

Piramal Realty & Realatte Ventures Increase High-Quality Leads by 30% With Taboola Motion Ads



"We chose Taboola for our campaign because of its wide reach, extensive network of publishers, strong targeting capabilities, and proven track record in driving engagement and conversions. Our efforts to maximize ROI with Taboola have been highly successful. Taboola is now a valuable component of our media mix for mid-funnel consideration."

- **Saumitra Korgaonkar**, Head-Digital Marketing,
Piramal Realty

30%

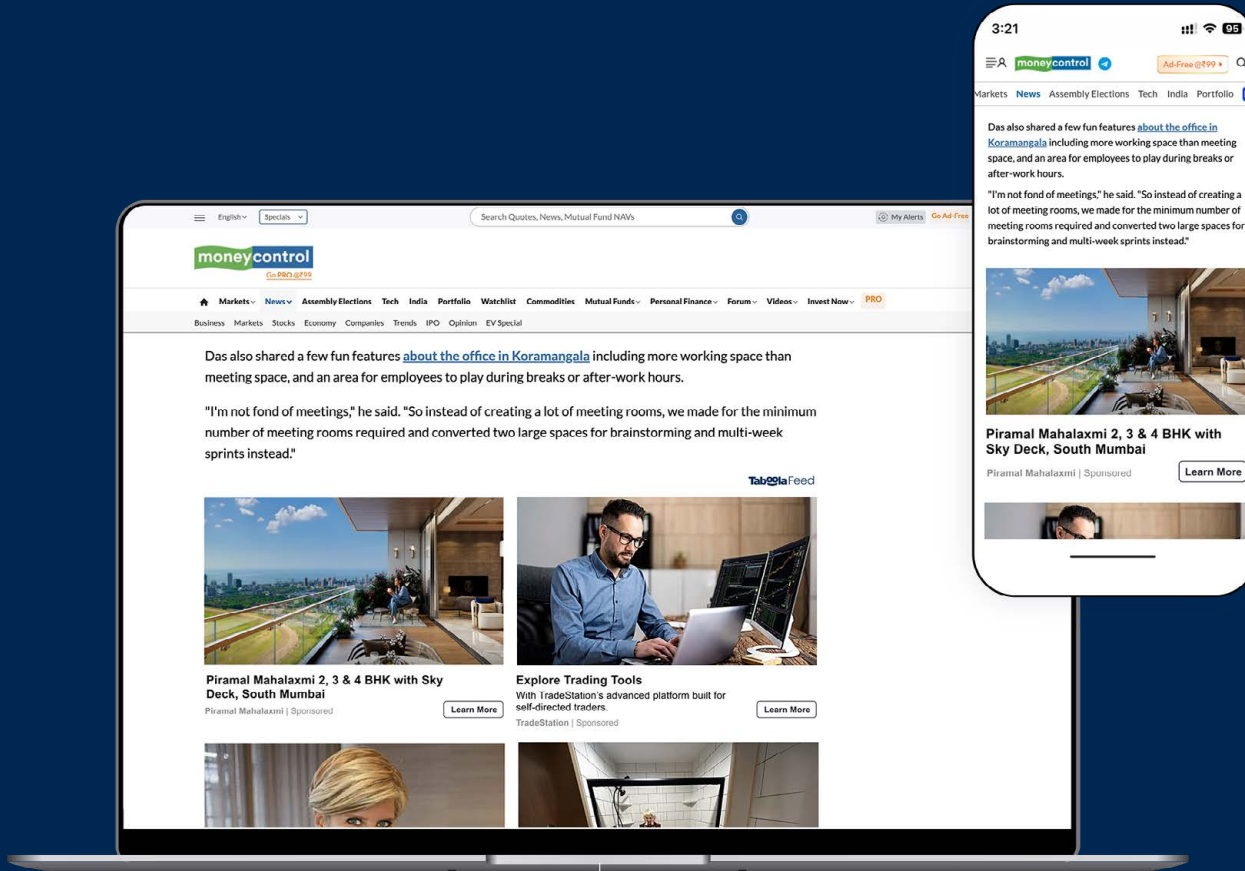
Increase in
High-Quality Leads

4X

Decrease in CPL

30%

Increase in CTR



Primal Realty Leverages **Taboola** Motion Ads to Drive Engagement

COMPANY

Piramal Realty is a real estate development company that strives to create spaces that significantly improve the quality of life for individuals and families. **Realatte Ventures LLP** is India's leading real estate digital marketing agency.

