

# DirectAsia Thailand Drives 50% Decrease in Cost Per Lead with Motion, Image and Video Ads from Taboola



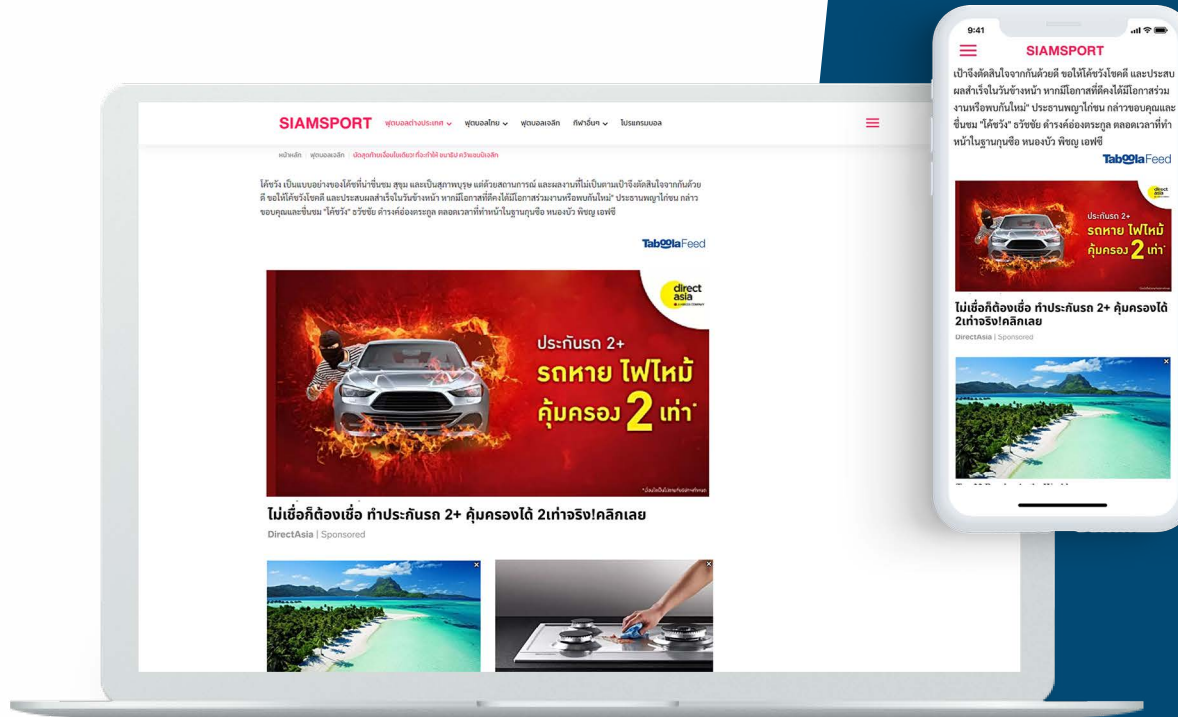
*"We started using Taboola to generate as many leads as possible at a reasonable cost per lead. By implementing premium site targeting and utilizing SmartBid, we were able to do just that. The Taboola team has also been very helpful and supportive — anytime, anywhere—with great knowledge and brilliant ideas!"*

- **Hamada Madeeyoh**, Digital Marketing Manager,  
Direct Asia

---

2,000 +  
Leads Generated in  
6 months

50%  
Decrease in Cost  
Per Lead



## COMPANY

**DirectAsia** Thailand, founded in 2013, is a leading online car insurance company, offering customized, flexible, and competitive plans.

## CHALLENGE

Increase website traffic and generate new leads at a reasonable cost.

## SOLUTION

Use **Taboola** Motion Ads, Video Ads and retargeting tools to engage new audiences across premium publisher sites.

## RESULTS

With **Taboola**, **DirectAsia** generated **new video views and website visits, and 2,000+ leads** at a **50% lower cost per lead**.

**Taboola** Targeting Opens Up Valuable New Audience Pool for **DirectAsia**

## Introduction

**DirectAsia Thailand**, founded in 2013, is a leading car insurance company offering quick, convenient, and customized plans. It's an expansion of **DirectAsia Group**, which was started in Singapore in 2010 to change the face of insurance in Asia.

**DirectAsia's** mission is to be an insurance provider that puts people first. The company is a comprehensive, one-stop service that takes care of customer needs — from flexible plans to quotes to claim service by their garage network. **DirectAsia's** promise to customers is to be “with you from the start to finish.”



## DirectAsia Diversifies Their Marketing Mix with Taboola Motion, Image and Video Ads

**DirectAsia** was eager to increase website traffic and generate leads. Specifically, they wanted to drive potential customers to apply for insurance quotes and submit their contact information on their website.

**DirectAsia** was already running campaigns across social channels. But they were looking to tap into new audiences and increase leads at a reasonable rate. That meant it was time to diversify their marketing mix.

Outside the walled gardens of search and social, **Taboola** helps advertisers expand their reach across the open web. Powered by artificial intelligence, **Taboola** delivers targeted ads across our network of over 9,000 premium publisher properties, including news sites, blogs, mobile apps, online magazines, and more.

**DirectAsia** started running **Taboola** Sponsored Content in 2018, reaching audiences with Image Ads and Motion Ads containing a video, headline, and optional description and CTA. In 2021, **DirectAsia** expanded to launch **Taboola** Video Ads across our network of publisher properties.

## DirectAsia Increases Leads with Taboola Retargeting Tools

**DirectAsia** tapped into **Taboola**'s Data Marketplace to reach target audiences across different demographics and content categories. The Marketplace offers more than 20,000 different segments based on data from 1.4 billion monthly users.

**DirectAsia** also utilized **Taboola** retargeting tools to increase conversions and performance. They used the Taboola Pixel, for example, to identify and track people who already engaged with their website and completed certain actions. With this data, **DirectAsia** was able to optimize campaigns to drive high-quality leads.

After working with **Taboola**, **DirectAsia** began generating new leads at a **50% lower cost-per-lead**. Now, the insurance company looks forward to expanding their partnership with Taboola by exploring new features for growth and scale.