

"After running Taboola sponsored content for a few years, we were excited to test Taboola's new Dynamic Creative Optimization feature. In just a short time, these real-time optimizations proved extremely successful in driving leads and lower-funnel action among our target audience."

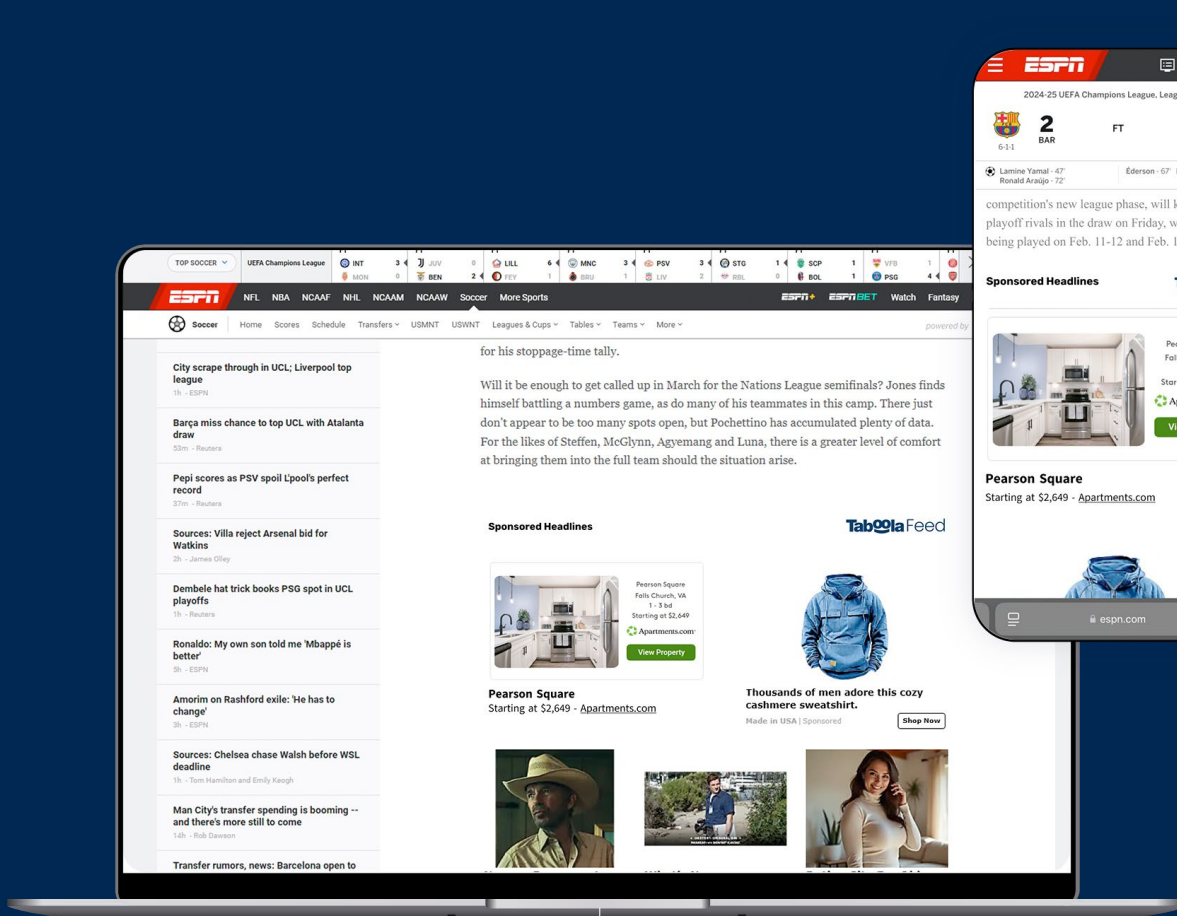
- **Lydia Barnes**, Director of Programmatic & Social Media, Apartments.com



Apartments.com Achieves 54% Lower CPL Than Target Goal with Taboola Dynamic Creative Optimization

54%

Lower CPL Than Target Goal



Apartments.com Delivers Customized Creatives in Real Time with **Taboola** DCO

COMPANY

Apartments.com is the top online rental marketplace where people can browse over 1 million apartments, houses, condos, and townhomes for rent.

CHALLENGE

Expand **Apartments.com**'s remarketing program to incorporate new ad formats and inventory, and test a new strategy to drive qualified leads to rental property listings on their website.

SOLUTION

Use **Taboola** Dynamic Creative Optimization to retarget website visitors with personalized ads based on properties they've viewed.

RESULTS

With **Taboola** Dynamic Creative Optimization, **Apartments.com** increased qualified leads at a **54% lower CPL** than their target.

Introduction

Apartments.com is the top online rental marketplace where people can browse over 1 million apartments, houses, condos, and townhomes for rent. With a comprehensive database of high-quality property listings and a user-friendly platform, **Apartments.com** empowers millions of renters nationwide to make informed decisions about where to live, while providing property owners with effective advertising solutions, market analytics and social and reputation management solutions to secure more rental leads and fill vacancies fast.

Apartments.com is part of **CoStar Group, Inc.**, a leading global provider of commercial and residential real estate information, analytics, and online marketplaces.




Apartments.com Retargets Website Visitors with Personalized Taboola Native Ads

Apartments.com was looking for new ways to generate qualified leads on their website. To that end, they wanted to expand their remarketing program to include new ad formats and inventory. The goal was to drive target audiences to rental property pages, where they could engage with each listing and submit a form for more information.

Apartments.com had already been running native ads across the **Taboola** network for a few years, using prospective tactics to increase traffic and lead generation. Now, however, they wanted to use retargeting tactics to increase lower-funnel performance results.

That's where **Taboola** Dynamic Creative Optimization (DCO) came into play. **Taboola** is always building innovative solutions to help advertisers expand their reach across the open web and meet their performance goals. DCO — one of the latest solutions — is an advanced ad technology that automatically customizes ad creatives for users who've already engaged with a brand's content.

DCO proved to be the perfect fit for this performance-driven campaign. **Apartments.com** tracked website interactions with the **Taboola** Pixel and then retargeted engaged users with ads featuring the properties they'd previously viewed. Each ad was dynamically created to include all relevant property information, including price and location. This DCO-powered strategy helped **Apartments.com** motivate people to revisit their site and continue their customer journey, ultimately increasing clicks and conversions.



Apartments.com Increases High-Quality Website Leads with Taboola DCO

The campaign delivered tremendous lower-funnel results. After just two months of testing, **Taboola** DCO helped **Apartments.com** generate high-quality leads at a **54% lower cost per lead (CPL) than their goal**.

Apartments.com is now working with **Taboola** to add incremental reach to their native acquisition strategy. **Taboola** also provides access to unique placements and inventory not available from their other **Apartments.com** vendors. Going forward, **Taboola** will help **Apartments.com** continue to scale their performance results as they enter peak seasons in 2025.