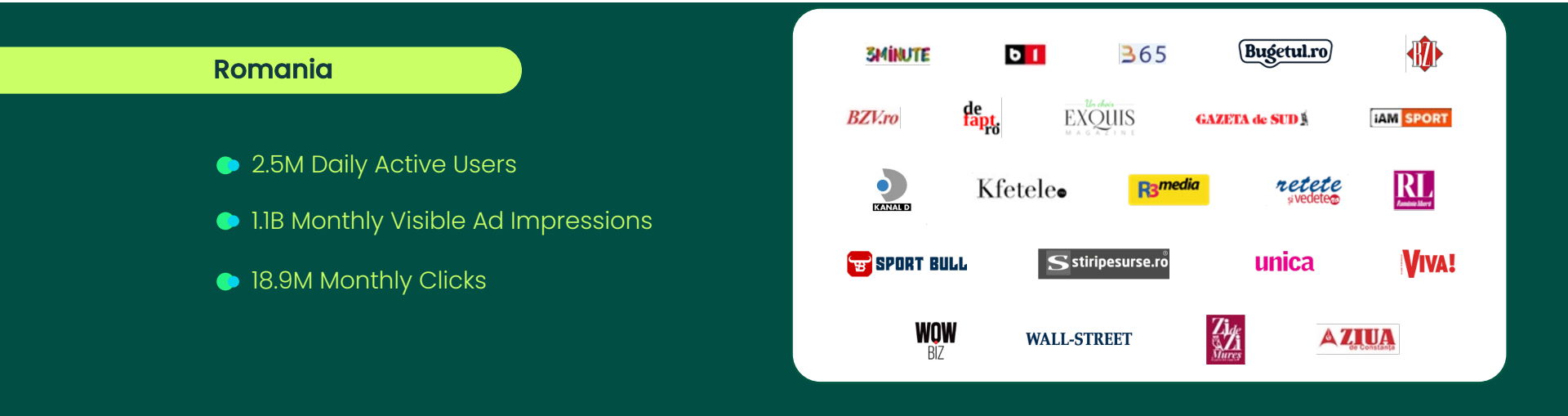
realize:





Direct Access to Premium Publishers

- Embedded tech in 11k+ publishers
- Brand safe and highly visible inventory
- No SSP or exchange middlemen



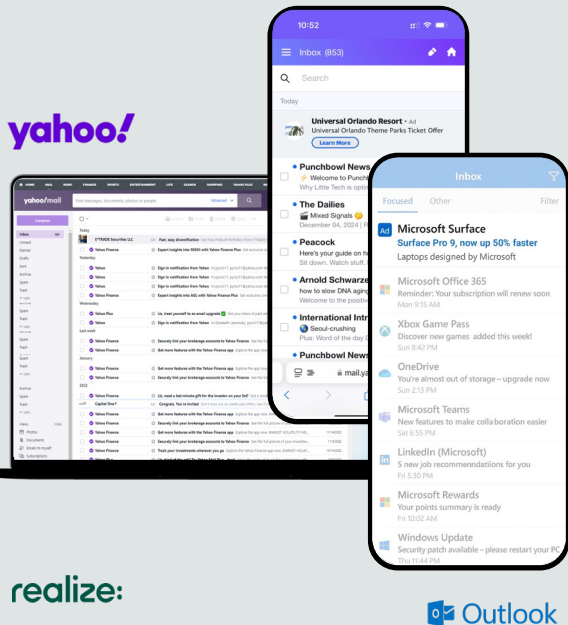
Romania

- 2.5M Daily Active Users
- 1.1B Monthly Visible Ad Impressions
- 18.9M Monthly Clicks

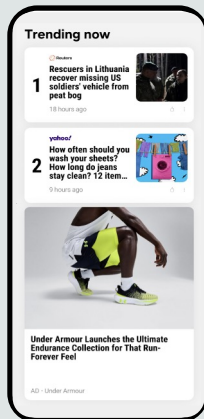
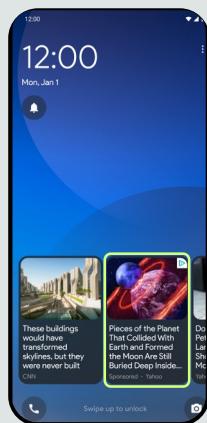


