



**verisure**

*"Taboola's campaigns have been vital in compensating for decreased volume on other platforms like Meta and Google. In fact, Taboola's campaigns are only gaining more strength and prominence as they continue to run. The Taboola account management team has also helped us amplify the results of our campaigns with better copy and creative strategies, reducing our monthly costs."*

**- Leandro Sabella, Lead Generation Manager, Verisure**

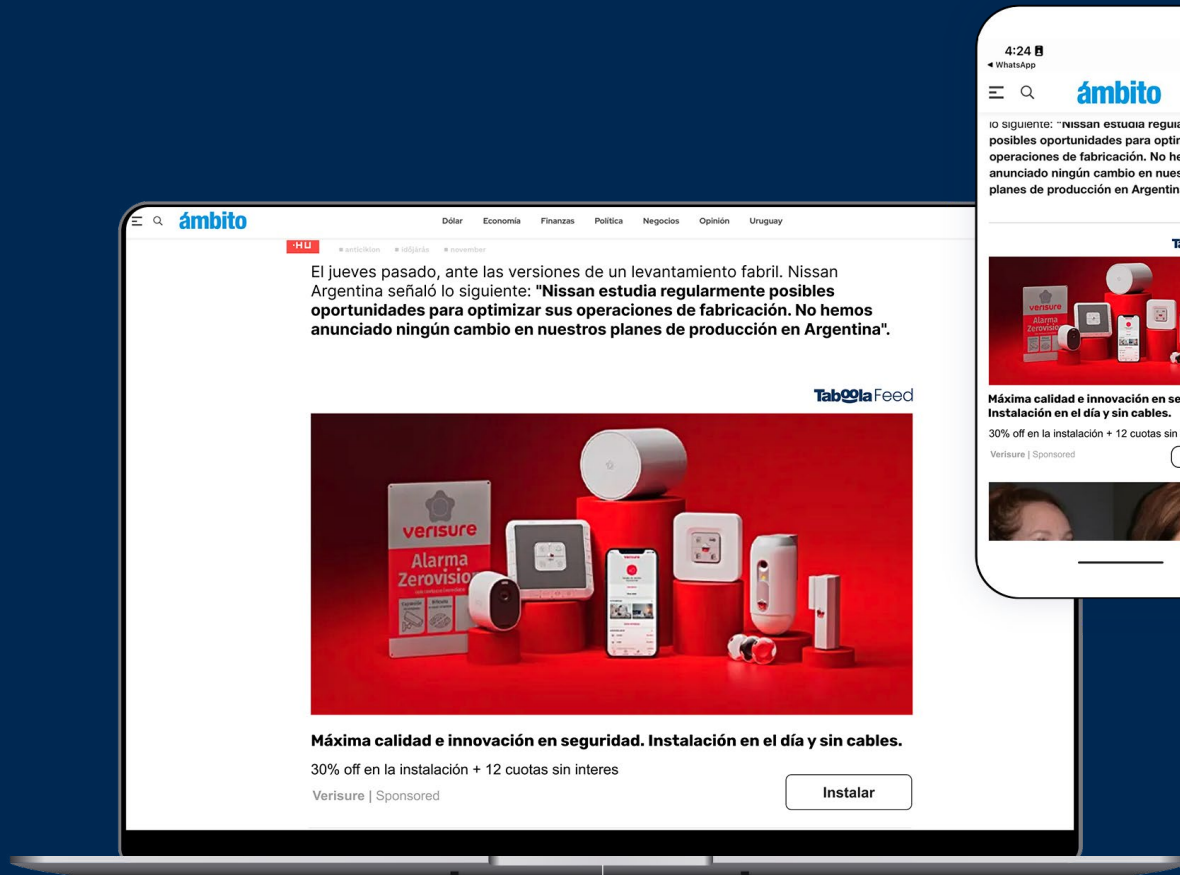


HOME

## **Verisure Argentina Exceeds Lead Generation Target by 85% with Taboola Maximize Conversions**

**85%**

Higher Lead-to-Booking Rate Than Target Goal



**Verisure** Tests Ad Creatives To Increase Performance Results with **Taboola**

## COMPANY

**Verisure Argentina** is part of the Verisure Group, the leading provider of connected alarms for homes and businesses in Europe and Latin America.

## CHALLENGE

Increase lead-to-booking (L2B) rate at the lowest possible cost.

## SOLUTION

Launch **Taboola** ads across publishing sites, implementing Maximize Conversions and contextual targeting solutions to optimize results.

## RESULTS

With **Taboola**, **Verisure** exceeded their L2B goal by **85%**.

## Introduction

**Verisure Argentina** is part of the **Verisure** Group, the leading provider of connected alarms for homes and businesses in Europe in Latin America. Offering alarm systems with 24-hour connection to **Verisure**'s specialized Monitoring Center, the company protects more than 5 million homes and businesses around the world, offering security products and services of the highest quality.

**Verisure** analyzes the specific needs of each client, considering the risks, location, and characteristics of the property to provide fully customized security kits.





## Verisure Reaches Audiences Across the Open Web with Taboola Targeting Solutions

**Verisure** Argentina was looking for a new way to increase leads at the lowest possible cost. Specifically, they wanted to meet a certain lead-to-booking (L2B) rate, which measures the number of effective leads who go on to ask for a service quote and schedule a home visit.

**Verisure** was already running campaigns on various ad channels, including Google and Meta. However, they were still searching for a platform that could help them generate qualified leads at efficient costs.

That's where **Taboola** came in. **Taboola** helps advertisers meet their open web performance goals with any creative asset – from images and videos to carousels of visuals. Spanning a network of over 9,000 publisher properties, **Taboola** gives advertisers the tools to expand their reach with brand-safe placements that drive measurable results.

**Verisure** first started working with **Taboola** in November 2020, running a range of campaigns with small budgets to target different audiences, devices, and locations. For instance, they targeted certain contextual audiences and topic segments to reach audiences with relevant ads that matched their specific interests.

**Verisure** also partnered with their **Taboola** account management team to optimize ad creatives, such as by promoting their alarm kits with more aggressive messaging that appealed to customers' fear of missing out. After clicking on an ad, users were taken to a dedicated landing page where they could learn more about the security solution advertised and request more information – helping **Verisure** meet their performance goals.

## **Verisure Drives High-Quality Leads at Efficient Costs with Taboola Maximize Conversions**

Throughout this partnership, **Verisure** leveraged a range of **Taboola** solutions to drive success. In August 2023, **Verisure** started testing Maximize Conversions — **Taboola's** advanced bidding solution for optimizing performance results. Specifically, the company implemented Maximize Conversions with target CPA, which automatically caps bids at a certain conversion cost to stabilize spend.

Maximize Conversions took **Verisure's** campaign to the next level. With this innovative solution enabled, **Taboola** helped **Verisure outperform their L2B goal by 85%** — meeting the brand's KPI of driving high-quality leads across the open web. The **Taboola** campaign also **exceeded Verisure's industry benchmarks for clickthrough rate and conversion rate.**

After the success of these performance campaigns, **Verisure** plans to continue working with the **Taboola** team to test different advertising strategies and build on the impressive results they've already achieved.