CHALLENGE

Increase high-quality leads at efficient costs by exploring new advertising channels.

SOLUTION

Leverage the power of **Taboola** Motion Ads to capture user attention and deliver engaging content at scale.

RESULTS

With **Taboola**, **Piramal Realty** and **Realatte Ventures** increased high-quality leads and CTR by 30%, decreased CPL by 4X, and reduced CPA by 30%.

Introduction

Piramal Realty is a real estate development company that strives to create spaces that significantly improve the quality of life for individuals and families. They do this by setting gold standards in customer-centricity, architectural design, quality, and safety. To ensure that their developments are of the highest caliber, **Piramal Realty** seeks out the world's most renowned and leading experts in the real estate sector, who serve as collaborators for each endeavor.

Realatte Ventures LLP is India's leading real estate digital marketing agency with 10+ years of experience in executing real estate campaigns. They have helped over 100 builders gain high ROI, improve sales efficiency, implement marketing automation, optimize conversions, and deliver unparalleled performance.



Piramal Realty Uses Taboola's Reach to Capture Audience Attention

Piramal Realty was looking to increase high-quality leads for the **Piramal Revanta**, a luxury, 12-acre development in the heart of Mulund, Mumbai. In order to reach target audiences with engaging content, they wanted to expand beyond their traditional advertising channels and experiment with more innovative solutions.

That's when agency **Realatte Ventures** recommended **Taboola**. Specifically, they chose Taboola for the platform's wide reach of 600 million daily active users, extensive network of premium publishers, strong targeting capabilities, and proven track record of driving performance results.

Taking an innovative approach, **Piramal Realty** used **Taboola** Motion Ads to share their messaging across top publisher websites. Motion Ads capture user attention with short, looping videos like GIFs. They're designed to help advertisers increase engagement and conversion rates while lowering costs per action (CPAs).

To keep customers moving along the funnel, each Motion Ad led to a landing page for **Piramal Revanta**. There, potential residents could read about the development's state-of-the-art amenities and fill out a form to learn more about its offerings.

Piramal Realty & Realatte Boost CTR by 30% with Taboola Motion Ads

Piramal used **Taboola's** automated bidding strategies to optimize performance and spend more efficiently. **Taboola's** automated bidding strategies pull from hundreds of data signals across the Taboola network to expertly adjust bids according to each advertiser's goals — be it clicks, conversions, cost per click (CPC), or CPA. In fact, activating these strategies helped **Piramal Realty reduce their CPA by 30%**.

Overall, the campaign from **Taboola** and **Realatte** achieved exceptional results. **Piramal Realty** saw a **30% increase in quality leads and CTR** along with a **4X decrease in cost per lead (CPL)**.

Overall, the campaign from **Taboola** and **Realatte** achieved exceptional results. **Piramal Realty** saw a **30% increase in quality leads and CTR**, along with a **4X decrease in cost per lead (CPL)**. The campaign was executed concurrently on Google and Meta, both of which generated substantial scale and traffic, but Taboola was instrumental in delivering high-quality leads to the client.

"**Taboola** stands out as a valuable component of our media mix," said Rohan Shah, Co-founder, **Realatte Ventures LLP**. "With a steady inflow of daily leads, ease of dashboard management, unparalleled targeting capabilities, premium publisher network, and engaging creative formats, Taboola ranks top amongst our advertising channels."

Now that they've driven mid-funnel results, **Piramal Realty** will work with **Taboola** on upper-funnel video campaigns to build brand awareness. They also plan to scale their campaigns to reach new audiences like NRI (Non-Resident Indian) customers across the open web. Finally, they look forward to using **Taboola's** generative AI tools to optimize ad headlines and descriptions, taking their campaigns to the next level.