



## Case Study



AUTO

Cadastra Uses Realize Qualified Audiences To Turn **Leads** Into Car Sales For Mitsubishi's Eclipse Cross



*"We needed to reach people genuinely interested in the Eclipse Cross. Realize helped us connect with high-intent audiences we weren't finding through search and social, and the quality showed in every metric. When we closed four sales from what started as an awareness campaign, it proved we were reaching the right people."*

**- Marcelo Benacci**, Marketing Manager, Mitsubishi

*"What sets Realize apart is the premium publisher inventory and the non-intrusive formats. We're not interrupting people, we're reaching them when they're already engaged with content. The Taboola team has been consistent with strategy, reporting, and optimization recommendations. That's why we trusted them with the Eclipse Cross launch, and why we've brought on three more campaigns for 2025."*

**- Ariane Barseleri**, Media Manager - Cadastra

9%

More efficient CPC and cost per visit than social channels

41%

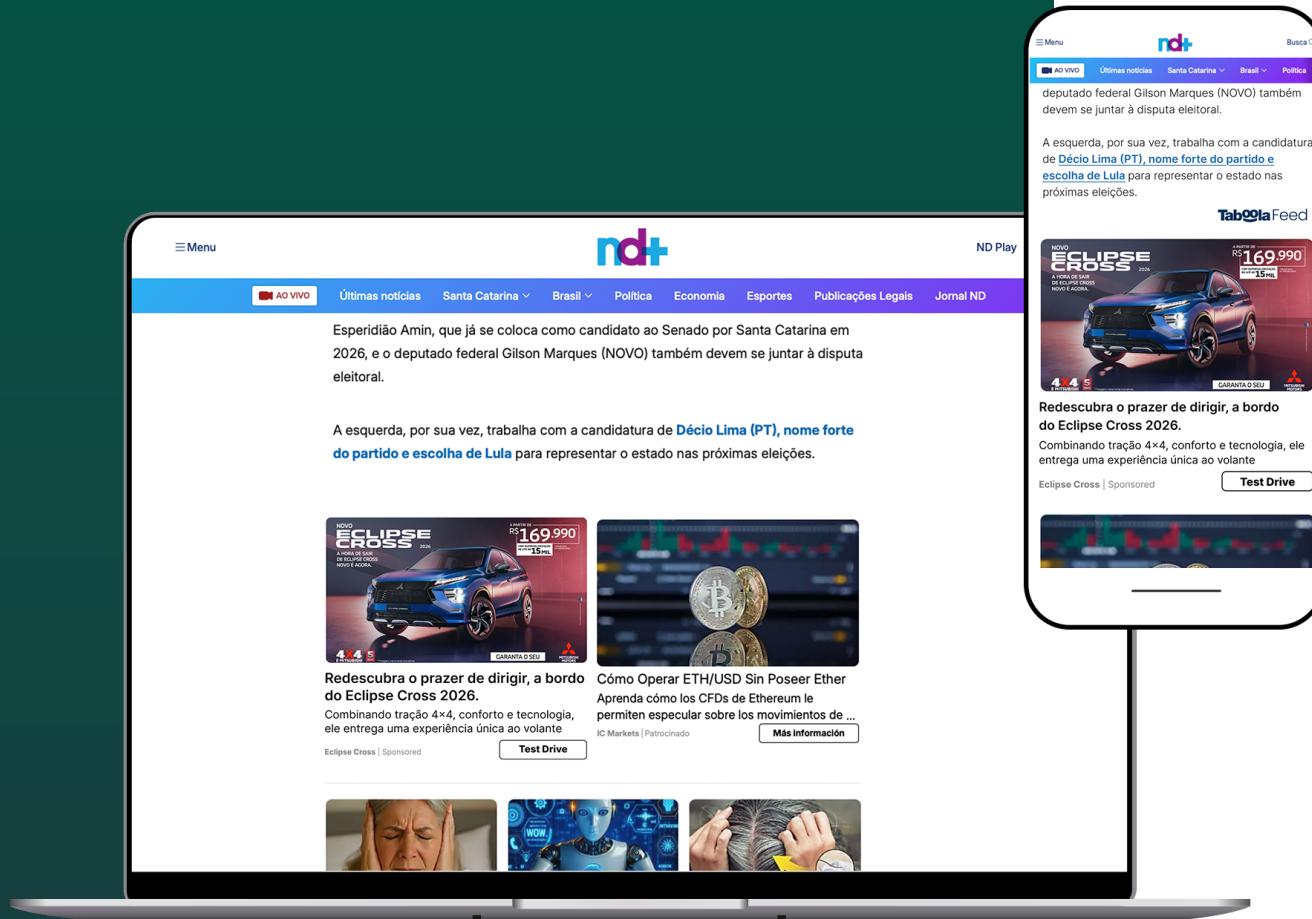
Lower bounce rate than social channels

103%

Longer session duration than social media



# Case Study



## COMPANY

**Mitsubishi** builds vehicles focused on SUV capability and reliability for the global market, and worked with **Cadastria**, Latin America's leading performance marketing agency, to drive qualified test drive leads for the Eclipse Cross launch in Brazil.

