



REAL ESTATE

345,574 Families Looking for New Homes Complete ImmoScout24 Videos Using Taboola's High-Impact Placement

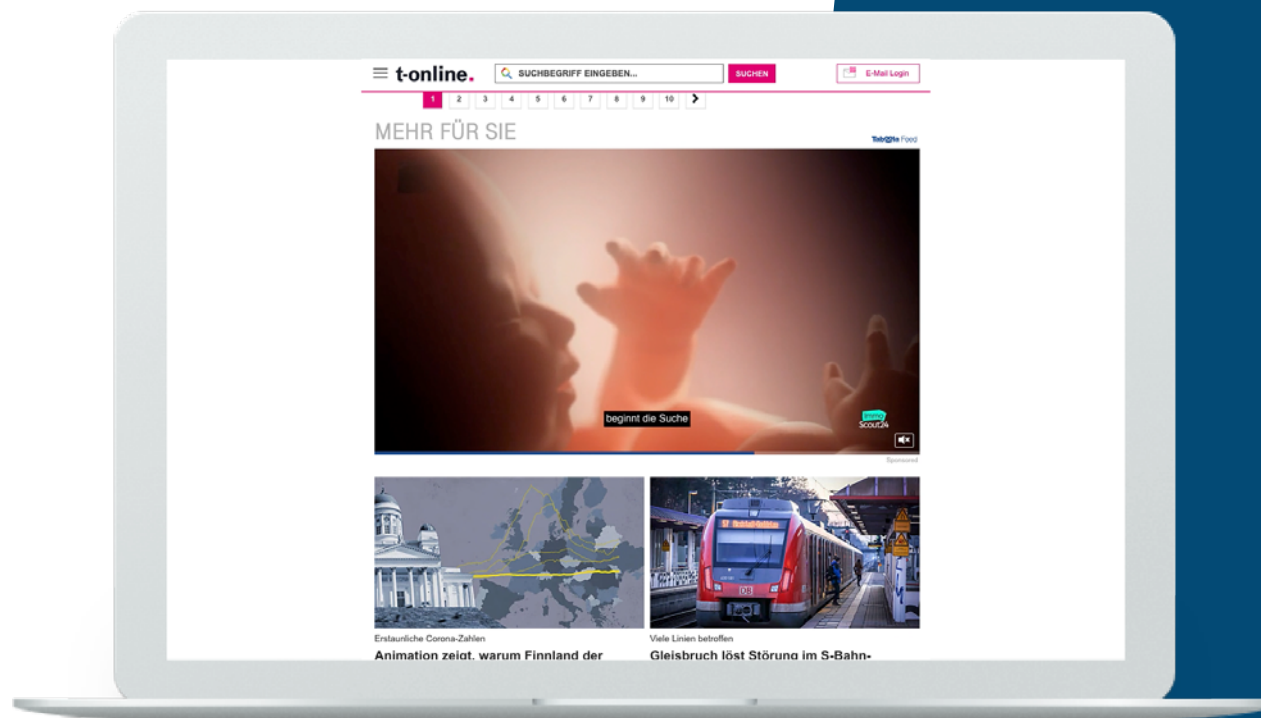


"Taboola's high-impact video placement offered us access to highly-viewable placements on premium websites across the open web, driving great results for our most recent brand awareness campaign."

- **Alexandra Zinnow**, Lead PPC Marketing

+345k

Completed Views



COMPANY

ImmoScout24 is the leading online platform for residential and commercial real estate in Germany. The company supports 13.8 million users each month on their way to acquiring their new home or commercial space.

CHALLENGE

Find a way to reach a targeted audience at scale -- expectant families -- looking to find a new home, using video. **ImmoScout24** measured success by completion rate and cost per completed view (CPCV).

SOLUTION

Run a **Taboola** Video campaign using **Taboola's** high impact placements for high visibility on premium websites across the country.

RESULTS

With **Taboola**, **ImmoScout24** achieved over 345K completed video views with their **Taboola** campaign.

ImmoScout24 Reaches 345,574 Families Using **Taboola's** High Impact Video Placements

Introduction

ImmoScout24 is a leading real estate solution in Germany. Their online platform is the market leader for residential and commercial real estate — the company has been revolutionizing the real estate market for over 20 years and successfully supports 13.8 million users each month on their way to acquiring their new home or commercial space. Since 2012, **ImmoScout24** has also been active in Austria.



ImmoScout24 Distributes Innovative Video Creatives Using Taboola's High Impact Placements

In the wake of the declaration of COVID-19 as a global pandemic, **ImmoScout24** wanted to reach young families who might be looking for new homes in a time when their home needed to operate as much more than just a home.

In order to reach these families, **ImmoScout24** developed a video advertisement with an incredibly unique message — their video didn't showcase bedrooms, kitchens or bathrooms, but instead paid tribute to everyone's first home — the womb.

In order to reach their targeted audience at scale, **ImmoScout24** ran their video campaign using **Taboola's** high impact placement, a solution that distributed their video in highly viewable placements across top publisher sites on the open web. The marketing team at **ImmoScout24** chose **Taboola's** high impact placements as it allowed them to maintain control over brand safety and adjacency. They ensured their brand was surrounded by premium content, and no other advertisers.

Taboola's high impact placements are proven effective in capturing greater attention and affinity.

Taboola High Impact Video Placement Yielded Longer Completion Rate Than Facebook Video at a Lower Cost

The success of **ImmoScout24's** campaign was largely due to their high-quality and unique video advertisement, which was amplified by **Taboola's** recommendation engine.

ImmoScout24 also used Facebook and YouTube to distribute their video. **Taboola's** high impact video placement yielded a lower cost per completed view (CPCV) and a longer completion rate than Facebook. **Taboola** and YouTube were the campaign's top performing channels.