

# From Manual Complexity to Real-Time Clarity: How Taboola Streamlined Treasury Operations with AI

Taboola, a global powerhouse in native advertising, connects brands with audiences through content recommendations on top-tier publisher websites. A public company, Taboola works with thousands of businesses, reaching 600M daily active users across top-tier publishers in the world, like NBC News, Yahoo, and major OEMs such as Samsung and Xiaomi.

## The Challenges

Success at a global scale comes with its share of financial challenges. With 16 banks, 22 entities, 100+ accounts, 18 currencies, and over \$2 billion in revenue, Taboola's finance team faced a web of manual processes and inefficiencies that slowed down decision-making and added unnecessary risk.

### ➤ Manual Errors & Data Inaccuracy

Taboola's finance team relied on spreadsheets and manual data entry to gather data from around the world.

Every month, employees and contractors would log in to their respective accounts and manually add cash balances to spreadsheets to create an overall view of the company's cash positions. Errors were inevitable—numbers changed after the fact, an account would be accidentally left out entirely, or a typo would throw off totals. Even worse, these mistakes might only be discovered after key decisions were made.

"It's a few days before the end of the quarter and we are tracking this metric, and we need to make decisions based on this metric. But we are not positive that the numbers were accurate," said Naty Yifrach, VP of Finance at Taboola.

### ➤ Limited Real-Time Cash Visibility

With over 100 accounts across multiple banks and currencies, the team had no quick way to get a full picture of liquidity.

As a public company, Taboola needed accurate cash flow information to share during reporting periods. But because of the delays with gathering numbers across the global organization, data was out of date before it could be shared.

Treasury decisions were also delayed because finance teams didn't have the right data in front of them. If a given entity needed funds, the team was unable to proactively address the issue, and instead had to wait until it became clear in the month-end numbers.

**“Decisions can take longer if you don't have the right data in front of you.”**  
Naty Yifrach, VP of Finance **Taboola**

## > Slow & Inefficient Reconciliation

Bank reconciliation was manual, tedious, and slow. The process also depended on multiple controllers pulling data, meaning one unavailable team member could stall the entire process.

This caused critical delays in financial reporting that were unable to be resolved until all team members were available.

As a public company, delays in reconciliation meant delays in earnings reporting—adding stress to the team.

“If someone was sick on a specific day, they won’t be able to close the bank reconciliation on time and everything was stuck,” said Yifrach.

## > Unreliable Cash Flow Forecasting

“Forecasting free cash flow. I think it’s one of the hardest exercises I’ve ever had,” said Yifrach.

Forecasting is critical for Taboola’s decision making. Deciding when to make stock buybacks, identifying potential cash shortages, and maintaining a great reputation as a public company are all impacted by the accuracy of forecasts.

But, accurate forecasting is easier said than done—without real-time, accurate data, it was a guessing game. Fragmented data sources and unpredictable cash movements made it tough to plan ahead and optimize working capital. A single customer paying late would throw off the team’s estimates.

# The Solution

With these challenges in mind, Taboola turned to Nilus to bring automation, efficiency, and real-time insights to their treasury operations.

## > Real-Time Cash Visibility Across 100+ Accounts

Nilus enables Taboola to customize their cash reporting and specifically monitor what matters most to the company. All balances, transactions and payments across 100+ bank accounts are now easily visible through the Nilus platform. For example, Taboola’s tax manager can instantly see if a tax payment was made on time in a local jurisdiction—without the need for time-consuming calls across time zones.

This also means that Taboola’s VP of Finance is no longer dependent on a globally dispersed team to report cash positions. Instead, he can log in to Nilus to view live cash positions, whenever he needs to.

**“ Because there are no manual errors, I can really trust the data I see. And, as we grow, Nilus will automatically scale with us.”**

## > AI Powered Cashflow Tagging

With Nilus, 95% of Taboola’s transactions are automatically tagged, delivering huge time savings and accuracy improvements. With inflows and outflows automatically tagged into the correct categories, Taboola has a real-time view of cashflow available when they need it. It’s easy to track when they are ahead on collections or behind on vendor payments and adjust their forecasts accordingly.

Automated tagging drove major time savings across the finance team. Before Nilus, Taboola’s finance team spent hours, month after month, reconciling transactions. Now, with manual work virtually eliminated, the team has time to focus on higher value projects.

## > Faster, Smarter Cash Forecasting

Before Nilus, Taboola struggled with cash forecasting due to a complex, fragmented system that lacked the visibility they needed. Now, with Nilus, Taboola can forecast more accurately by pulling from real-time bank data, all in one place, analyzing historical trends, and using automatically tagged transactions.

The result? Forecasting is now an insight engine instead of a resource drain. Taboola's team is focused on taking action, whether it's planning liquidity moves, timing stock buybacks, or hitting quarterly cash targets. As Taboola continues to grow, they are optimistic that Nilus's AI forecasting will reveal more opportunities for the company.

**“ With Nilus we have the ability to isolate and monitor by segment to see the trends backwards and forward so it was easier for us to do the forecasting.”**

## > Proactive Money-Making Decisions

As a public company, proactive decision making is critical to managing spend and investments to meet quarterly cash targets and improve earnings reports.

With real-time insights from Nilus, Taboola is now able to quickly see if they took in more cash than expected. This helps them make strategic decisions quickly, before the opportunity is lost. When extra cash comes in unexpectedly, they can quickly adjust spending, investments, or payroll timing to optimize liquidity.

For example, instant visibility into cash allowed Taboola to make the decision to run payroll early and avoid opening a provision in their books. This avoided documentation processes and saved time for controllers.

**“ Nilus lets us spend time making decisions instead of gathering information.”**

## > Fast Implementation and Hands On Support Team

Taboola had previously attempted to install a Treasury Management System, but due to delays and issues with the implementation, they ended up abandoning the process. With Nilus, they encountered none of these issues.

**“ When we chose to work with Nilus, personally I was very focused on the group that would implement the system. I wasn't disappointed.”**

Nilus's fast implementation process enabled Taboola's large financial organization to keep momentum and see results within 3 months. No overwhelming to-dos or setbacks that created fatigue.

## Conclusion

With Nilus, Taboola turned a complex, manual treasury process into a streamlined, data-driven system. AI-powered automation cut down on errors, saved time, and gave the finance team real-time insights and confidence in their numbers. With Nilus, Taboola's finance team is now operating at full speed—without the roadblocks of manual processes. This partnership shows how AI and automation can transform treasury management, paving the way for efficiency, scalability, and smarter financial decisions.

Want to learn how Nilus can transform your treasury operations?

[Book a demo](#)

