



Case Study



Consórcio Embracon



The partnership with Realize transformed our media strategy. With intelligent formats and qualified reach, we were able to educate consumers about consortium, generate leads efficiently, and reallocate investments with confidence. More than performance, we gained a strategic partner that understands our objectives and delivers value at every stage of the journey.

Helder Oliveira,
Martech Manager, Embracon



FINANCE

Embracon Nearly **Doubles** Realize Budget After Sponsored Content Drives Real Home Purchases

2

Home purchases driven by sponsored content in 2025

4%

More unique leads generated across one year

94%

Projected increase in Realize budget for the following year



Case Study



COMPANY

Embracon is one of Brazil's largest independent consortium administrators, helping individuals acquire homes and vehicles through an interest-free savings circle with no interest and no down payment.

CHALLENGE

Embracon needed to reach new audiences beyond search and social and educate Brazilian consumers about consortium at the moment of discovery.

SOLUTION

Embracon used **Realize** to distribute content on premium Brazilian publisher sites, reaching high-intent audiences at the moment of discovery.

RESULTS

Realize drove qualified traffic to **Embracon's** content, generating leads that resulted in **two home purchases** and **4% more unique leads than the 12 months prior**.



Introduction

Embracon is one of Brazil's largest independent consortium administrators, founded in 1988 and regulated by the Central Bank of Brazil. The company helps individuals acquire homes, vehicles, and other major assets through consortium, an interest-free savings circle where members make monthly installments into a shared fund and receive a credit letter to make their purchase through lottery or competitive bid. There is no interest and no down payment, only a fixed administration fee.

Embracon wanted to reach new audiences beyond search and social, and educate consumers about consortium at the moment of discovery.





Embracon uses Realize to reach new audiences beyond search and social

Embracon was already running campaigns across search, social, and other display channels, but needed a way to reach consumers earlier in the decision process: the moment they were reading and discovering, before they were actively searching for a financial product. **Embracon** knew that reaching consumers with educational content about how consortium works was a necessary step before conversion, which is what the sponsored article strategy was built to do.

Embracon turned to **Realize**, **Taboola's** AI-driven performance advertising platform, which helps brands reach high-intent audiences and drive measurable outcomes across native, display, and video placements on the open web. **Realize** gave **Embracon** access to a network of premium Brazilian publisher sites and the ability to connect with readers actively consuming financial and lifestyle content. There they found audiences that they couldn't find on search and social.

Embracon ran image ads with CTA buttons across **Realize's** publisher network. The articles explained the advantages of consortium over a traditional bank loan, covering the absence of interest, the fixed administration fee, and the accessibility of monthly installments. Tracked links embedded within each article allowed **Embracon** to measure qualified visits and attribute downstream conversions directly to the campaign.



Embracon builds creative that performs through image testing and Creative Shop training

For their image ads, **Embracon** used a combination of their own branded creative and **Realize**'s stock image library. Testing showed that clean images with fewer logos, or no logos at all, consistently produced higher CTR and improved downstream campaign metrics. Every ad included a CTA button and a description, giving readers a clear next step and additional context before clicking through to the articles.

To raise the overall quality of their creative output, **Embracon** worked with the [Creative Shop](#), Taboola's in-house creative consultancy. The Creative Shop team conducted in-person training at **Embracon**'s offices with their communications team, covering best practices for ad creative within the **Realize** platform. The training had a direct impact on the team's output, with **Embracon**'s communications team subsequently producing creative that consistently met performance standards.

The account management team worked closely alongside **Embracon** throughout the campaign, contributing ideas and strategic input that shaped how sponsored content was used as a format. That ongoing collaboration contributed to year-on-year growth in results across 2025.



Realize drives qualified leads and two home purchases for Embracon

The content **drove two home purchases**, each a significant financial commitment, which could be traced directly back to a Realize ad campaign.

Across 2025, the close collaboration between **Embracon** and the Taboola account team contributed to **4% more unique leads** generated through **Realize** compared to the prior year. The results gave **Embracon** confidence to make **Realize** a central part of its media strategy going forward, reallocating budget from other media players to the platform.

Realize sits in **Embracon**'s media mix as a mid and low-funnel partner, reaching consumers at the moment of discovery and building awareness and consideration before they reach the conversion stage. The platform's reach across premium publishers, combined with the ability to run remarketing campaigns and access precise audience segments, including contextual and behavioral audiences, gives **Embracon** tools that other channels in their mix do not provide. **Embracon projects a 94% increase in its Realize budget for 2026**, and plans to continue expanding.