 REAL ESTATE

Orange Digital Media Decreases Cost Per Lead for Pionier Developers by 35% with Taboola Attentive Audiences



"Taboola has provided some of the best support we've ever seen in comparison with other platforms, and their Attentive Audience's feature has made such a significant impact on our client's campaigns."

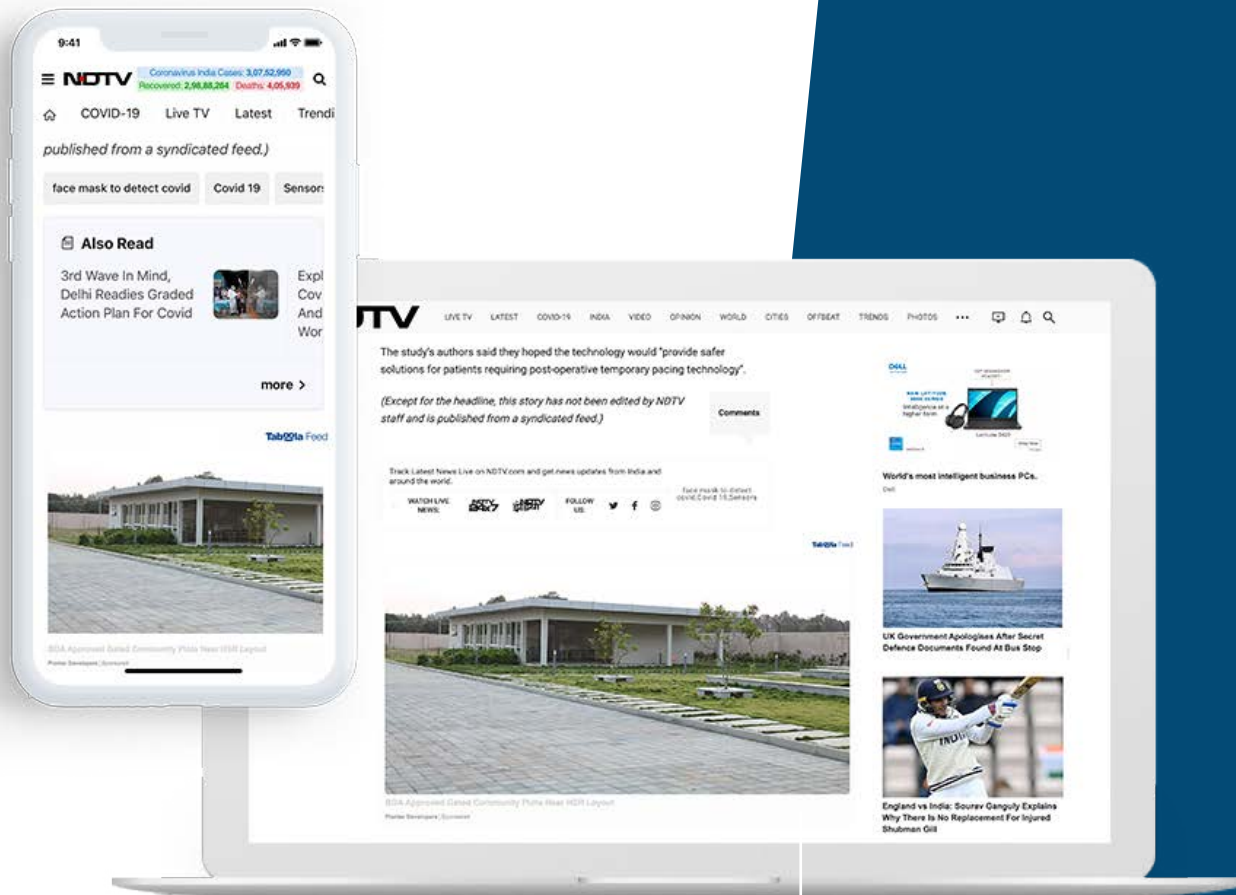
- **Vishwanath Rao S**, Founder and Director,
Orange Digital Media

43.8%

Increase in Conversion
Rate (CVR)

35%

Decrease in Cost Per
Lead (CPL) with Taboola
Attentive Audiences



COMPANY

Orange Digital Media is a digital marketing company specializing in real estate based in Bangalore, India. **Pionier Developers** has over two decades of experience in the real estate business and has successfully delivered several BDA-approved plotted developments.

CHALLENGE

Drive more quality leads for **Pionier Developers** at scale, without increasing CPL.

SOLUTION

Work with **Taboola** to implement sponsored content campaigns targeted with **Taboola** Attentive Audiences.

RESULTS

With **Taboola**, **Orange Digital Media** increased Pionier Developer's **CVR by 43.80%** and **decreased CPL by 35%**.

Orange Digital Media Finds Relevant Potential Customers for **Pionier Developers** with **Taboola**

Introduction

Orange Digital Media is a digital marketing company based in Bangalore, India. Together the team has decades of collective experience in digital marketing. They're known for their result-oriented commitment to clients.

Orange Digital Media specializes in real estate, helping clients like **Pionier Developers** to sell plots, apartments and villas. specialisation in the real estate vertical. We help our clients sell their real estate products like Plots, Apartments and Villas.

Pionier Developers has over two decades of experience in the real estate business and has successfully delivered several BDA-approved plotted developments. For them, building great relationships is as important as developing great living spaces.



Orange Digital Media Increases Quality Leads for Pionier Developers with Taboola Attentive Audiences

Orange Digital Media was tasked with driving more quality leads for **Pionier Developers**. Working with **Taboola**, **Orange Digital Media** was able to increase **Pionier Developers**'s conversion rate, while also reducing the cost per lead.

Using **Taboola** sponsored content, **Orange Digital Media** ran traffic to **Pionier Developers**'s main website, optimizing for conversions, defined as booking a site visit.

In order to accomplish this, **Orange Digital Media** leveraged **Taboola** Attentive Audiences to find the most relevant potential buyers for their client.

A **Taboola** attentive audience is a group of users that has spent a significant amount of time on a website, but hasn't yet converted. Signals like recurring visits, time spent on site, scroll depth, and number of pages visited within a session are measured by **Taboola**'s algorithm. The strength and depth of these behaviors were used to define an attentive audience specific to **Pionier Developers**'s campaign.

Orange Digital Media uses **Taboola** Smart Bid to automatically predict how likely a user is to convert, and adjust bids accordingly. In order to track their success, they implemented the **Taboola** Pixel on the landing page.

With **Taboola**, **Orange Digital Media** increased **Pionier Developer**'s **CVR by 43.80%** and **decreased CPL by 35%**.

Due to such successful results, **Taboola** accounts for between 40% and 50% of the budget for this campaign. **Orange Digital Media** looks forward to expanding their relationship with **Taboola** in the future.