



Lubinski Group Sells 40 MG Electric Vehicles in Just Two and a Half Months with Taboola

קבוצת לובינסקי
Lubinski Group



"While buying a car is an emotional decision, it takes the right content to support one's emotions and turn them into a sensible and actionable purchase trigger. With Taboola we were able to match that content with the right consumers across premium publisher sites, providing us with amazing results."

- **Maor Kagan**, Head of Digital, Lubinski Group

40

Cars sold in 2.5 months

4x

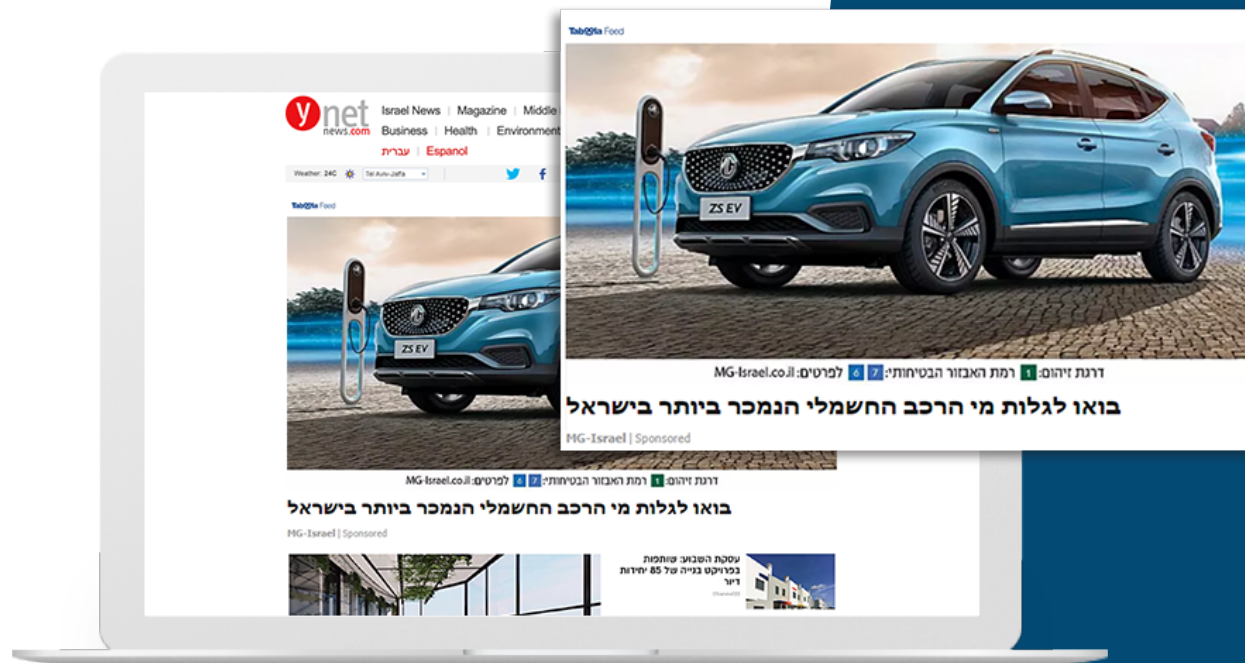
Lower cost per lead (CPL)
than any other channel

30%

Of leads booked a meeting

7.7x

More meetings converted
to sales, compared to any
other channel



COMPANY

Lubinski Group is one of the oldest and largest car importers in Israel.

CHALLENGE

Reach a high volume of consumers with high intent to purchase a vehicle at a low cost in order to sell MG electric vehicles.

SOLUTION

Use **Taboola** sponsored content campaigns to reach auto consumers at scale across premium publisher sites.

RESULTS

With **Taboola**, **Lubinski Group** sold **40 cars in two and a half months** at a low CPL and at a high conversion rate across multiple KPIs.

Lubinski Group Reaches a High Volume of Interested Car Consumers Across Premium Editorial Sites

Introduction

Lubinski Group is one of the oldest and largest car importers in Israel. Thanks to a groundbreaking vision and stable and valued conduct, **Lubinski Group** has been a leader in the Israeli car market for over 80 years, importing and selling brands like MG, Opel, Citroen, Peugeot and DS.

The automotive industry is still quite old fashioned. **Lubinski Group** started providing online services in 2018. As COVID-19 spread, they knew they needed to fully adapt their strategy and their offer to a new online world, and provide their potential consumers with a safe, convenient and efficient buying experience. They were pioneers in their industry, within the Israeli market, to adopt such an approach.



Lubinski Group Sees High Conversion Rates From High Quality Traffic Using Taboola

Lubinski Group was looking for a way to drive more interest in their MG electric vehicles. Working with **Taboola**, they were able to reach a high volume of consumers interested in making an auto purchase across premium editorial sites in Israel.

With a sponsored content campaign, **Lubinski Group** drove those consumers to a landing page where they were met with two calls-to-action (CTAs), “coordinate a test drive” or “make an online purchase,” to serve two different types of purchase intent.

The purchase experience enabled site visitors to schedule a test drive with just a few online clicks. Once a test drive had been booked, a **Lubinski Group** representative arrived at the client’s home.

Once the test drive has been completed, the client could either make the purchase there and then, or complete the purchase online at a later time. This innovative new purchase process suited MG well.

Over the course of two and a half months, **Lubinski Group sold 40 electric cars**, scheduled **101 test drives** and sent **58 quotes**.

Out of all the leads **Taboola drove for Lubinski Group**, **30% of those converted to meetings, and the rate of meetings converted to sales was x7.7 higher** than that of any other platform. These high conversion rates are a result of a high volume of high quality traffic.

To ensure that their campaign reached the right consumers, **Lubinski Group** leveraged Smartbid. Smart Bid is an automated campaign bidding strategy that utilizes platform data to bid effectively on impressions that will most likely lead to conversions for your campaigns. **Taboola** adjusted **Lubinski Group’s** baseline bid for each impression to help them maximize the number of conversions based on their campaign goals.

To track Lubinski Group’s success, **Web3 by BLUE**, their digital marketing agency, used the Taboola Pixel, which allowed them to understand the actions people take on their site and to optimize their marketing campaigns towards desired and valuable actions.