



Case Study



Livguard™

"At Livguard, being a digital-first brand means going beyond just visibility; we also focus on delivering meaningful engagement. With Realize ID, we were able to reach new, high-intent audiences outside traditional platforms."

- Sandhya Biswas, Head of Marketing, Livguard India



ENERGY

Livguard Improves **Conversion**
Intent Outside Traditional
Acquisition Sources with Realize ID

16%

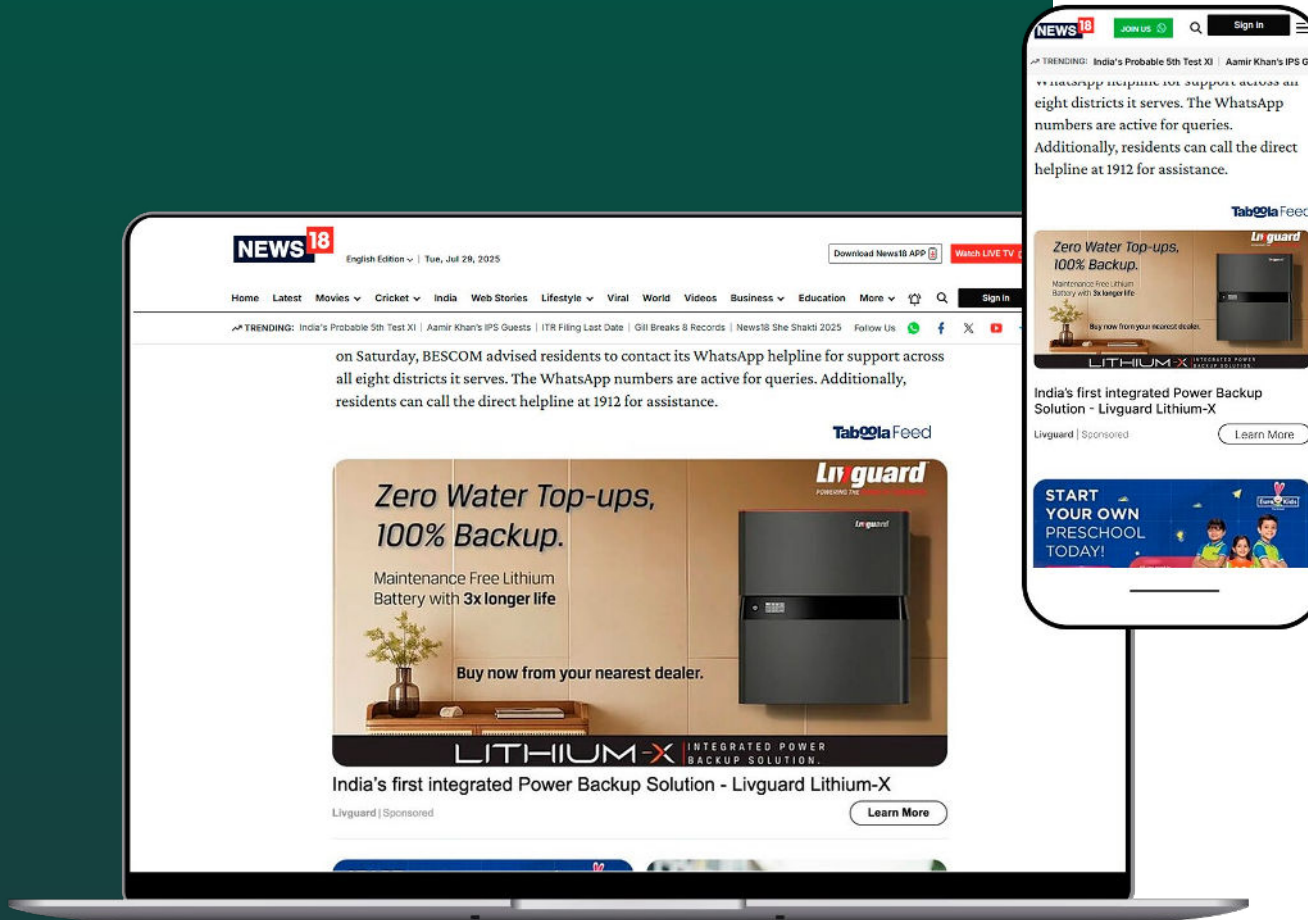
Longer Session
Duration than
Paid Search

29%

More Actions Per
Session than Social



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COMPANY

Livguard is a leading energy solutions brand in India offering inverters, inverters batteries, solar systems, Automotive battery, with a mission to deliver reliable, high-quality power through customer-centric innovation and service.

CHALLENGE

Livguard needed to improve conversion intent by reaching users who were more likely to engage meaningfully with their site, beyond the shallow traffic delivered by Google, Meta, and OTT channels.

SOLUTION

To solve this, **Livguard** leveraged the **Realize ID** to target high-intent users through contextual placements, behavioral audience segments, and sequential retargeting across the open web.

RESULTS

Realize drove stronger engagement than other paid channels, with users showing **16% longer session durations** than paid search and **29% more actions per session than social traffic**.



