

# ContaAzul Increases Traffic and Leads with Taboola



## ContaAzul

*"We've worked with many acquisition channels. Some channels had effective lead qualification, but we weren't able to scale at volume. Others delivered many website visits, but few qualified leads. With Taboola, we're now bringing in both, as well as people who have never visited our site before."*

Willian Becher, Paid Media Specialist of ContaAzul



### COMPANY

**ContaAzul** is the easy-to-use online platform for financial and small business management. They add value to customers by partnering with entrepreneurs at all stages of their business.



### CHALLENGE

The main challenge has always been qualified lead generation. Some channels generated a lot of traffic, but few leads. Others generated many leads that were later disqualified. **ContaAzul** wanted to balance volume with quality.



### SOLUTION

Use the **Taboola** discovery platform to capture potential clients and new users to the platform.



### RESULTS

**ContaAzul** saw a **10% increase in traffic volume per month**, and an average of **15% increase in leads generated**. **80% of conversions new users**, which is **40% higher than the average of other channels**.

80%

of Taboola Visits are New Users

40%

More New Users than the Average of Other Channels



## Introduction

**ContaAzul** helps the entrepreneur focus on their business instead of wasting time with tedious tasks.

With more than five years of experience, the Brazilian startup seeks to add value to its customers by assuming the role of partner to the entrepreneur, providing them with information to guide them from the first to the last month of the year, at all stages of their business.

By offering educational materials to support the entrepreneur in faces such as employee payments or accounting control, **ContaAzul** was seeking to attract more leads.



## ContaAzul Sees a 10% Increase in Traffic Per Month on Average

The image illustrates the integration of ContaAzul into a news environment. On the left, a laptop screen shows a news website with a prominent article titled "Organize suas contas a pagar com planilhas gratuitas" (Organize your accounts to pay with free spreadsheets). A circular callout highlights this article. On the right, a browser window displays the ContaAzul blog page for the article "[Planilha] Contas a pagar em sua empresa" (Spreadsheet: Accounts to pay in your company). The browser window includes a search bar, navigation links, and social media icons. Below the browser window, there is a text box with the following content:

Se você está buscando uma planilha de contas a pagar saiba que veio ao lugar certo! A equipe do ContaAzul selecionou as melhores planilhas para você organizar suas finanças! O download é gratuito e totalmente seguro, acesse:

ContaAzul é um sistema de gestão para controlar contas a pagar de sua empresa.

Experimente Grátis

Por que eu preciso de uma planilha de contas a pagar?  
O ideal é definir um responsável em sua empresa pelo controle da planilha. Se, por um lado, é até bom que mais gente se envolva e ajude a lembrar das contas a vencer, por outro, alguém precisa ter o compromisso de se preocupar com isso. Diz o ditado que "cachorro de dois donos engorda ou morre de fome". Aplicando



## ContaAzul Seeks to Balance Traffic Volume with Quality Leads

**ContaAzul** was finding it challenging to collect qualified leads. **They currently work** with several channels, some of which generate a lot of traffic, and others which generate many leads that are later disqualified.

They sought to balance this volume with quality, while also optimizing their budget. While some channels drove quality leads, **ContaAzul** wasn't able to find scale. Other channels delivered a lot of traffic, but few qualified leads. This was mainly due to lack of targeting—campaigns were reaching people who had no interest in their product.



## Taboola Drives 40% More New Users than Other Channels for ContaAzul

The number of quality leads generated grew considerably from the beginning of **ContaAzul's** partnership with **Taboola**. **ContaAzul's** traffic volume per month increased by 10%, increasing lead generation by 15%.

**Taboola's** predictive technology analyzes hundreds of factors in real-time to provide the ideal content for each consumer. The entrepreneurs that **ContaAzul** aspired to attract were reached at valuable moments when they were open to discovering something new.

**ContaAzul** also saw a considerable increase in new visitors. "Of all **Taboola traffic**, 80% is comprised of new

users. This number is 40% higher than other channels on average. We realized that **Taboola** would be a great channel for the acquisition of top-of-funnel traffic, where we could bring new people to know our solution," emphasized Becher.

**Taboola** helped **ContaAzul** optimize their targeting tactics to achieve success.

"It was very important to understand the dynamics of the tool, bid strategy and targeting. Today we are delivering specific content at certain times during the month, and are optimizing performance," says Willian Becher.