

Sepros Digital Marketing Drives Sales of Luxury Apartments for Red Sea Group with Taboola Sponsored Content



SEPROS



“After working with Taboola, we now tell our clients that content needs to be at the same level as Google and Facebook when it comes to a campaign’s budget. Our clients today sometimes perceive content as a ‘nice-to-have’ but not a ‘must-have.’ Now we believe that performance-based content run on Taboola is a must have.”

- Shay Moran, CEO & Founder, Sepros Digital Marketing

COMPANY

Sepros is a leading digital agency in Israel that recently managed a campaign for **Red Sea Group**, a collective of real estate companies based in Israel and operating worldwide.

CHALLENGE

Promote **Red Sea Group**’s open apartment listings in the Highline Towers—new luxury buildings in Tel Aviv - Ramat Gan.

SOLUTION

Use **Taboola** sponsored content to drive traffic to performance-based articles, driving high quality leads.

RESULTS

With **Taboola**, **Sepros** saw 60% higher-quality leads and a 30% lower CPA than from Google and Facebook. In addition, the campaign saw 123,000% ROI with the sale of several properties.

60%

Higher-Quality Leads Generated than Google and Facebook

30%

Lower cost-per-acquisition (CPA) than Google and Facebook

123,000%

Campaign Return on Investment (ROI)

Introduction

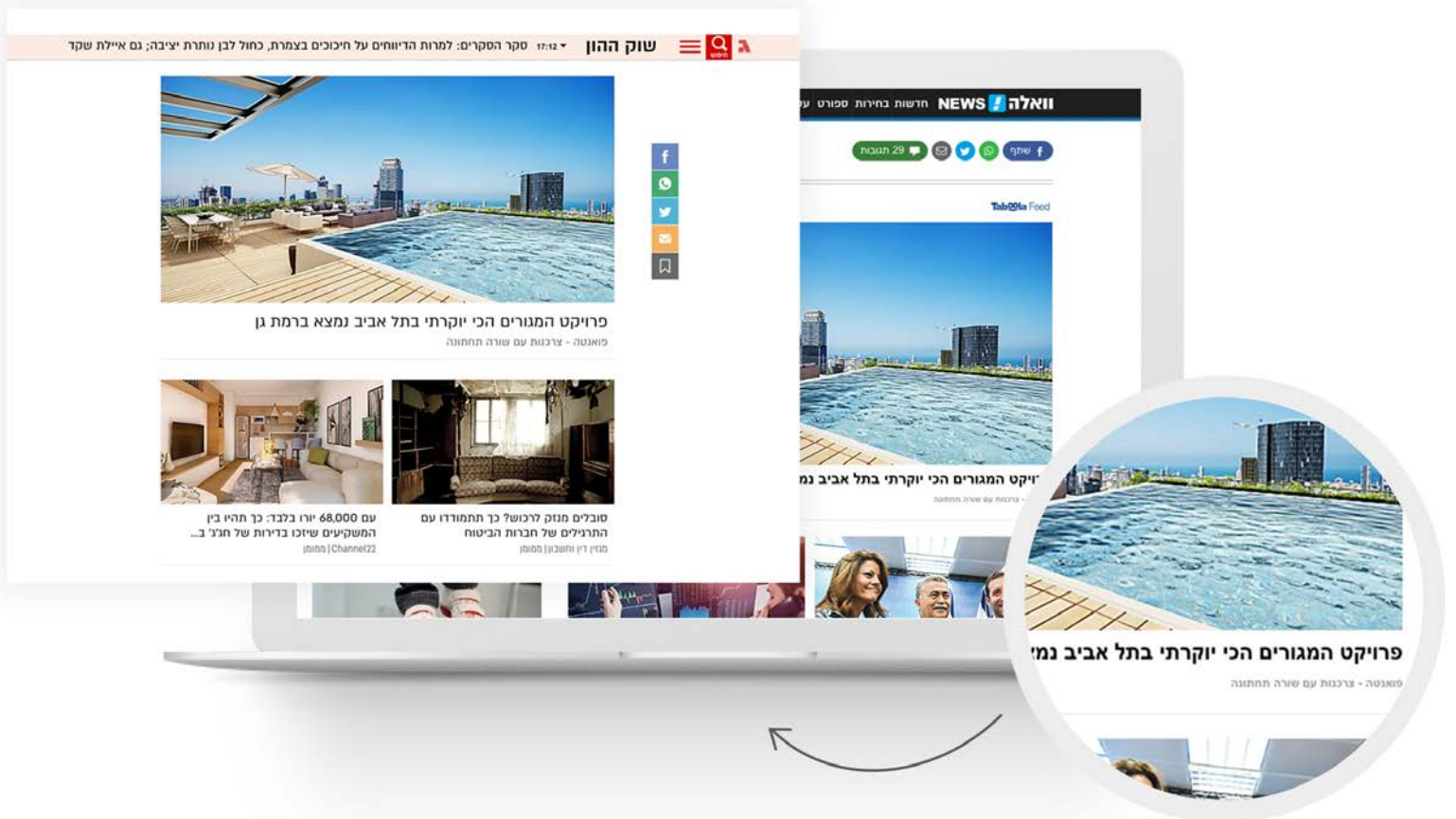
Sepros is a leading digital agency in Israel that uses advanced tools for managing landing pages, lead systems, and campaign optimization. With over eight years of experience in digital advertising and managing advertising activities for major clients in Israel, they emphasize the quality media management in a wide range of fields, such as finance, automotive, telecommunications, real estate, education, technology.

