

A Solar Energy Company Enrolls Over 1K Sustainable Homes Across New Zealand With Taboola



*"In its mission to enlist new homes, our client had very specific targeting requirements regarding geography and house type. **Taboola** worked with the NZSE team on not only meeting those needs, but continually optimizing the campaigns to drive the most cost-effective lead-gen efforts the company has achieved across any channel."*

- Nikita Olsen, New Zealand Media Account Manager, **Taboola APAC**



COMPANY

A New Zealand energy company that produces solar panels powering homes in the Auckland area.



CHALLENGE

Attracting customers, based on a specific geographical location, to learn more about solar energy systems and connecting them with the company's team of sales representatives.



SOLUTION

Utilize **Taboola's** targeting capabilities by bidding only in areas where the company can implement panels and analyze signals to match people with the right content at the right time.



RESULTS

Increase in highly-qualified leads that resulted in CPA lower than the original goals.

10%

Targets Completed
Form Sign-Ups

\$3

CPA That Is Lower
Than Goal

1K

High-Quality Leads
Generated



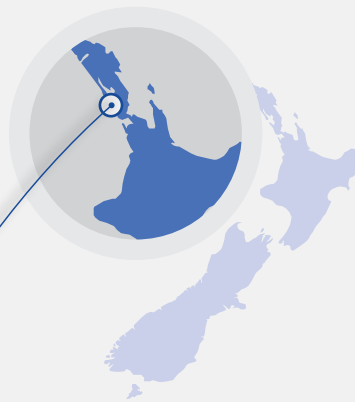
Introduction

Solar energy represents an exciting new way for people to power their homes, but marketing the panels can prove difficult as only certain types of houses and regions are suitable for implementations. In order to boost their efforts at identifying prospective homes for installation, a New Zealand solar energy company (referred to as “NZSE”)

leveraged **Taboola’s** discovery platform to engage targeted audiences around the web, and enroll new prospective customers to take the next step towards equipping their homes for a sustainable future.



Cost Effective Lead-Gen Efforts Through Geo-Targeting



The screenshot shows the Business Insider website with a navigation bar for Tech and Finance. Below the navigation bar are social media icons for Facebook, LinkedIn, and Twitter. A section titled "Recommended from the Web" features a sponsored link by Taboola. The link is titled "5 reasons why now is the best time to go solar" and includes an image of a house with solar panels. Other recommended content includes "Phra Nang Beach: Daily Escape" and "Video: App Smart: Nature Apps".

The screenshot shows the website for a Solar Energy Company. The header reads "SOLAR ENERGY COMPANY". Below the header is a large image of a house with solar panels. A lead generation form is overlaid on the image, containing fields for "What is your...", "What type of roof?", "Email address", and "Phone number". A red "SUBMIT" button is visible at the bottom of the form.



Regional Targeting Drives Over 10% Average Conversion Rate

Using **Taboola's** advanced targeting capabilities, our partner was able to recommend their offerings on top sites around the web, **bidding only on audiences that were based in the Greater Auckland area.** Upon clicking on NZSE's promoted content, consumers were taken to an interactive questionnaire on the company's website, providing information about the latest solar

energy systems and requesting information such as postcode, roof type, house size, and more. Over 10 percent of visitors that clicked through to these pages completed the forms, an unprecedented conversion rate far outpacing other online marketing channels that NZSE has used in the past.



Discovery Beats Cost-Per-Action (CPA) Goals With Less Than \$3.00 For Each New Lead

Backstage is **Taboola's** comprehensive analytics and campaign management dashboard, providing our partners with full transparency into the performance of their promoted campaigns. By implementing **Taboola's** tracking code onto their landing pages, NZSE was able to track discovery-driven conversions and analyze

which audiences were performing better than others. Empowered with these insights, the **Taboola** and NZSE teams worked together to further optimize the campaigns, reaching an average CPA of \$2.70 per new lead and enabling the company's promoted content to better scale across the Taboola network.



Personalization Drives Over 1K High-Quality Leads

Taboola's discovery platform is rooted in personalization technology that analyzes hundreds of signals (e.g. time, device type, social media trends) to match people with the right content at the right time, and drives high-quality audiences for our marketing partners. In their campaign to recruit new customers, NZSE also recognized the power of personalization, providing on-site visitors with tailored recommendations

around what solar panel system would best suit their home, based on the information they submitted. Working together, our teams were able to generate over 1,000 new sign-ups and leads. We connected prospective customers with NZSE's team of sales representatives, and spreading sustainable energy to more homes throughout New Zealand.