

REAL ESTATE

Sobha Dubai Reaches New Potential Buyers of Luxury Housing with Taboola Sponsored Content

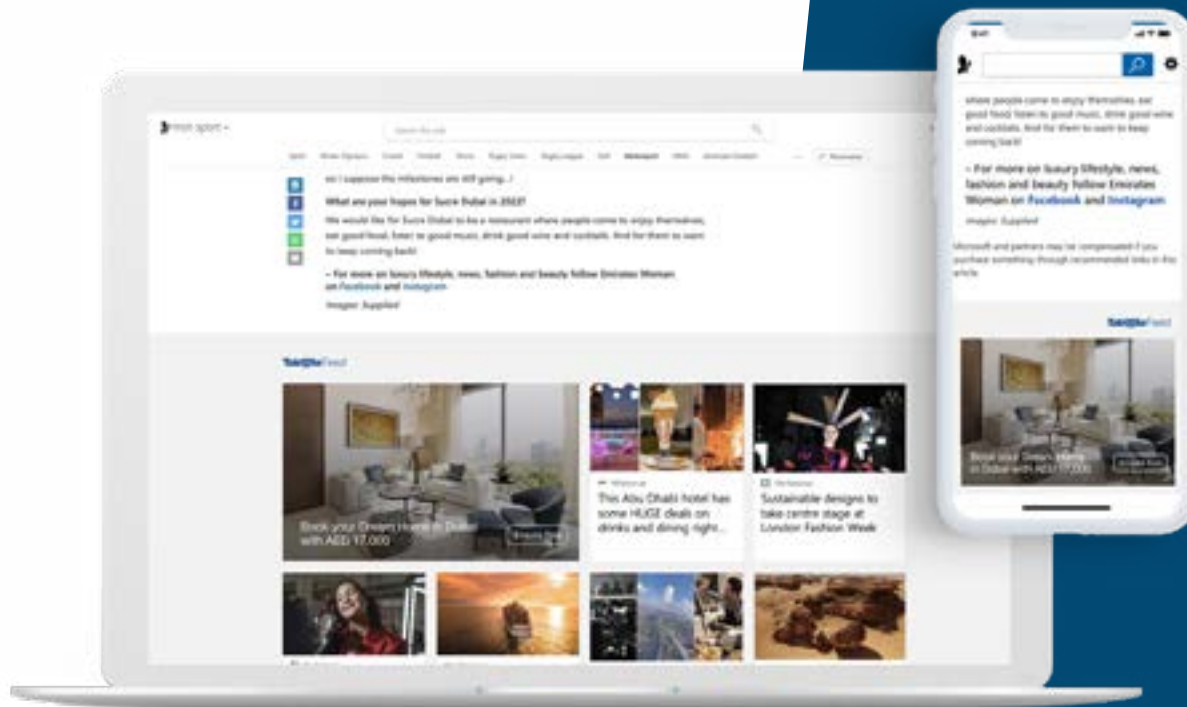


30%

Above conversion rate (CVR) target with Taboola sponsored content

14%

Below cost-per-acquisition (CPA) target with Taboola sponsored content



COMPANY

Sobha Realty is an international luxury developer committed to redefining the art of living through sustainable communities.

CHALLENGE

Find new ways to promote their flagship project Sobha Hartland in MBR city, Dubai, an eight million square-foot gated community with luxury housing.

SOLUTION

Work with **Taboola** to launch a video campaign to reach new potential buyers at scale, and then retarget those viewers with sponsored content.

RESULTS

With **Taboola** Sponsored content, **Sobha Dubai** was able to reach **37 million potential buyers**.

Sobha Dubai measured their sponsored content campaign by conversion rate and CPA. With Taboola, they were able to achieve a **conversion rate at 30% above their target** and a **CPA 14% below their target**

Taboola Sponsored Content Allows **Sobha Dubai** to Convert Leads at Scale



Introduction

Sobha Realty is an international luxury developer committed to redefining the art of living through sustainable communities. Established in 1976 as an interior decoration firm in Oman by PNC Menon, a visionary entrepreneur, the company has grown its presence with developments and investments in the UAE, Oman, Bahrain, Brunei and India.

Sobha Realty is currently developing Sobha Hartland, a luxurious freehold community spread across eight million square feet in the heart

of Dubai, as part of the Mohammed Bin Rashid Al Maktoum City master development. By pioneering innovative global projects and transforming perceptions of quality, Sobha Dubai works to challenge existing norms and standards to ultimately enrich communities and even society at large.

Sobha Dubai Achieves CPA Lower than Target with Taboola's products: Motion ads, Retargeting & Attentive Audience.

Sobha Dubai was looking for new ways to promote their flagship project in MBR city, Dubai. This eight million square-foot gated community contains luxury apartments, villas and townhouses.

Their goal was to reach people with high-intent to purchase, and to then re-engage them further with an online browsing experience. In order to do so, **Sobha Dubai** worked with **Taboola** to launch a sponsored content campaign which helped in generating high quality leads and reaching potential buyers at scale.

With **Taboola's** advanced targeting capabilities, **Sobha Dubai** was able to target individuals who were interested in buying properties across the UAE.

With **Taboola** sponsored content, **Sobha Dubai** was able to reach **37 million potential buyers** within a **3 month timeframe**.

Sobha Dubai measured their sponsored content campaign by conversion rate and CPA. With **Taboola**, they were able to achieve a **conversion rate at 30% above their target** and a **CPA 14% below their target**.