



AGENCY

Valueleaf Parallel Agency Achieves More Sales at a Lower Cost for Leading Healthcare and Gaming Clients with Taboola

Parallel Agency
valueleaf

"We work with a variety of channels and a diverse media mix to help our clients hit their target/goals. Taboola drives high-quality traffic at scale, often resulting in more conversions for our clients, and in this case, a much lower CPA."

- **Rajesh C**, Native Advertising Manager,
Valueleaf Services India. Pvt. Ltd.

5000+

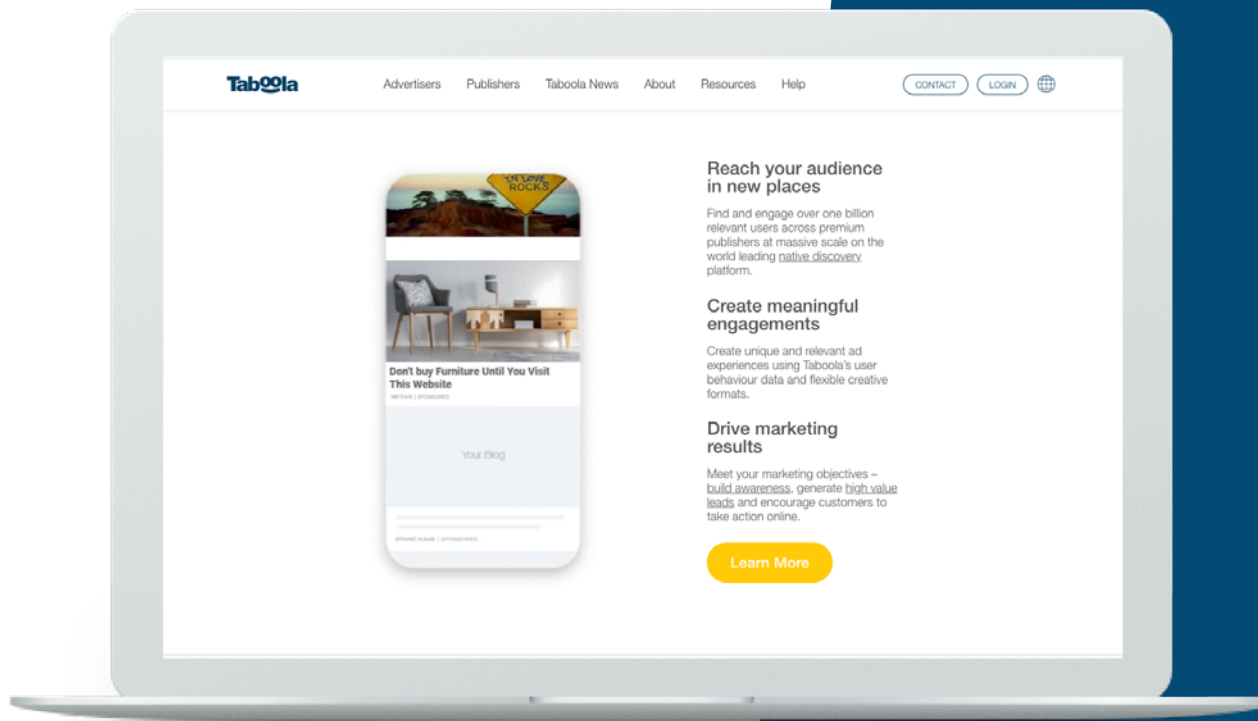
Leads a Month for
Both Clients

50%

Lower CPA than Other
Channels in their Media Mix

0.6% - 0.8%

Higher CTR than Other
Channels in Their Media Mix



COMPANY

Valueleaf is a leading performance marketing agency based in India. They support performance campaigns for brands through premium inventory and strategize and optimize them to increase their campaign's overall ROI.

CHALLENGE

Increase the quality of traffic and therefore number of conversions for two clients — a leading private health insurance company and a leading online skill gaming company.

SOLUTION

Work with **Taboola** to increase quality traffic and number of conversions, and introduce a new channel to their media mix with a lower Cost Per Acquisition (CPA) than search and social.

RESULTS

With **Taboola**, **Valueleaf** saw a **50% lower CPA** for their clients than other channels in their media mix, and a **0.6% - 0.8% higher CTR**.

Introduction

Valueleaf is the only parallel agency and a leading performance marketing agency based in India. They support performance campaigns for brands through premium inventory and strategize and optimize them to increase their campaign's overall ROI.

Valueleaf believes in measuring marketing by branding, engagement and performance. Their core objective is to increase brand awareness with optimal cost.

They strive to create the most impact-driven content to optimize every campaign's performance; analyze user behavior to engage the right demographic audience; drive quality traffic through non-conventional traffic sources; and offer new age solutions with deep insights.



Taboola Provides 50% Lower CPA for Client Campaigns than Other Channels in Valueleaf's Media Mix

Valueleaf manages campaigns from a variety of different verticals, including banking, financial services and insurance (BFSI), Non BFSI, Gaming and Nutra, or health supplements.

Valueleaf works with a variety of advertising channels, including Facebook, Google, SMS and **Taboola**, depending on their client's needs. Over time, working with **Taboola** has increased the quality of traffic from relevant audiences across all client campaigns.

In order to ensure they were hitting their goals, **Valueleaf** developed an advanced attribution model to analyze their client's business and adjust campaigns accordingly.

Originally, they faced CPA's that were higher than their target, but after introducing **Taboola** to their media mix, **CPA's dropped by 50% and CTR went up to 0.6% - 0.8%** higher in comparison with other channels. Their campaigns were founded on **Taboola's** contextual targeting capabilities, and **Valueleaf** worked to ensure that client content blended well within the context of the site, optimizing throughout the course of the campaigns.

Valueleaf Drives 5,000 Leads a Month for a Leading Private Health Insurance Company

Working with **Taboola**, **Valueleaf** drives **5,000 leads a month** for a leading private health insurance company in India.

Of those leads, **10% to 15% convert to sales on average**, a **52% increase in sales in comparison with other channels**. Campaigns were directed to the homepage of this client's site.

Valueleaf Grows Qualified Leads by 30% in Comparison with Other Channels Using Taboola for Leading Online Skill Gaming Company

One of India's leading online skill gaming companies sees **30% more qualified leads with Taboola than other advertising channels**, thanks to **Valueleaf**. Those results add up to **5,000 to 5,500 monthly registrations**, the highest across all the mediums.

Valueleaf is happy with the support they get from Taboola's account management team, who are always present to resolve any issues and to help scale and optimize campaigns.