

# Global Native Advertising Firm Sets Sights on Hong Kong

Hong Kong's vibrant digital advertising ecosystem makes it an ideal hub for Taboola's further expansion into the Greater China market.



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**Mary Tse**  
**Head of Hong Kong Region**  
**Taboola**

Taboola opened its office in Hong Kong to better serve its clients and capitalise on emerging opportunities in the region. Hong Kong's dynamic digital business environment is second to none in the region.

Founded in Israel in 2007, Taboola is a global leader in content discovery and native advertising, enhancing how brands connect with audiences online. With its cutting-edge AI technology and extensive global network, the company delivers precisely tailored information to over 600 million daily active users. Its sophisticated AI system supports content recommendations, native advertising, cross-border eCommerce, and end-to-end marketing funnel solutions. By increasing engagement and driving traffic for publishers and advertisers, Taboola helps enterprises navigate the ever-evolving landscape of the digital world.

## Hong Kong: Empowering Regional Growth

According to Mary Tse, Head of Hong Kong Region at Taboola, the company's decision to establish a presence in the city is driven by its unique strengths. Tse said, “Located in the heart of Asia, Hong Kong serves as a strategic hub for both our Hong Kong and the Guangdong-Hong Kong-Macao Greater Bay Area, also as a gateway to Mainland China and other Asia-Pacific markets. Its geographical position allows us to easily connect with key stakeholders across the region. The city not only enhances our operational capabilities, but also

complements our Greater China team, facilitating seamless collaboration and a cohesive approach to market engagement.” She added that Hong Kong's status as a financial powerhouse, along with its business-friendly environment and skilled workforce, enhances Taboola's operational efficiency and global connectivity.

“In just one year, our Hong Kong office has established local partnerships with key advertising partners and premium publishers, and made significant strides following the establishment of a robust foundation for our advertising business. We will continue to enhance our publisher services and develop a more comprehensive suite of offerings, driving growth and engagement within the online community,” Tse said.

## Steering the Advertising and Online Content Landscape

Tse noted that businesses are currently seeking innovative marketing solutions and are increasingly focused on maximising their return on investment. As performance marketing takes centre stage, Taboola is well-positioned to capitalise on this trend.

“Taboola boasts robust research and development (R&D) capabilities. By leveraging advanced AI algorithms, we deliver highly relevant content recommendations that drive user engagement and conversions for advertisers. This significantly enhances advertiser outcomes and enriches the user experience. Our strong focus on performance

marketing aligns with current market needs,” Tse remarked.

To Tse, the support from InvestHK, including networking opportunities and marketing efforts, has contributed to the company's growth trajectory. In addition, Hong Kong has a rich talent pool that drives Taboola's business development and innovation. “The city's multicultural environment fosters collaboration and creativity. Our team, composed of individuals with local, Mainland, and Taiwan backgrounds, creates synergies that enhance our overall effectiveness and adaptability in the fast-paced digital world,” she concluded.

## Taboola

- Headquartered in New York, Taboola was listed on NASDAQ in 2021
- The company collaborates with over 15,000 advertisers and has forged long-term partnerships with more than 9,000 publishers worldwide
- With a workforce of over 1,800 employees, Taboola operates offices in 33 cities globally

 [taboola.com](https://www.taboola.com)