



## Case Study



HOME GOODS

Verisure Chile **Tripled** Leads and cuts CPL by 69% with Realize



*"Working with Realize has been a turning point for our campaigns. The strategic vision, technical expertise, and constant support from the Taboola team helped us optimize the right audiences and gain greater autonomy for our Native strategy. In just five months, we have not only reduced CPL, tripled our lead volume, and improved our lead-to-booking rate, but we have also been able to sustain and scale thanks to this close collaboration."*

**- Sebastián Arévalo**, Digital Media Coordinator,  
Verisure Chile

**69%**

Reduction in cost per lead (CPL) in five months

**2X**

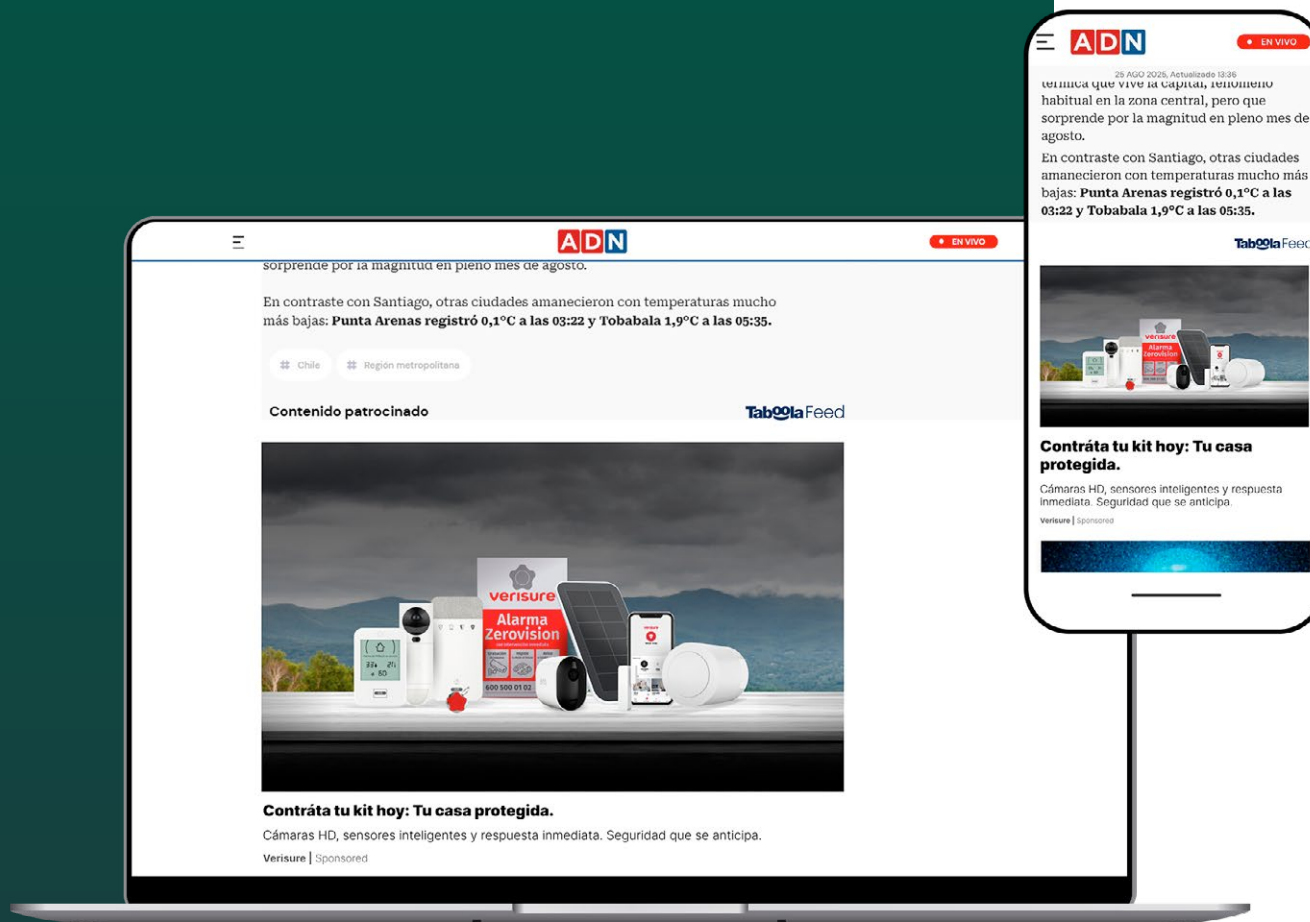
Increase in Lead-to-Booking (L2B) rate

**3X**

Increase in lead volume over five months



## Case Study



## COMPANY

**Verisure Chile** provides customized connected alarm systems with 24/7 monitoring, protecting homes and businesses as part of the global **Verisure Group**.

