

Taboola Generates Over 500 New Registrations for Amura's First Indian Realty Flash Sale



"We were looking for a platform to help us reach specific niche audiences and target them effectively in real-time.

Taboola understood this vision from the get-go, and working alongside their account management team, we ran an intelligent campaign and achieved vital goals for the IRFS."

- Vaibhav Prabhune, Paid Media Manager, Amura



COMPANY

Amura is one of India's leading digital marketing firms, specializing in performance-driven marketing, data analytics, and technology-based sales. **Amura's** clientele includes many of the country's top real estate brands.



CHALLENGE

Drive registrations and promote India's first online flash sale (IRFS), specifically for real estate clients.



SOLUTION

Use **Taboola** to power content distribution and reach highly engaged Indian real estate buyers on top publisher websites around the world.



RESULTS

By the end of the campaign, **Taboola's** highly relevant traffic generated more than 500 new registrations for IRFS, and increased CTR by 20%.

500+

Number of New Registrations for Flash Sale

20%

Increase in click-through-rate (CTR)



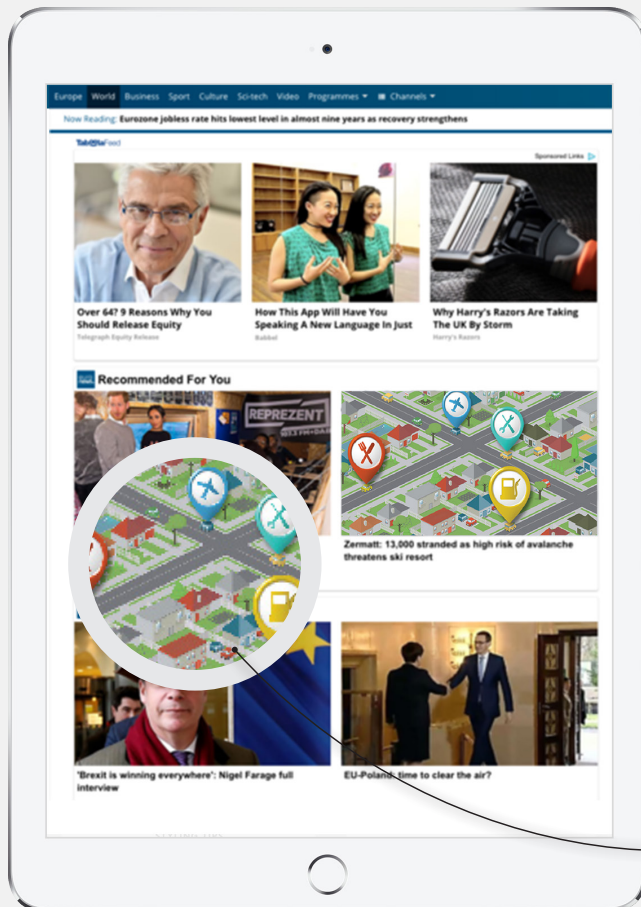
Introduction

Amura is one of India's leading digital marketing firms, specializing in performance-driven marketing, data analytics, and technology-based sales. With operations in Pune, Mumbai, Bangalore, and Delhi, **Amura**'s clientele includes many of the country's top real estate brands.

In an effort to energize the pan-India real estate market, **Amura** organized the first-ever Indian Realty Flash Sale (IRFS), a four-day online real estate event showcasing properties across 15 cities from 50 top Indian developers. This was India's first online flash sale for the real estate industry.



Content Marketing Powers India's First Real Estate Flash Sales



An initiative by

Associate Partner

IN THE MEDIA ORGANIZERS

10 Investment Tips for Buying Property in India

Are you a first time home buyer? As complicated as the home-buying process is, it always pays to be more careful when you're planning to invest. Follow these 10 investment tips and buy your dream home without any hassles!

Select the best location
Look for a home in or next to a prime location with good connect

#THE TIME IS NOW

India's first ever real estate flash sale
Starting from 26th July. Pre registered users will get early access to offers and inventory. Register Now.

Name

Email

Phone

☒ I agree with the [terms and conditions](#).

[Register For Offers](#)

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The Taboola Discovery Platform Increases Qualified Traffic by 10%

Hoping to build on the trend toward inbound marketing, **Amura** wanted to use content marketing to promote the event. They teamed up with **Taboola** to power content distribution and to reach Indian real estate buyers.

One key objective for **Amura** was to quickly and accurately find the right audience across the web and direct those potential buyers to the IRFS microsite.

Upon arriving at the landing page, prospective real estate buyers were asked to register by providing an email and mobile number before exploring the products showcased on the microsite.

Powered by **Taboola's** discovery platform, **Amura** was able to target specific audiences on relevant sites, driving an average 10% boost in qualified traffic to the IRFS microsite during the sale period.



Discovery Generates More than 500 Registrations for Amura

Pre-registration lasted two weeks, and the flash sale itself spanned just four days. Ongoing optimization was vital to maximizing the impact of **Amura's** promotional efforts.

Taboola's account managers tested several different creative elements, including headlines and thumbnails, uncovering the combinations that drove the most engagement among prospective real estate buyers. These optimizations increased average CTR by 20%.

By the end of the campaign, **Taboola** traffic generated more than 500 new registrations for IRFS. The influx of new audiences supported **Amura's** objective of spreading brand awareness among prospective buyers and the broader Indian real estate market.

The successful campaign marked the beginning of an ongoing collaboration between **Amura** and **Taboola**, with more content promotion activities planned for the future.