



 ENVIRONMENT

t2ó Achieves 50% Lower Cost per Lead for Repsol Electricidad y Gas with Taboola

Electricidad y gas



t2ó

“Our partners from agency t2ó, as digital experts, suggested that we launch a native advertising campaign with Taboola in order to promote our electricity and gas products. We achieved impressive results in terms of traffic quality and conversions, and Taboola is now an integral part of our regular marketing mix.”

Ángel Casquero Rubio, Performance Digital Marketing, Repsol Electricidad y Gas.

50%

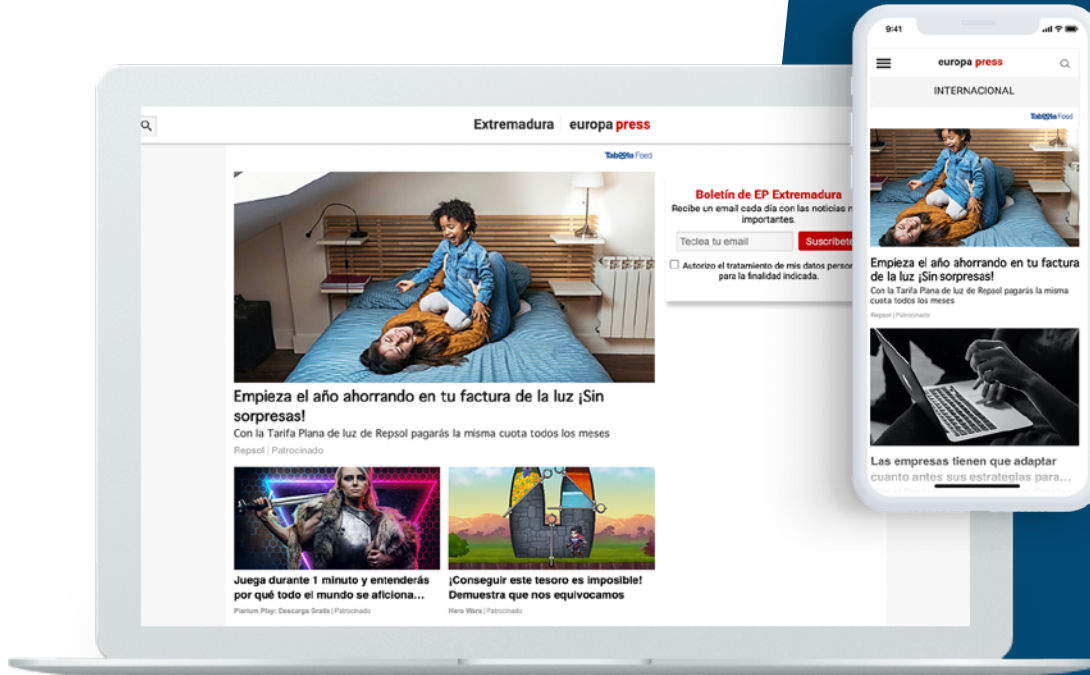
Lower Cost Per Lead (CPL)

96%

Click-Through-Rate (CTR) increase

80%

Budget increase



COMPANY

Repsol created its electricity and gas subsidiary in 2018. **Repsol Electricidad y Gas** was then born to become a relevant player in the Spanish electricity market, strengthening **Repsol** as a multi-energy supplier. Currently, **Repsol Electricidad y Gas** markets electricity and gas to more than 1,150,000 customers and offers comprehensive energy and mobility services with multiple solutions to meet every customer's need, and with a commitment to become a zero net emissions company by 2050.

t26 is a 360 digital solutions agency, able to understand what makes each brand truly unique.

CHALLENGE

Repsol Electricidad y Gas wanted to find potential customers for its electricity and gas offerings, as well as generate brand awareness.

SOLUTION

t26 launched a **Taboola** sponsored content campaign to promote **Repsol Electricidad y Gas** products.

RESULTS

After 10 months working with **Taboola**, the **Repsol Electricidad y Gas** campaign achieved a **50% reduction in CPL**, as well as a **96% increase in CTR**. As a result, the budget for this campaign was **increased by 80%**.

The continued success of **t26** with **Taboola** leads to an **96% increase in CTR**



Introduction

Repsol is a global comprehensive multi-energy provider, committed to the development of new low-emission energy solutions. **Repsol** is leading the decarbonization of the industry thanks to its strategic plan towards sustainability, aimed at stepping up the energy transition, with the goal to become a net zero emissions company by 2050.

Its subsidiary, **Repsol Electricidad y Gas**, offers customizable electricity and gas rates according to customers' consumption habits.

t26 is a complete digital solutions agency, which helps brands grow their business by increasing sales and growing their value throughout the digital ecosystem.

The continued success of t26 with Taboola leads to an 96% increase in CTR

When **Repsol Electricidad y Gas** decided to find new potential customers for its electricity and gas products, as well as generating brand awareness, **t26** found **Taboola's** sponsored content campaigns to be an effective solution to achieve these goals in a safe digital environment.

For its main performance objective (prospecting), the **Repsol Electricidad y Gas' Taboola** campaign achieved a high volume of conversions, while the CPL progressively improved over 10 months, until it reached a 50% lower cost compared to the beginning of the campaign, thanks to the optimizations made by **t26**.

The evolution of the CTR was also very positive throughout the campaign. Throughout February to December, the **CTR increased by up to 96%**.

As a secondary goal, the **Repsol Electricidad y Gas'** campaign was also looking to achieve brand awareness. In this sense, **Taboola** provided quality traffic and a great volume of sessions at an optimized cost per session.

In order to achieve this, brand safety was essential. Thanks to the custom brand security tools powered by IAS (Integral Ad Science) technology that integrate with **Taboola**, **t26** made the most of the pre-bid blocking.

As a result, the budget for this campaign was **increased by 80%** and **Taboola** campaigns are now taken into account every month in **t26's** media planning.