## CHALLENGE

**Verisure Chile** needed to lower acquisition costs across native channels while increasing lead-to-booking rates.

## SOLUTION

They used **Realize** to run AI-optimized native and display campaigns, combining maximize conversions bidding, mid-funnel display strategies, and AI-generated creative.

## RESULTS

In five months, **Verisure Chile** reduced CPL by **69%**, **tripled lead volume**, and **doubled their lead-to-booking rate**.



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### Introduction

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**Verisure Chile** is part of the global **Verisure Group**, a leading provider of connected alarm systems for homes and businesses across Europe and Latin America. Known for its 24/7 monitoring service and fully customized security kits, the company protects more than five million customers worldwide. Each solution is tailored to the property's specific risks, location, and characteristics, ensuring the highest quality in both product and service.

In early 2025, **Verisure Chile** set out to drive more qualified leads at a lower cost, with a sharp focus on improving its lead-to-booking (L2B) rate, which they describe as the percentage of leads who request a quote and go on to book a home visit.







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# Verisure Chile Turns to Realize to Lower Costs and Scale high-intent Leads

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**Verisure Chile** wanted to outperform its existing native and performance channels. The company already worked with multiple native advertising partners, but the priority was to strengthen control and sophistication within its native strategy.

To achieve this, **Verisure Chile** partnered with [Realize](#), **Taboola's** AI-driven performance advertising platform, which helps brands reach high-intent audiences and drive measurable outcomes across native, display, and video placements. The campaign launched with [Maximize Conversions](#), **Realize's** automated bidding strategy that uses conversion data and user behavior signals from the [Taboola Pixel](#) (a tracking code placed on the advertiser's site) to adjust bids in real time and deliver the highest possible number of conversions within budget.

The creatives were designed to reflect **Verisure's** value proposition by showcasing the complete connected alarm kit, which includes cameras, sensors, the Zerovision deterrent device, and 24/7 monitoring tools. Clicks directed users to an interactive landing page in the form of a guided questionnaire. In less than a minute, visitors could indicate whether the alarm was for a home or a business, answer a few quick questions about their property, and receive a personalized quote.



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# AI-driven Creative and New Formats **Expand Reach** and Improve Efficiency

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To increase variety and keep creative performance high, the team used Abby, Realize's built-in generative AI tool. [Abby](#) produces and tests ad copy, headlines, and visuals based on performance data and platform best practices, giving advertisers multiple optimized variations without manual production bottlenecks. Ads ran in several formats, including **Native ads** with descriptions and clear calls-to-action.

Mid-campaign, **Verisure Chile** launched its new PreSense kit and added a dedicated display line as a mid-funnel strategy to bring in more qualified traffic for retargeting. At that point, they added [motion ads](#) to their creative lineup, which are short, looping creatives that add movement to native placements without requiring sound. They also used **Realize** [display ads](#), which are traditional banner-style placements served across **Taboola's** premium publisher network, to capture engaged users for future retargeting.

Thanks to the strong results achieved in the initial phases, the **Verisure Chile** team gradually decided to increase investment in **Realize** by 20%, focusing on strengthening this platform within the media mix. This adjustment reflects the positive performance observed and has been implemented progressively as part of the optimization and resource reallocation strategy.



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# Verisure Chile Cuts CPL by 69% and Triples Lead Volume in Five Months



In just five months, **Verisure Chile** cut CPL by 69% on **Realize**, tripled its lead volume, and doubled its lead-to-booking conversion rate. The campaign also delivered a 69% drop in CPA, unlocking significant cost-efficiency while sustaining high conversion quality.

June marked a key milestone, with **Realize** outperforming the advertiser's other native supply affiliates outside of **Taboola** by 30%, reinforcing its position as the stronger channel for both scale and efficiency. With volume and costs moving in the right direction, the team expects to continue scaling leads while driving acquisition costs even lower.

**Verisure Chile** credits its results not only to Realize's capabilities, but also to the strategic partnership with the **Taboola** team. Their account manager's expertise, proactive recommendations, and hands-on optimizations ensured the platform was fully aligned with business objectives from day one.

Over six months, this collaboration led to continuous refinements from optimizing campaign settings and segmentations, to adjusting targeting and bidding for greater efficiency, reallocating budgets toward the best-performing audiences and formats, and introducing creative changes that boosted conversion rates. By closely tracking KPIs like lead-to-booking and CPL, the team was able to react quickly to market shifts, sustaining performance well above previous benchmarks.