## CHALLENGE

**Mitsubishi** needed to drive qualified test drive leads for the Eclipse Cross launch while diversifying beyond search and social channels that were showing diminishing returns.

## SOLUTION

**Cadastria** used **Realize** to target high-intent car buyers through Data Marketplace audiences and Maximize Conversions bidding, testing image and motion ads to optimize for test drive leads.

## RESULTS

**Realize** delivered costs **9% more efficient than social**, sessions **103% longer**, and bounce rates **41% lower**, while driving four confirmed car sales from what was designed as a traffic campaign.



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### Introduction

**Mitsubishi Motors** sees the automotive industry differently. They've challenged convention for more than 100 years with innovative approaches in the way they engineer and build their vehicles. Guided by an adventurous and ambitious spirit and a challenger upstart attitude, their dreamers, designers and engineers are redefining choices in mobility for a whole new generation of independent, modern and savvy consumers.

**Cadastra** is Latin America's leading performance marketing agency, with twenty-five years of experience that began as pioneers in search engine marketing. Today, they provide integrated solutions for strategy design, marketing, and technology across the region. For the Eclipse Cross launch in Brazil, Cadastra needed to find qualified leads who would actually schedule test drives and, ultimately, buy cars.





# Cadastra uses Realize to find high-intent car buyers for Mitsubishi beyond search and social

**Mitsubishi's** primary goal for the Eclipse Cross launch was to drive qualified leads who would eventually schedule test drives. The campaign needed to showcase the vehicle's key features, including its engine performance, drivability, and advanced interactive media system, then get interested buyers to the website where they could explore details and book an appointment.

**Cadastra** needed a channel that could reach new audiences actively researching vehicles, not just people who already knew Mitsubishi outside of search and social. They turned to [Realize](#), Taboola's AI-driven performance advertising platform, which connects brands with high-intent audiences across native, display, and video placements on the open web.

To find the right buyers, **Cadastra** used [Data Marketplace](#), which layers third-party audience segments from providers like Oracle and Acxiom on top of **Realize's** own behavioral data. This gave them access to people actively researching SUVs, comparing vehicle features, and reading automotive content. Rather than targeting broad demographics, they could reach users showing real consideration signals for vehicles in the Eclipse Cross category.

For bidding, they used [Maximize Conversions](#), an automated strategy that uses conversion data from the [Realize Pixel](#) to adjust bids in real time and deliver the highest possible number of conversions within budget. The Pixel, a tracking code installed on **Mitsubishi's** website, measured both traffic quality and on-site engagement, allowing the platform to optimize toward those most likely to schedule test drives.



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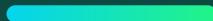
To control spend and refine performance, **Cadastra** relied on **Custom Reports**, which gave them detailed visibility into which creatives, audiences, and placements were driving the strongest results. These insights shaped budget allocation decisions throughout the campaign, letting them double down on what worked and cut what didn't.

Their creative strategy tested two formats. Image ads featured high-quality visuals of the Eclipse Cross paired with focused messaging on key differentiators like engine performance, transmission, and the vehicle's interactive media system. Each ad included a clear CTA button. A/B testing showed that "Learn More" drove higher click-through rates, but "Test Drive" converted more qualified leads, so Cadastra shifted budget toward the latter.

They also tested **Motion Ads**, short looping videos that add movement to native placements without requiring sound. Motion ads let them repurpose existing video assets into new animated units at a fraction of production cost, giving them more creative variation to test without stretching the budget.



# Realize Outperforms Social On Cost And Engagement While Delivering Car Sales



The campaign delivered qualified traffic that engaged with the Eclipse Cross content. Compared to social channels, **Realize drove costs 9% more efficient across both CPC and cost per visit**. More importantly, the traffic quality was stronger. **Session duration averaged 103% longer than social, and bounce rates came in 41% lower**, proving that users arriving from Realize were genuinely interested in learning about the vehicle.

**Cadastra** tracked four confirmed car sales directly attributed to the campaign. The Eclipse Cross launch was designed as a way to attract qualified leads, focused on getting people to the website and scheduling test drives. Closing actual sales validated that **Realize** was reaching people further down the funnel than anticipated.

What separated **Realize** from other channels was the publisher inventory. Ads ran on premium automotive and lifestyle sites where **Mitsubishi's** target audience was already engaged. Realize's units blend into editorial placements instead of interrupting the browsing experience, which meant higher receptivity and stronger engagement once users clicked through.

The **Taboola** team provided consistent strategic guidance throughout the campaign, from audience selection to creative recommendations and ongoing optimizations after launch. That partnership built trust through punctual, high-quality deliverables and regular feedback on traffic quality, test drive volume, and conversion performance.

The Eclipse Cross success led directly to expansion. **Mitsubishi** and **Cadastra** have brought on three additional campaigns. The collaboration now includes weekly strategy sessions and has evolved to include a Creative Shop model for the upcoming Outlander launch. They've also implemented a strategic audience exchange, with one agency focusing on awareness and **Cadastra** handling performance, from lead generation to test drives and to car sales.