The Realize Key: Unlocks Performance Across Formats & Environments

Mail Inventory



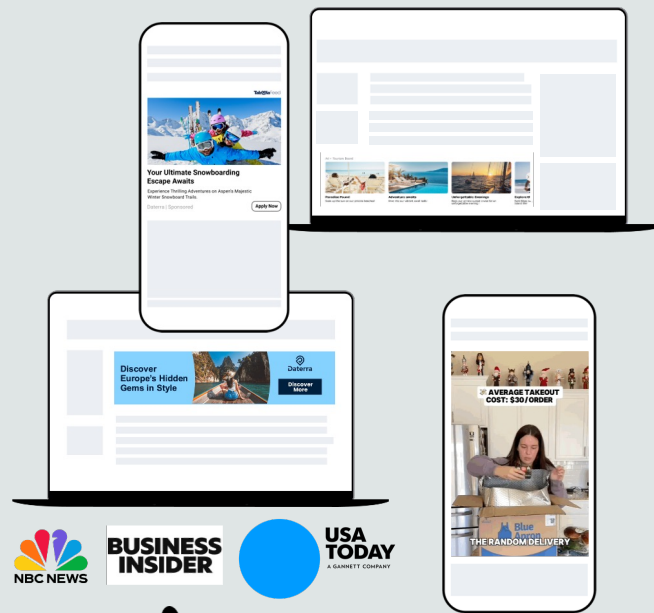
Mobile Experiences



SAMSUNG



Premium Editorial

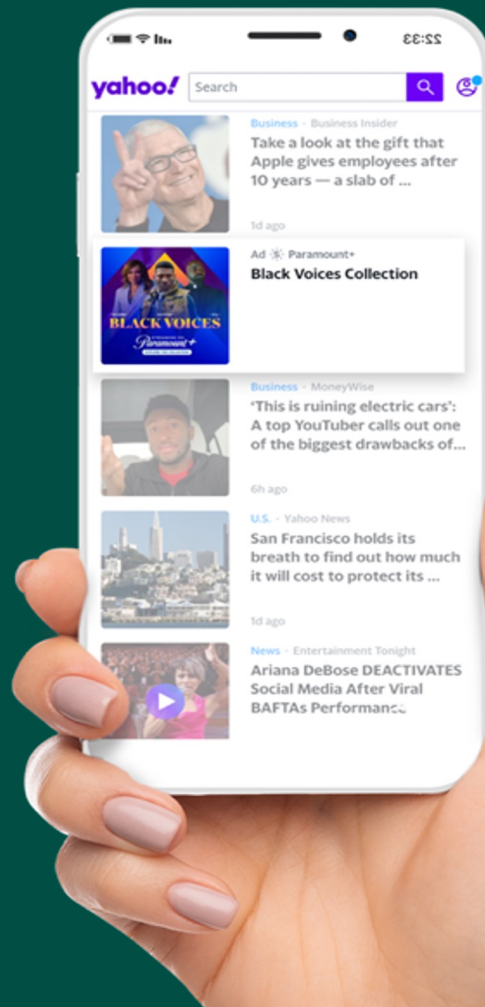
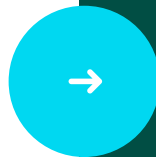


A 30 Year **Exclusive** Native Advertising Partnership

Taboola + yahoo!

- Taboola to power **Native Advertising** across all of Yahoo's digital assets
- Reaching **900M** monthly Yahoo users
- Creates the most extensive contextual dataset for targeting in a cookieless environment

realize:



Unique Readership Data & Insights

More 1st party data signals and contextual insights than anyone out there but Google.

Driving efficacy to help advertisers to achieve their results through tens of billions annual clicks.



**Massive Scale And
Exclusivity**



**Unique Data
& Insights**



World Class A.I.



