

# Navarang Asset Sells Their Most Expensive Luxury Property in Just One Month with Taboola



NA REVA

CHAROENNAKHON

*"Within our first month of engagement with Taboola, we already converted one of our highest priced properties in our building. Taboola has provided us with some of the highest levels of account management and performance that we've seen, and we look forward to continuing our partnership with them."*

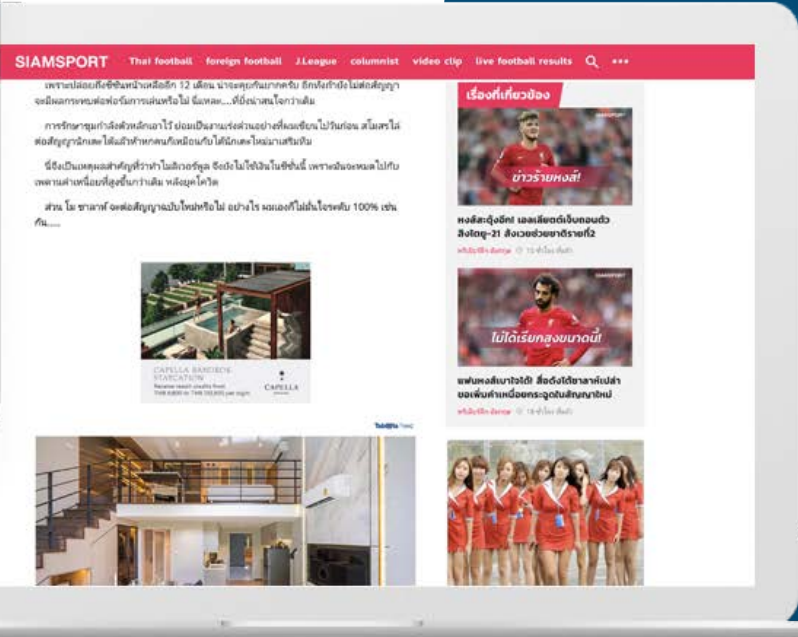
- **Marciano Birjmohun**, Vice President, Navarang Asset

7M

(212K USD) worth Condo  
sold in Just One Month

.52%

Click-Through-Rate (CTR)



## COMPANY

**Navarang Asset (Navarang)** is a boutique real estate developer in both the residential and commercial sectors, with properties in prime locations like the Bangkok Metropolitan area.

## CHALLENGE

Reach a wider audience without compromising on quality traffic and leads, in order to sell new luxury condominiums and increase brand awareness in the region.

## SOLUTION

Use **Taboola** to reach high quality audiences at scale, using both sponsored content and video campaigns.

## RESULTS

With **Taboola**, **Navarang** was able to sell their **highest priced condo in just one month**, with a **campaign CTR of .52%**.

**Navarang** Uses **Taboola** to Reach High Quality Audiences at Scale

## Introduction

**Navarang Asset (Navarang)** is a boutique real estate developer in both the residential and commercial sectors, with properties in prime locations like the Bangkok Metropolitan area.

Established in 2015, Navarang focuses on three key principles for product development; privacy, luxury, and quality to offer the best product. They're committed to creating a superior residential living experience.

**Navarang** aims to be one of **Thailand's** top five mid-cap property developers by delivering excellent products and services to bring a maximum return to stakeholders.



## Navarang is Impressed with Taboola's Performance Results and Account Management Services

**Navarang** was looking for a partner that would connect them with their market as whole. They wanted to reach more, high quality audiences at scale.

After a false start with a previous provider, **Navarang** turned to Taboola to help them market their new luxury condominium, with a primary goal to generate more leads for sales. Their secondary goal was to increase their company's brand awareness within the market.

Within a short month, **Taboola** generated **44 high quality leads**, many of which resulted in sales. In fact, they sold their highest priced condo in just one month — a very short timeframe for the industry and market. By running campaigns with **Taboola, Navarang** not only found an audience that matched their demographic requirements, but found relevant audiences that they felt previous partners either couldn't reach or weren't aware of.

**Navarang** was particularly pleased with **Taboola's** account management team and strategic recommendations. They found **Taboola's** expertise in optimizations, budgeting and creative recommendations to be pragmatic, functional and educational.