



FINANCE

Enpal Achieves 17% Lower CPA with Taboola Creative Shop

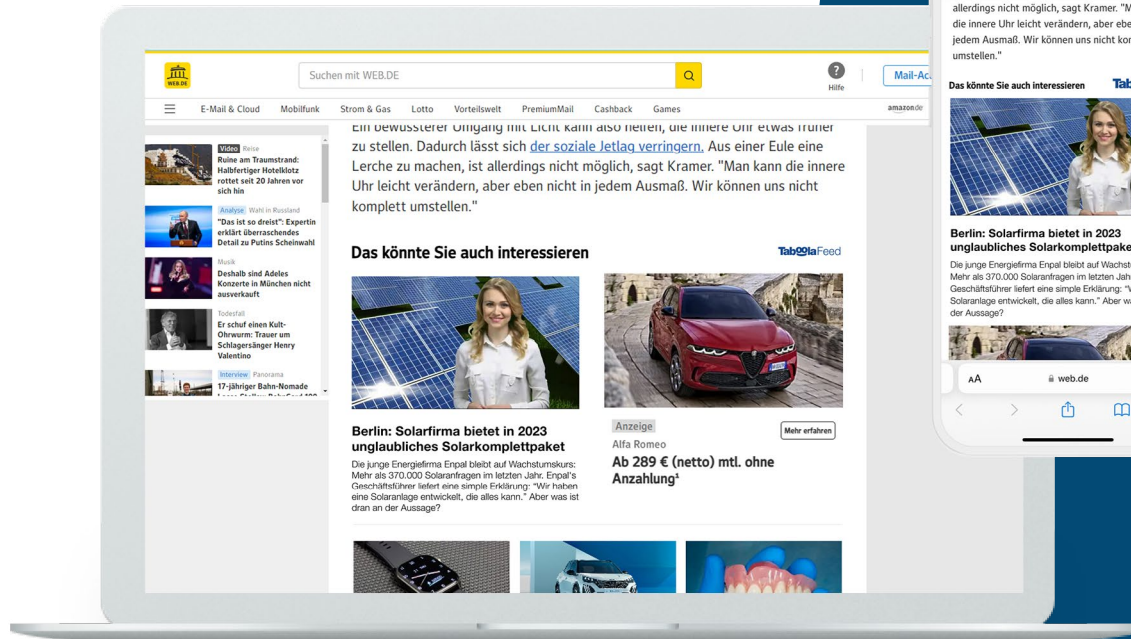
Enpal.

“Other Taboola advertisers recommended the platform to help us reach our target audience and generate leads. We were more than pleased with the results. The Taboola Creative Shop provided fresh content ideas and strategies, which were crucial to the success of our campaign. Taboola now contributes a significant amount of leads to our marketing mix.”

- Alina Bart, Growth Development Lead, Enpal B.V.

17%

Decrease in Cost
Per Acquisition



Click to Play

COMPANY

Enpal is Germany's first green tech unicorn and among the largest residential solar installers and fastest-growing energy companies in Europe.

CHALLENGE

Increase leads among target customers at efficient costs.

SOLUTION

Launch **Taboola** Image and Motion Ads across top publisher sites, guided by expert creative strategies from the **Taboola** Creative Shop.

RESULTS

With **Taboola**, **Enpal** was able to **increase leads** at scale while **reducing their CPA by 17%**.

Enpal Targets Solar Panel Customers with Engaging **Taboola** Native Ads

Introduction

Enpal is Germany's first green tech unicorn and among the largest residential solar installers and fastest-growing energy companies in Europe, installing over 2,000 new solar energy systems monthly. **Enpal** offers an integrated package for a carbon-free home including photovoltaic (PV) systems, energy storage, electric vehicle (EV) chargers, heatpumps, and smart energy software.

Enpal's mission is to provide green energy for all. They are combating the greatest challenge of this generation — climate change — by helping customers to reduce their electricity bills and have a positive impact on the climate.



Enpal Revamps Strategy with Help from Taboola Creative Shop

Enpal was looking to generate a significant volume of leads at a reasonable price. As part of their mission to provide green energy for all, they wanted to reach people who might be interested in installing solar panels at their homes.

Fellow advertisers recommended **Taboola** — a leading native advertising platform with a vast reach of nearly 600 million daily active users across 9,000 publisher sites. **Enpal** quickly realized that **Taboola** had the network and expertise they needed to achieve their campaign goals.

Enpal teamed up with **Taboola's** Creative Shop to organize a workshop for generating new creative ideas. The **Taboola** Creative Shop is a global team of copywriters, video editors, designers, creative strategists, data analysts, and behavioral psychologists who help brands and agencies meet their campaign goals on the **Taboola** platform.

The Creative Shop pulls insights from hundreds of thousands of successful campaigns to provide customized recommendations for each advertiser. With this valuable resource, **Enpal** was able to develop just the right strategy and creatives for their needs.

Specifically, **Enpal** launched a combination of **Taboola** Image and Motion Ads to best engage their target audiences. While Image Ads contain static visuals along with carefully crafted ad copy, Motion Ads contain short, looping videos similar to GIFs. They're designed to grab customers' attention and increase conversion rates across the open web.

Enpal Increases Leads at Lower Costs with Taboola Native Ads

With **Taboola's** expansive reach and advanced capabilities, **Enpal** significantly **improved their clickthrough rate (CTR) and leads** while **reducing their cost per acquisition (CPA) 17%**. **Taboola** now contributes a significant amount of leads to **Enpal's** marketing mix.

Going forward, **Enpal** looks forward to testing new **Taboola** solutions. In fact, they've already deployed Maximize Conversions — an automated bidding strategy that has helped the brand increase leads at scale under their target budget.