The Red Sea Group is a collective of real estate companies operating worldwide in the development,

construction and management of a variety of projects on all scales; specializing in the hotel and residential real estate and data centres markets, as well as complementary services in other upmarket sectors.

Sepros recently managed a Taboola sponsored campaign promoting Red Sea Group's Highline Towers. Holding apartments with a stylish, ultra-modern architectural design, this striking pair of 29-story towers have become a prominent landmark in the Tel Aviv - Ramat Gan city skyline.

Performance-Based Content Drives Sales of Luxury Apartments for Red Sea Group



Sepros Uses Content Marketing To Drive Sales of Luxury Apartments for Red Sea Group

Sepros is a full service digital marketing agency that mainly works with Taboola, Facebook and Google for a variety of clients across verticals. For **Red Sea Group**, **Sepros** was tasked with promoting several apartment listings, some of which included listings in the Highline Towers, a new property in Tel Aviv - Ramat Gan.

Sepros began campaigns on Google and Facebook, which included creatives that pointed to a traditional landing page for each listing. While they were seeing some results, they weren't satisfied with performance just yet, and chose to expand the campaign to include content marketing.

Sepros created several articles which they published on Poenta, which took a deep dive into descriptions of each property. Each article also included an in-line form where visitors could leave their information if interested in learning more.

In order to drive traffic to these articles, **Sepros** ran a Taboola sponsored content campaign with goals to optimize for conversion of that in-line form. It has been one of **Sepros**'s most successful campaigns to date. The lead quality was measured in the follow-up stage. Leads were contacted via phone, and if they indicated they were interested in hearing more about Red Sea Group's properties, they were measured as a higher-quality lead.

In just three months, **Sepros** was able to lead that converted into multiple property purchases—Taboola's leads were 60% higher-quality leads than those from Google or Facebook. In addition, the CPA was 30% lower. In addition, the campaign saw 123,000% ROI with the sale of several properties.

Taboola Has Changed the Way Sepros Views Content—They Tell Clients It's Just as Important as Facebook and Google

Expertise running content marketing campaigns with **Taboola** has allowed **Sepros** to reach clients with a different value proposition outside of expertise running search and social campaigns with traditional landing pages and lead gen forms.

Taboola changed the way they **Sepros** looks at content—they now teach their customers that content needs to be at the same level as a Google campaign

or Facebook campaign when it comes to a campaign's budget. Today they have six campaigns in real estate, which all came from the results they saw working with **Red Sea Group**.

Sepros looks forward to expanding their relationship with **Taboola**, and continuing to work with the platform for a variety of clients in different verticals.