ashiana
you are in safe hands

swarang
Sophisticated Senior Living.

"Taboola's precision targeting and ability to drive qualified traffic proved instrumental in enhancing conversions and maximizing campaign impact at scale. With Realize's innovative advertising solutions, we achieved our goal of reaching high-intent customers and driving quality leads."

- Kamal Kishore, *Marketing Manager, Digital, Ashiana Housing Ltd.*

REAL ESTATE

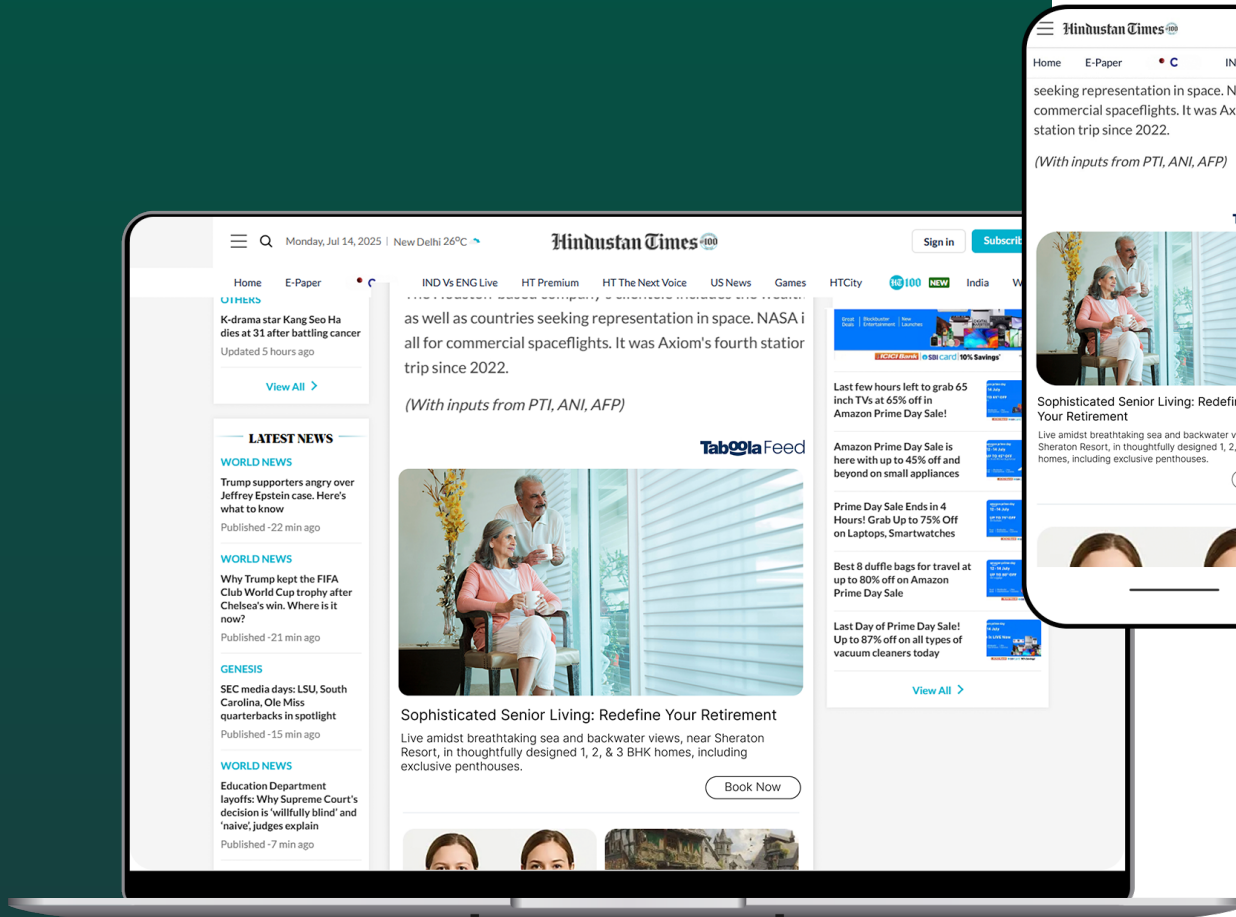# Ashiana Housing Ltd. Increases Lead Qualification Rate by 45% with Realize First-Party Data

45%

Higher Lead Qualification Rate Than Previous Campaign

Ashiana Promotes Senior Living Project with **Realize** Image Ads

COMPANY

Ashiana Housing Ltd. is a trusted Indian real estate developer with over four decades of experience creating high-quality residential communities.

CHALLENGE

Increase high-quality leads for the Ashiana Swarang sophisticated senior living development.

SOLUTION

Leverage **Realize**'s first-party data to target high-intent audiences with Image Ads and drive high-quality website traffic.

RESULTS

With **Realize, Ashiana** achieved a **45% higher lead qualification rate than its previous campaign.**

Introduction

Ashiana Housing Ltd. is a trusted Indian real estate developer with over four decades of experience in creating high-quality residential communities. Founded in 1979 and headquartered in New Delhi, the company has carved a unique identity by focusing on niche housing solutions, such as Elite Homes, senior living, kid-centric homes, and premium homes for middle to high income families.

Ashiana has delivered more than 30 million+ square feet of developed space for over 18,000+ families. Known for its customer-centric approach and commitment to community living, **Ashiana** continues to be a pioneer in delivering thoughtfully designed homes that go beyond just brick and mortar.

Ashiana Drives Qualified Traffic with Realize's High-Intent Marketplace Audiences

Ashiana Housing Ltd. was looking for innovative ways to reach high-intent audiences and drive quality leads for its sophisticated senior living homes, Ashiana Swarang. Situated along Chennai's Scenic East Coast Road, promises a serene and premium retirement lifestyle with nearby sea beaches and easy access to urban convenience. Ashiana just needed the right tools to share this message with its target audience and generate leads.

That's where **Taboola** came in. **Taboola** launched the performance-first ad platform, **Realize,** to help advertisers achieve measurable outcomes at scale—beyond the walled gardens of search and social channels. With **Realize**, advertisers can reach 600 million daily active users in high-visibility locations across the world's most trusted publisher sites and apps.

For their campaign, **Ashiana** leveraged **Realize**'s Marketplace audiences, using unique first-party data supply to reach high-quality users with **Realize** Image Ads. **Ashiana** also implemented the Pixel to automatically track and retarget engaged website visitors with personalized messaging, further driving conversions with increased efficiency.

Throughout this process, the **Taboola** account management team provided strategic, white-glove support and expert guidance on best practices and campaign structuring, helping **Ashiana** make the most of their **Realize** ads.

Ashiana Optimizes Lead Generation with Realize's First-Party Data Targeting

As promised, **Realize** delivered measurable performance results: By leveraging **Realize**'s high-intent marketplace audience, **Ashiana** achieved a **45% higher lead qualification rate than its previous campaign.** Ultimately, **Realize** was a game-changer, providing the targeting solutions and innovative ad formats **Ashiana** needed to increase leads at more efficient costs.

After the success of this initiative, **Ashiana** now plans to implement the same **Realize** solutions for upcoming projects and maintain an always-on approach to their **Realize** advertising, generating performance results across the web.