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Introduction

Livguard, a flagship brand of the SAR Group, is a leading player in India's smart energy space. They offer a wide range of solutions, including inverters, inverter batteries, residential solar systems, automotive batteries, and stabilizers.

Livguard combines product innovation with a deep focus on quality and reliability. The company is actively shaping the future of energy in India, extending from traditional home power backup to advanced solar installations and even EV battery-swapping infrastructure. With a mission to build a strong, trusted ecosystem of delighted customers, committed partners, and exceptional service, they wanted to turn that brand trust into measurable action. So, they looked beyond traditional media to drive higher conversion intent on their website.

"Realize has been instrumental in driving engaged traffic that genuinely interacts with our content. We've seen meaningful improvements in time on site and lead quality from this partnership. We achieved deeper engagement and richer sessions, complementing our existing performance marketing channels. This partnership has reinforced our belief that native discovery can drive both brand equity and qualified performance at scale."

– **Himanshu Shekhar**, Head of Digital, Livguard

Power never looked this good.

Meet

Livguard[™]
LITHIUM-X
INTEGRATED POWER BACKUP SOLUTION.



Buy now from your nearest dealer.



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Livguard Finds Higher Intent Audiences with Realize than with Google, Meta, and OTT Platforms

Livguard wanted to improve the conversion intent of their paid campaign. They were already using Google, Meta, and OTT platforms to drive traffic at scale, but too much of it failed to translate into quality sessions. They needed a way to reach potential customers who were not just seeing their message, but showing signs of real consideration, which they measured through session duration, depth of engagement, and on-site actions.

They launched campaigns with **Taboola** using [Realize](#), **Taboola's** AI-driven performance advertising platform built to reach high-intent audiences and drive measurable outcomes across display, video, and native channels. **Realize** gave them a way to connect with potential customers actively exploring topics related to power backup and energy storage.

To do that, **Livguard** used a layered targeting strategy, tapping into [Realize ID](#), **Taboola's** proprietary identity and intelligence engine. [Contextual targeting](#) placed their ads next to articles about topics like power cuts and innovations in home energy. With over 70,000 content topics and a taxonomy covering 200+ categories, **Realize** gave them precise control over where their ads appeared. Every placement was optimized for viewability, completion, and message relevance.



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They paired this with **Realize's first-party Audiences** and [Realize Marketplace Audiences](#), which use third-party data to target users based on real behavior across **Taboola's** publisher network. These audiences are built around signals like what a user is reading, how often they return to similar topics, and what kind of products they've shown interest in without relying on cookies or external tracking. **Livguard** focused specifically on first- and third-party audiences that aligned with their product category, such as those interested in energy efficiency and home power systems.

To further increase efficiency, they ran retargeting campaigns using [Campaign Clicker](#), Realize's sequential retargeting tool. This feature allowed them to create new audience segments from users who had previously clicked on their campaigns and serve them follow-up ads within a defined window. It helped **Livguard** push interested users deeper into consideration.

Realize consistently outperformed other platforms in terms of engagement quality. Clicks from **Realize** led to **longer sessions than both Meta and Google**. On average, **session duration was 16% higher than paid search** and **29% more actions were taken per session compared to social**. **Engagement rates were stronger**, and **cost-efficiency remained stable across campaigns**. While other channels brought visibility, **Realize** delivered depth. The users it brought in stayed longer, explored more, and interacted meaningfully with **Livguard's** core offerings.



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Livguard Finds Success with **AI-driven** Creative Optimizations Across Video and Image Ads

Livguard ran a content-based campaign using a series of creative variations to optimize performance across native image and video ads. These creatives were designed to inform and educate, highlighting product benefits and use cases, unlike **Livguard's** traditional banner ads, which typically drove users to a landing page with less storytelling on other platforms. They tested multiple sets of ad creatives to improve downstream performance metrics that would influence intent, like product interaction and inquiry submissions.

To achieve this, **Livguard** used **Realize's** built-in generative AI tool, known as **Abby**. Abby is integrated directly into the Realize Ads platform. It generates ad copy and visuals based on performance data and platform-specific best practices. For **Livguard**, it became a valuable tool, especially since their team often relies on **Taboola** for copy recommendations. Using Abby, they created headline variants like *"Upgrade Your Home Power Backup [Shop Now]"* and *"Tap, Track, Take Charge - All From Your Phone!"*, which were tailored to highlight key product features in a concise, action-oriented format.

One version promoted **Livguard's** Lithium-X system, an all-in-one inverter and battery solution designed to reduce electricity costs, support renewable energy usage, and ensure consistent backup during power outages. The creatives focused on core product benefits like efficiency, integration, and reliability, and a clear call to action: "Buy Now." Rather than relying on technical specs alone, the messaging emphasized ease of use and lifestyle relevance, positioning Lithium-X as a smart upgrade for energy-conscious households.



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In partnership with their **Taboola** account manager, Livguard implemented these strategic creative changes across the campaign. These changes contributed directly to the improved user quality they saw through **Realize**, including longer session durations and more on-site actions compared to paid search and social traffic.

Based on the success of these creative optimizations, Livguard plans to expand into Realize's [display and vertical formats](#) for future campaigns, including the launch of a new premium energy storage solution product and their residential solar range.