

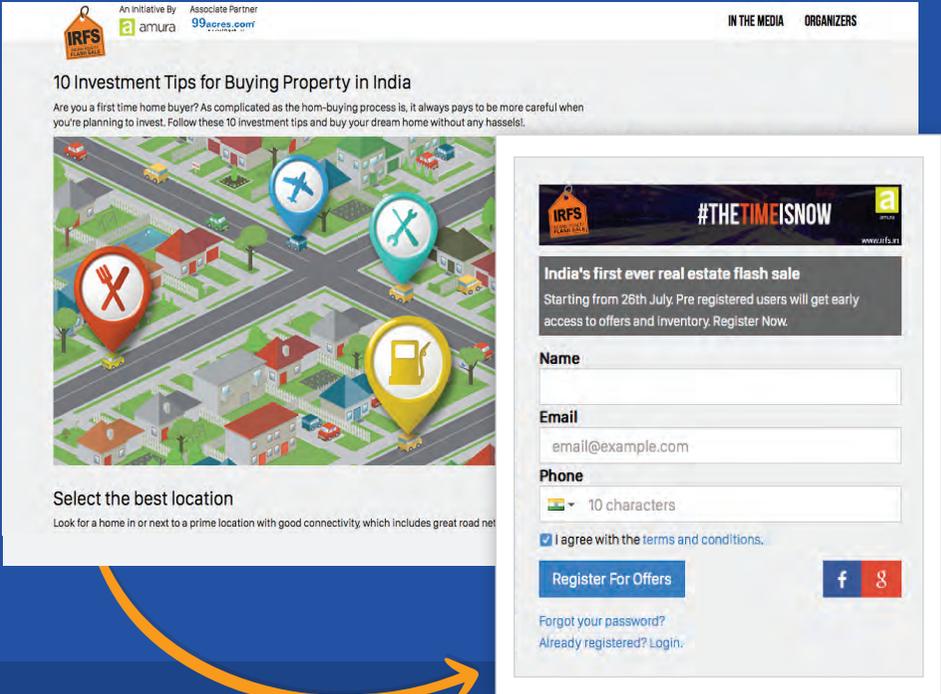
**CASE STUDY | Amura**

**Taboola Generates Over 500 New Registrations for Amura In First-Ever Indian Realty Flash Sale**



**1** Taboola recommends Amura's content to targeted audiences on top publisher websites across the world

**2** Clicking the thumbnail takes users to featured article on IRFS microsite



**3** Engaged Taboola visitors input their contact information to register for IRFS

*“Despite running campaigns on multiple channels, we were looking for a platform that helped us to reach specific niche audiences, and target them effectively in real-time. Taboola understood this vision from the get-go, and working alongside their account management team empowered us to run an intelligent campaign, achieving vital results for the IRFS.”*

**VAIBHAV PRABHUNE**  
Paid Media Manager, Amura

**Amura** is one of India's leading digital marketing firms, specializing in performance-driven marketing, data analytics, and technology-based sales. With operations in Pune, Mumbai, Bangalore & Delhi, Amura's clientele includes many of the country's top real estate brands.

In an effort to activate the pan-India real estate market, Amura organized the **first-ever Indian Realty Flash Sale (IRFS 2015)**, a four-day online real estate event showcasing properties across 15 cities and 50 top Indian developers. This was India's first online flash sale specifically for the real estate category.

Looking to build on the trend towards inbound marketing methods, Amura used content marketing to promote the event, teaming up with Taboola to power its content distribution and reach Indian real estate buyers on top publisher websites across the world.

## ADVANCED TARGETING DRIVES 10% BOOST IN PROBABLE BUYERS

Given the time-sensitive nature of the flash sale, a key objective for Amura was **finding the right audience, quickly and accurately, wherever they might be across the web**, and directing those people to the IRFS microsite. Upon arriving at the landing page, prospective real estate buyers were required to register with their email and mobile number before exploring the products showcased on the microsite.

Powered by the global reach of Taboola's discovery platform, Amura was able to target specific audiences on relevant sites, driving an average **10 percent boost in qualified traffic** to the IRFS microsite during the sale period.

## CLICK-THROUGH-RATE (CTR) JUMPS 20% DUE TO CAMPAIGN OPTIMIZATIONS

While the pre-registration period lasted two weeks, the IRFS spanned only four days, and ongoing optimizations were crucial to maximizing the impact of Amura's promotional efforts.

Taboola's account managers tested several different creative elements, including headlines and thumbnails, uncovering combinations that drove the most engagement amongst prospective real estate buyers. These optimizations **increased the average CTR by over 20 percent** throughout the sale, and provided Amura's team with guidelines and best practices to incorporate into future campaigns.

## DISCOVERY GENERATES OVER 500 NEW REGISTRATIONS

By the end of the campaign, Taboola's highly relevant traffic generated **over 500 new registrations** for IRFS, and the influx of new audiences supported Amura's objective of spreading brand awareness amongst prospective buyers and the broader Indian real estate market.

Building on the success of this campaign, IRFS 2015 marks the beginning of a bigger collaboration between Amura and Taboola, with more content promotion activities and increased involvement in the near future.