

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 ecosystem. On the left, a laptop screen shows a news website with a search bar containing the text "organize suas contas com planilha". A circular callout highlights a search result for "Organize suas contas a pagar com planilhas gratuitas" by ContaAzul. On the right, a browser window displays the ContaAzul blog article "[Planilha] Contas a pagar em sua empresa" by José Carlos Sardagna, dated 13/07/2017. The article content includes a sub-header "Se você está buscando uma planilha de contas a pagar saiba que veio ao lugar certo!" and a call to action "Experimente Grátis". A sidebar on the right of the article features a badge that says "Controle sua empresa sem complicação".



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.