

# iQuanti Drives Interest in HomeEquity Bank’s Reverse Mortgage From Over 1,000 People with Taboola Smart Bid



**iQUANTI**

HomeEquity Bank™ 

*“We’re always working to optimize our campaigns so that our clients receive the best value for their advertising spend. For HomeEquity Bank’s reverse mortgage campaign, Taboola Smart Bid allowed us to dramatically increase the number of leads we were driving, while delivering on a lower cost per lead than other platforms.”*

- Anirban Sengupta, Engagement Manager for HomeEquity Bank account, iQuanti



**COMPANY**

iQuanti is the global performance-based digital marketing agency handling end-to-end **digital acquisition** strategy for **HomeEquity Bank Canada**—Canada’s leading provider of reverse mortgages.



**CHALLENGE**

Drive leads for **HomeEquity Bank’s** Reverse Mortgage product while increasing scale and decreasing overall CPL.



**SOLUTION**

Implement **Taboola’s** Smart Bid feature to automatically optimize the baseline bid for every impression.



**RESULTS**

With **Taboola**, iQuanti saw a **110% increase in leads** after the release of Smart Bid—driving **30% of overall paid inquiries** and an **30% decrease in CPL**.

**110%**

Increase in Leads with Taboola Smart Bid

**30%**

of All Paid Inquiries were Driven by Taboola since Smart Bid was Released

**30%**

Decrease in Cost Per Lead (CPL) in Comparison with Paid Search and Social



## Introduction

iQuanti is a global performance-based digital marketing agency for every vertical, product and brand strategy. Among others, iQuanti handles end-to-end digital marketing strategy for **HomeEquity Bank Canada**.

**HomeEquity Bank** is a Federally regulated, Schedule 1 Canadian Bank. It was founded in 1986 and has since

been serving Canadians for over 30 years. **HomeEquity Bank** understands the needs of Canadians age 55 and over. With a conservative approach to lending practices, **HomeEquity Bank** provides Canadians with the security and high regulatory standards that come with being a Canadian bank.



## With Taboola Smart Bid iQuanti Decreased CPL for HomeEquity Bank by 48% in Comparison to Other Acquisition Channels

The screenshot displays the website for CHIP Reverse Mortgage by HomeEquity Bank. The header includes the brand name, a phone number (1-866-758-2447), and a navigation menu with items like 'CHIP Program', 'How A Reverse Mortgage Works', 'FAQs', 'Resources', 'Testimonials', 'Contact Us', and 'CARP'. The main content area features a headline 'The CHIP Reverse Mortgage for Canadians 55 and over' and a list of benefits: 'Pay off existing debt', 'Renovate your home', and 'Cover monthly expenses'. A prominent yellow button says 'GET YOUR FREE ESTIMATE'. Below this, there are three columns with icons and text: 'How a Reverse Mortgage Works', 'Free Reverse Mortgage Calculator', and 'Reverse Mortgage Interest Rate'. The footer contains three informational sections: 'What is the CHIP Reverse Mortgage?', 'The TRUTH About Reverse Mortgages', and 'The difference between a Home Equity Line of Credit and a Reverse Mortgage'.



## With Taboola Smart Bid iQuanti Decreased CPL for HomeEquity Bank by 48% in Comparison to Other Acquisition Channels

Prior to working with **Taboola**, **iQuanti** faced challenges scaling the number of leads for **HomeEquity Bank's** campaign. Channels like paid search and social, GDN, Yahoo and Zemanta were driving results with high costs per click and acquisition, as well as low conversion volume.

To achieve **HomeEquity Bank's** conversion goals, **iQuanti** ran multiple campaigns with different targeting tactics—including audience segmentation, retargeting and audience segmentation.

These campaigns promote **HomeEquity Bank's** mortgage product, known among Canadian Seniors as CHIP (Canadian Home Income Plan). The campaign captures leads through dedicated landing pages.

In order to drive more leads, **iQuanti** further optimized their campaign using Smart Bid. Smart Bid is **Taboola's** bidding feature that helps maximize campaign performance by automatically adjusting the baseline bid of every impression based on the likelihood to drive conversions or page views.



## Taboola Drives 30% of All Paid Leads for HomeEquity's Campaign

The release of Smart Bid happened in tandem with the implementation of **Taboola** Pixel, giving **iQuanti** advanced tracking capabilities. With **Smart Bid**, **iQuanti** was able to achieve higher scale, more conversions and a lower CPL.

With **Taboola**, **iQuanti** saw a **110% increase in leads** after the release of Smart Bid—driving **30% of overall paid inquiries** and an **30% decrease in prospecting**

**CPL.**

**iQuanti** is happy with **Taboola's** account management team, who has worked closely with them to provide optimization and creative advice.

“**Taboola's** Account Management team has worked closely with us & helped us through our journey to make the best of the platform.”