



**Square Yards  
Generated 50,000  
High Quality Real  
Estate Leads  
With Taboola  
Sponsored  
Content**

## ■ square yards

*“When faced with fatigue among some of our other marketing channels, Taboola helped us bridge the gap and find leads that would convert.”*

- Yashdeep Singh, Associate Principal Partner  
& Head of Marketing

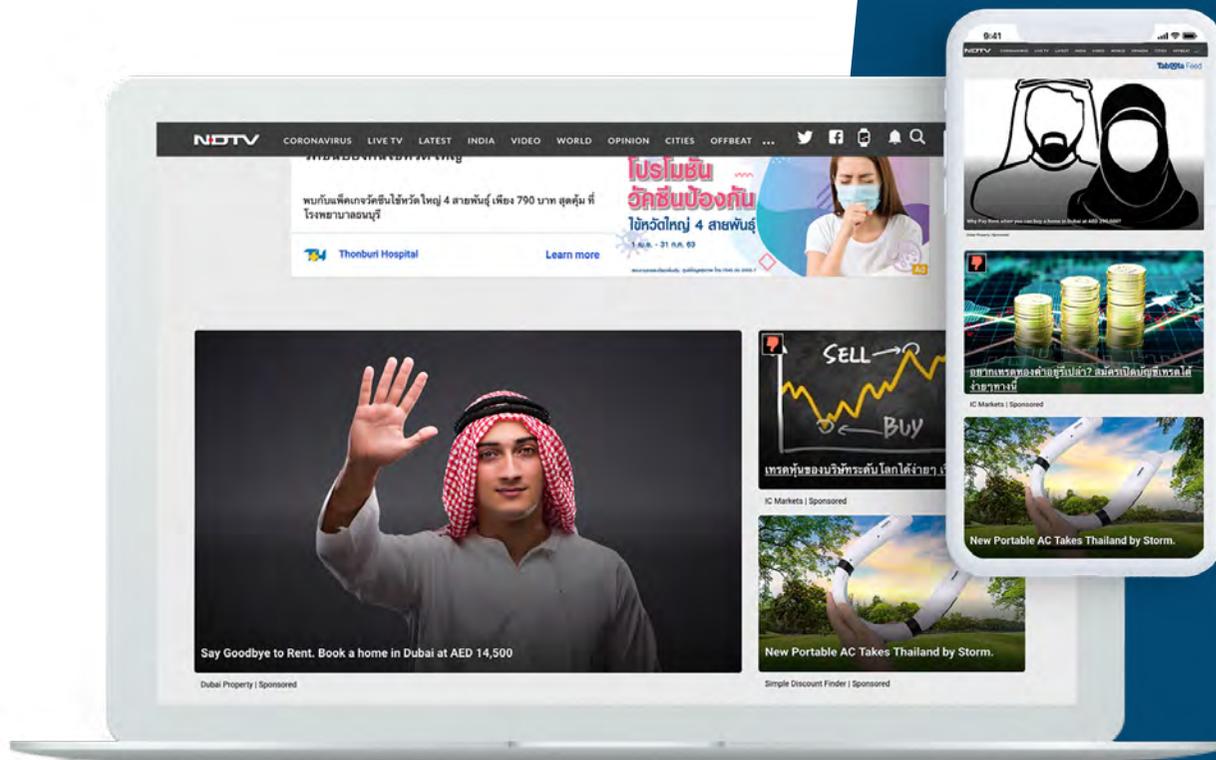
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15%

Higher Conversion  
Rate

50,000

Leads Generated  
with Taboola



## COMPANY

**Square Yards** is a technology-enabled real estate brokerage and India's largest player for primary real estate.

## CHALLENGE

**Square Yards** was looking to generate more high quality leads.

## SOLUTION

Use **Taboola** Sponsored Content and a variety of targeting tactics to successfully reach desired audiences.

## RESULTS

A 15% higher conversion rate than other marketing channels, and 50,000 leads generated with **Taboola**

**Vodafone Turkey** Attributes 11% of Display Channel Sales to **Taboola**



## INTRODUCTION

**Square Yards**, a technology-enabled real estate brokerage, lands as India's largest player for primary real estate. They promote properties in the Gulf region, Canada, Australia, and India.

With specific objectives of generating new leads in the Gulf region, **Square Yards** turned to **Taboola** to work on sponsored content and dive into targeting techniques that would land them the high quality leads and conversions they were after.

## USING A VARIETY OF TECHNIQUES HELPS SQUARE YARDS REACH THEIR PERFECT AUDIENCES

**Square Yards** came in with an idea of the audiences they were hoping to reach, and took full advantage of **Taboola's** capabilities to find and reach the audiences that they best resonate with, including Smart Bid and **Taboola** retargeting. Smart Bid utilizes data from billions of conversions to bid intelligently on behalf of advertisers at the right moments, and **Taboola** retargeting increases campaign performance by creating targetable audiences used to re-engage site visitors.

With these techniques, **Square Yards** was able to direct potential leads to landing pages that were tailored for them and their local needs, inherently increasing the quality of the leads they generated, and resulting in higher conversion rates.

## SQUARE YARDS PLANS TO CONTINUE SEEING RESULTS WITH TABOOLA

**Square Yards** works closely with their **Taboola** account management team to ensure creatives are meeting best practices, to make constant campaign optimizations, and for other questions that come up along the way.

After seeing impactful results around conversions, **Square Yards** plans on continuing working with **Taboola** to promote their content in the Gulf region, in addition to Australia and Canada.