**Audience &
Targeting
Solutions**



**Optimized
Performance**



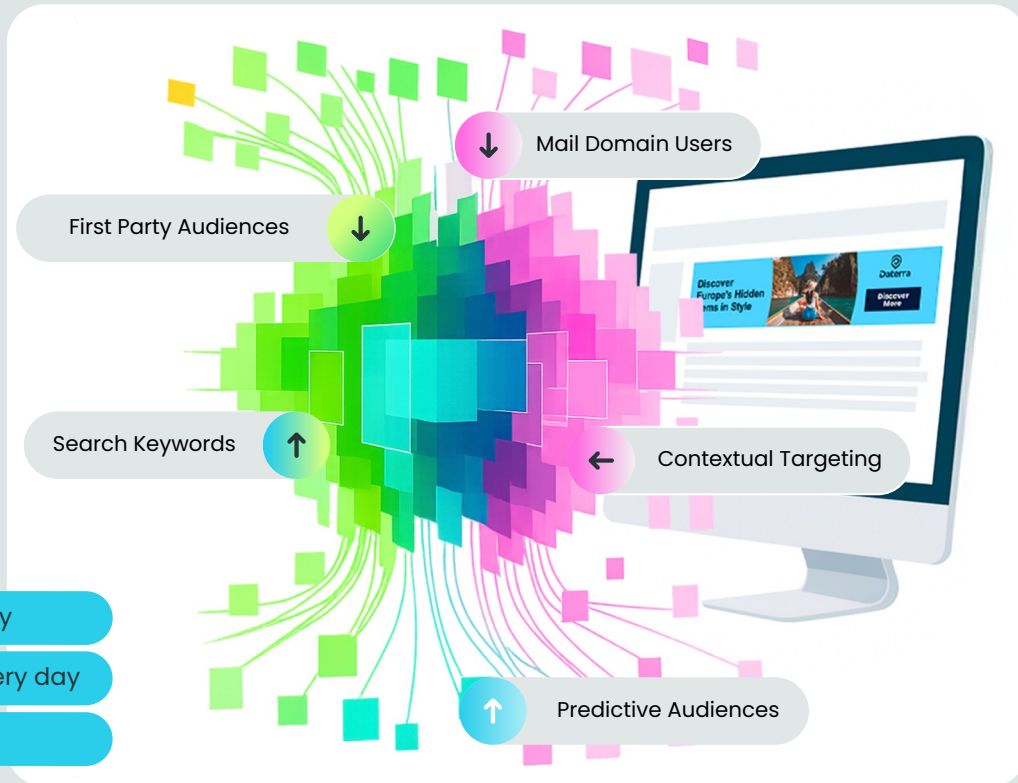
AI Built Only for Performance, Controlled by You

- **All in on outcomes:** 100% of our AI is tuned for performance, never distracted by brand goals
- **Mid-to-lower funnel focus:** Optimizes consideration through purchase
- **Flexible controls:** Multiple optimization paths so you can target what matters most

400 AI models trained a day

~2PB of data processed every day

181B predictions a day



Whatever your Performance Objective, *Realize Delivers*



- 2.45x lower CPL than benchmark
- 14% lower CPA than other campaigns



- CPA 16% lower than campaign target
- Outperformed other channels



- 25% higher conversion rate
- 30% lower bounce rate than other campaigns

Hyundai

- 26% lower CPL
- 10% lower bounce rate compared to display and social

Marketers Need Agentic Scale

75%

of marketing leaders say finding a performance channel that delivers incremental outcomes beyond Search and Social is extremely or very important.

80%

of advertisers agree they would increase their investment in the Open Web if it offered the same AI-powered automation they rely on in Search and Social.

87%

would allocate 11% or more of their performance budget to the Open Web with the right solution in place.

Based on a survey of 200 senior marketers at US and UK enterprises with 1,000+ employees in 2026

Realize+ An agentic system that helps performance marketers unlock more conversions. It continuously makes and executes campaign decisions, helping drive incremental results, while reducing manual effort.



The Future of Performance is Open

We're redefining performance marketing

where scale meets transparency
and creativity meets AI.

Join us in shaping what comes next!

realize:

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Thank You

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