



# Holaluz Obtains 10% Of Total Lead Volume and Increases Cost Efficiency in Just 8 Months with Taboola



“Our energy offering is different from any other energy provider in Spain. We were looking for people who wanted to take part in our revolution, who wanted to connect with green energy. With Taboola, we were able to reach people who want to change the world with us, at a cost that was lower than we anticipated, in environments outside of search and social channels.”

- **Pablo A. Gil Balseiro**, Senior Digital Investment Manager at Holaluz

10%

Of Leads Generated Across Different Energy Solutions in Just 8 Months from Taboola

26%

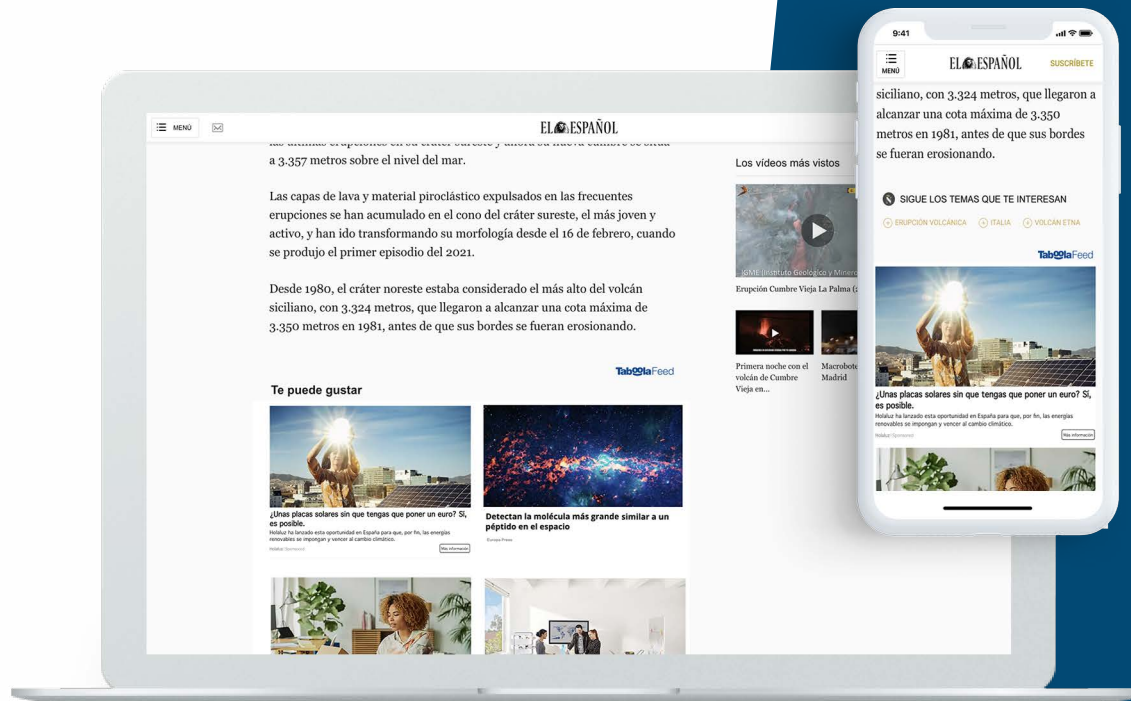
Lower Cost Per Lead (CPL) Overall than Target

50%

Reduction in Cost Per Lead (CPL) with Retargeting and Attentive Audience Campaigns than Target

Up to 30%

Increase in Click-Through-Rate (CTR) for Creatives with CTA Button and Description



## COMPANY

**Holaluz** has been revolutionizing the energy sector in Spain for a decade. Their mission is to connect people with energy that is “100% green.”

## CHALLENGE

**Holaluz** wants to reach one million customers and 50.000 photovoltaic installations by the end of 2023.

To do so, they were aiming to reach potential consumers at scale introducing them to their personalized fixed fee solutions for domestic energy.

## SOLUTION

Use **Taboola** CTA button and description ad formats to reach quality audiences at scale, targeted using “attentive audiences” and other targeting features, on premium publisher sites.

## RESULTS

With **Taboola**, **Holaluz** was able to drive **10% of total leads** across different energy solutions in just 8 months, at a **26% lower CPL than their target**

**Holaluz** Engages Audiences on Publisher Sites with CTA Button and Description Ad Formats from **Taboola**

## Introduction

**Holaluz** has been revolutionising the energy sector in Spain for a decade. People and the planet are their motivation to do what they do.

Their aim is to create and live in a world that's 100% renewable. That's why, whether it's solar, hydraulic, wind, biomass or biogas, all the energy Holaluz sells is renewable.



## Holaluz Leads Transformation of the Energy Sector in Spain, Reaching High-Quality Audiences at Scale with Taboola

**Holaluz** wanted to reach potential customers in a traditional energy market in Spain: they needed to spread the word about their personalized fixed fee domestic solutions, providing 100% renewable energy for residential homes, to relevant customers at scale.

Working with **Taboola**, **Holaluz** was able to unlock high-quality audiences at scale, reaching consumers outside of search and social channels on premium publisher sites.

**Holaluz** targeted homeowners with an offer that allowed customers to purchase energy services without being locked into a long contract. They promoted offers for services like solar panels with Taboola over the course of eight months.

With **Taboola**, **Holaluz** drove 10% of total leads across different renewable energy solutions, in the form of form fills including phone numbers. They achieved a 26% lower cost per lead (CPL) than their target overall.

## Holaluz Increases Campaign Performance with Taboola CTA Button and Description Ad Formats

**Holaluz** increased CTR on specific creatives with Taboola account management recommendations.

For example, best practices recommend the use of people in photos, but for the energy space, **Taboola** saw that photos without people performed better. After **Taboola**'s recommendation, the performance of Holaluz's campaign increased.

In addition, **Holaluz** implemented Taboola's CTA button and description ad formats, which **increased CTR on specific creatives up to 30%**.

CTA buttons appear alongside the creative, and are designed to catch the attention of users and drive them towards a specific post-click action based on the campaign KPI. Ad descriptions allow advertisers the ability to add long form descriptions in the ad thumbnail, in order to give a user more information prior to the first click.

## Holaluz Drives CPL's Even Lower with Taboola Attentive Audience and Retargeting Campaigns

**Holaluz** worked with **Taboola** to implement both retargeting and attentive audience campaigns, in order to connect with those people who had seen their offer before, but not yet converted.

Retargeting allows advertisers to show campaign items to people who have previously visited your website, while an attentive audience is a group of users that have spent a significant amount of time on your website, but haven't yet converted.

Customer behaviors such as number of recurring visits, time spent on site, scroll depth, and the number of pages a user visited within a session are measured by our algorithm and the strength and depth of these behaviors are used to define an attentive audience specific to an advertiser's campaign.

The use of **Taboola's** retargeting and attentive audience features by **Holaluz** drove CPL **50% lower than their target**.

## Holaluz uses Taboola Pixel and Smartbid to Measure and Optimize Campaign Performance

In order to optimize the performance of their campaigns in real-time, **Holaluz** leveraged Smartbid, **Taboola's** automated bidding platform designed to improve advertiser campaign performance. For each impression, Smart Bid uses campaign and **Taboola's** network conversion data to predict how likely a user is to convert and adjust the bid accordingly to maximize the number of conversions based.

The **Taboola** Pixel allows advertisers to understand the actions people take on their sites, and to optimize marketing campaigns towards desired and valuable actions. When visitors on your site perform a certain action, the **Taboola** Pixel can be activated to report that action