

# Hispanic Inbound Marketing Agency Deems Taboola As Most Effective Lead-Gen Channel



## GROU

*"When looking for prospective customers across the web, it's vital to engage with them at just the right time, when they're open to learning more about a product or service. **Taboola** empowers us to reach audiences at precisely this moment, on top sites where people are consuming content relevant to our business."*

- Gabriel Ponzio, Madero Sr. Account Manager, **Grou**



### COMPANY

**Grou** is an inbound marketing agency based in Mexico specializing in generating highly qualified leads and works with clients throughout their customer's decision process.



### CHALLENGE

Increase the number of high-quality leads at a faster rate.



### SOLUTION

Leverage **Taboola's** contextual targeting technology to reach audiences who are consuming content relevant to **Grou's** business.



### RESULTS

Double-digit growth of **Grou's** average campaign conversion rate.

10%  
Increase In Average  
Campaign Conversion Rate

## Introduction

Based in Mexico, inbound marketing agency **Grou** works with clients around Latin America on all stages of the customer decision process, optimizing lead generation strategies from consideration to conversion and, ultimately, retention. The agency's own lead generation strategy includes a series of regular blog

posts featuring actionable tips for marketers and insights derived from successful case studies. Despite the high-quality content, **Grou's** team experienced limited success promoting their services through search and social channels, and turned to discovery to boost their lead-gen efforts.

## Contextual Targeting Strategy To Increase High-Quality Leads

**GROU**  
Crecimiento Digital

Servicios Inbound Marketing Librería de Ideas Blog

28 noviembre 2014 | MARKETING

### Habla menos y escucha más: eso es marketing dirigido a personas

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Si tu sitio web mantiene una estructura anticuada en la que únicamente se habla de tu historia, tus productos y/o servicios, tal vez es momento de que des un salto a la nueva realidad digital. Los usuarios de Internet navegan en la web para llegar a contenidos interesantes y útiles, así de simple. Para poder realmente ganar en esta era digital, debes atender estas nuevas necesidades de los usuarios que han adoptado un nuevo rol activo: las audiencias ya no son pasivas, hoy forman parte de la conversación, publican comentarios y son una voz con influencia en redes sociales.

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clientes potenciales

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### Vete de pesca online: captura más clientes

Los anzuelos que sí necesitas

¡Solicita tu copia!

Nombre

Apellido

Correo Corporativo

¿Mi sitio web

Frequency:  Weekly  Monthly  None

**Descargar**

La generación de clientes potenciales, en cantidad y calidad, es el objetivo más importante para el equipo de Marketing y Ventas. Lo curioso es que solo algunas empresas sienten que su estrategia de generación de clientes potenciales no es efectiva. ¿Por qué sucede?

En esta guía, expondremos:



## Discovery Generates Results Faster Than Social, Search Or Display

**Grou's** multi-channel promotion strategy has included campaigns across LinkedIn, Twitter, and AdWords, and while these efforts generated results, those leads often took a long time to come to fruition. Just weeks after partnering with **Taboola**, **Grou** found that **discovery**

**generated more high-quality leads, more quickly, than any other promotion channel.** Many prospects actively reached out to **Grou's** team after submitting their contact information, a level of interest that hadn't been encountered on other channels.



## Contextual Targeting Drives 10% Average Conversion Rate On Taboola

Building on early successes with discovery, **Grou** leveraged **Taboola's** contextual targeting capabilities to further optimize their campaigns toward the most relevant audiences. Diving into the data, their team discovered that prospective customers were most likely to be interested in learning about **Grou's** services while reading articles on Hispanic sites covering business,

personal finance, technology and computing. By identifying these content categories as "pre-qualifiers" for finding engaged audiences, **Grou** was able to strategically promote their content and bid on only the most valuable prospects. Contextual targeting **boosted Grou's average campaign conversion rate to nearly 10%, reaching as high as 30-70% on select days.**



## Bringing Taboola To Clients Throughout Latin America

**Grou** works with a variety of clients around Latin America on improving their lead generation strategies. After internalizing the many learnings and best practices from its successful campaigns on **Taboola**, **Grou** recommended

discovery to its roster of clients, offering a powerful new way to generate more qualified leads, faster, than with any other advertising or marketing channel.