

99Acres Sees Increase in Quality Leads by Retargeting with Taboola

99 acres

India's No.1 Property Portal

"The Taboola team gives feedback on our campaigns proactively, and provides guidance around getting the most out of targeting to decrease our CPLs. Because of this, we were not only able to increase the amount of leads coming in the door, but were able to optimize them further with retargeting campaigns."

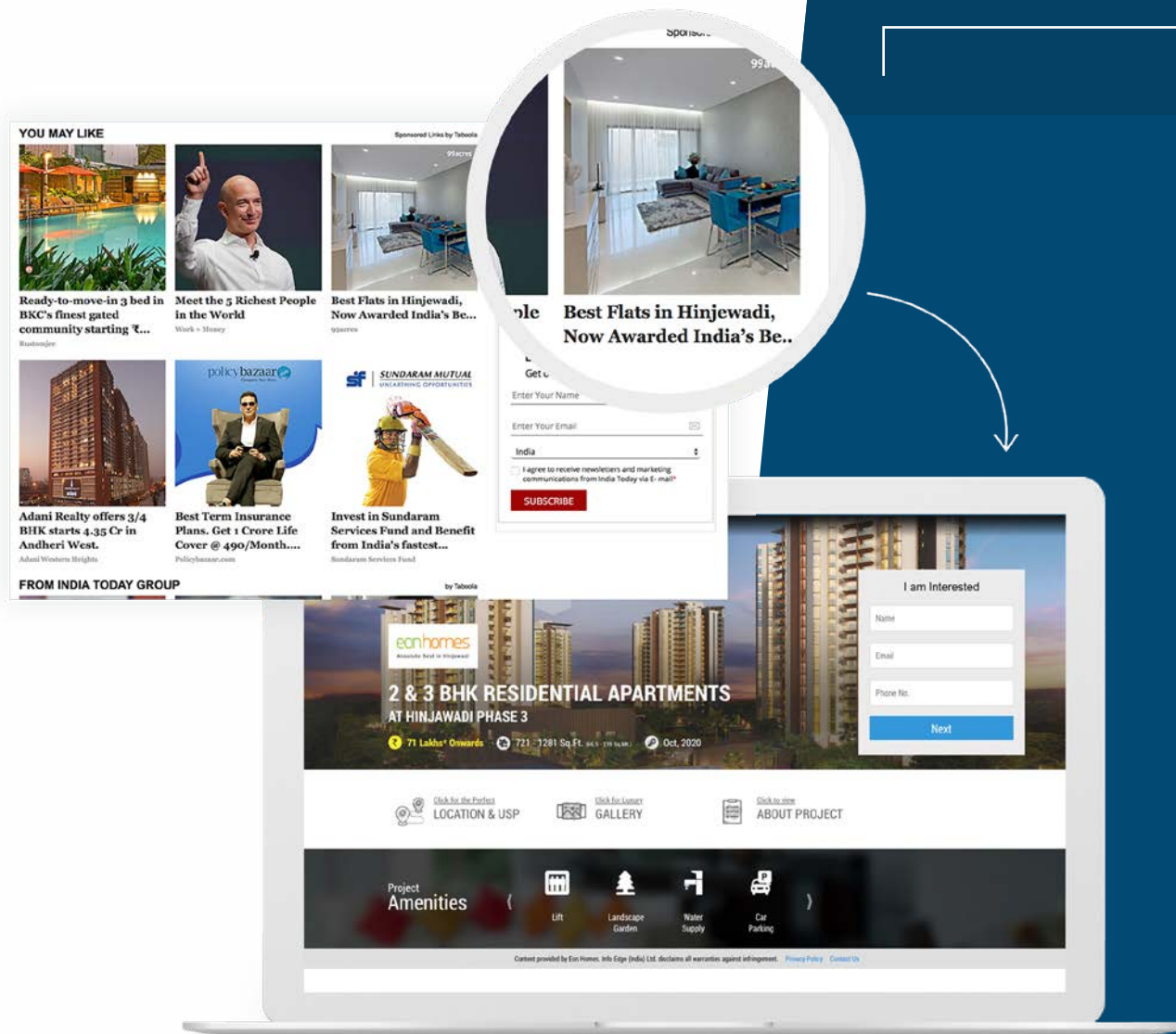
- Anuj Gupta, Senior Manager, Digital Solutions, 99Acres.

4%

Increase
Lead Volume
Per Day

55%

of Leads Generated
From Retargeting
Campaigns



99Acres Sees 55% of Leads Generated From Retargeting Campaigns

COMPANY

99Acres, India's number one property portal, acts as a forum for buyers, sellers and brokers to exchange information about real estate properties quickly and effectively.

CHALLENGE

99Acres wanted to increase the volume of leads beyond those from their Facebook and Google campaigns—they needed alternative traffic sources.

SOLUTION

Used **Taboola** sponsored content to distribute properties widely, optimizing with retargeting, and tracking using **Taboola** Pixel.

RESULTS

With **Taboola**, **99Acres** saw a **4% increase in lead volume per day**, and **55% of leads coming from retargeting campaigns**.

INTRODUCTION

99Acres handles all aspects of consumers' real estate needs from advertising a property, to searching for one, and even to building property microsites, making them the go-to real estate portal in India.

Given **99Acres**' prominence in India's real estate industry, it's no surprise that they have been turning to a variety of channels to generate leads.

Faced with the challenge of bringing in more quality traffic than that which they were seeing from Facebook and Google, **99Acres** turned to **Taboola**.

By taking a two-pronged approach to targeting with **Taboola**, **99Acres** saw a 4% lead volume increase per day.



With Taboola, 99Acres Sees Retargeting Success

99Acres strives to make buying, selling, or brokering the sale of an apartment as seamless and straightforward as possible. **99Acres** leverages landing pages that offer information about properties such as price, amenities, and photos, each with an easy-to-fill-out form present to make both expressing and capturing interest simple and efficient.

With **Taboola**, **99Acres** was able to see success with retargeting. Taboola Retargeting increases campaign performance by creating targetable audiences used to re-engage site visitors. Through this continuous user engagement, a compelling story is told with sequential messages and action-driving creatives.

99Acres was able to measure, optimize, and build audiences for targeting by utilizing **Taboola Pixel**. **Taboola Pixel** drives better performance through data-based optimization, tracking metrics such as conversion rates and values.

Increases Lead Quality with Taboola

It's been a prominent KPI for **99Acres** to increase lead volume, but not at the expense of the lead quality that their buyers, sellers, and brokers have come to expect. By retargeting with **Taboola**, they are able to enjoy exactly that—more, better leads.

In comparison to leads generated from other traffic sources, those generated from **Taboola** have had an average 40% higher lead score, indicating that they are qualified buyers.

99Acres enjoys the proactivity of their **Taboola** account management team, who provide campaign feedback on a regular basis and focus efforts on decreasing **99Acres**'s CPLs. **99Acres** is looking next to broaden their reach both in India and globally.