



Case Study



HOME

thermondo grows heat pump leads at **8% more** efficient cost on Realize



"For a business like ours, scaling spend could mean watching lead quality slip. Over our years working with the team, Realize has become a trusted partner in preventing that. With Realize's Predictive Audiences, we increased our budget by 250% and our cost per lead came down instead of up, while the leads kept converting into qualified appointments. That gave us the confidence to keep scaling. Realize continues to be an integral part of our channel mix."

Paulina Justyna Kaim,
Senior Display Manager, thermondo

250%

Increase in campaign budget deployed through Predictive Audiences

8%

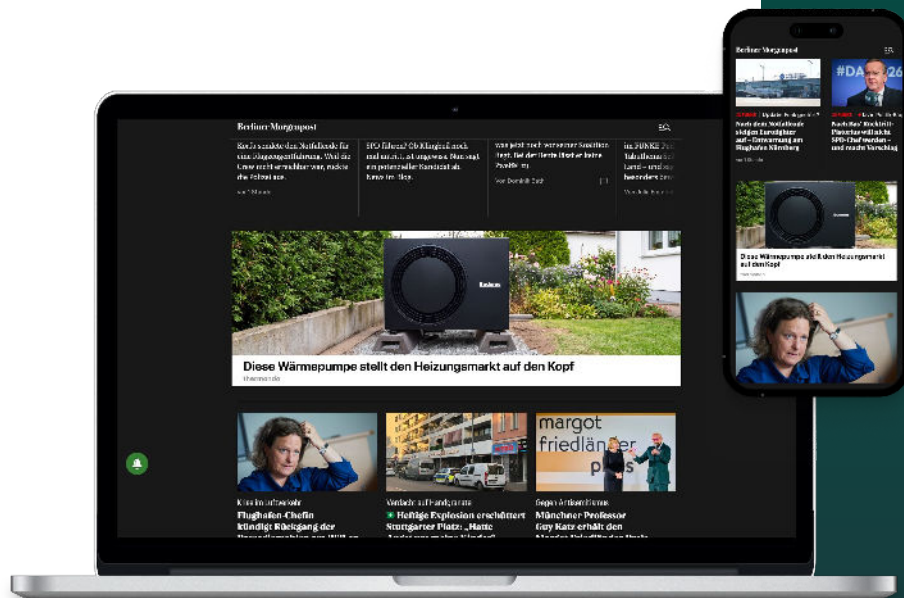
Lower cost per lead while scaling spend

Sustained

High-quality lead volume held as budget grew



Case Study



COMPANY

thermondo is one of Germany's largest CleanTech companies focused on the electrification of existing residential buildings. As a nationwide full-service provider, **thermondo** supports homeowners in transitioning to climate-friendly heating systems, specializing in the installation of heat pumps and modern heating solutions.

CHALLENGE

thermondo needed to scale lead generation without driving up cost per lead or sacrificing the quality of the leads that turn into appointments and sales.

SOLUTION

thermondo used **Realize** and its Predictive Audiences capability to scale campaign budget while keeping lead quality high and cost per lead efficient.

RESULTS

With Predictive Audiences, **thermondo** increased campaign budget by **250%** and lowered cost per lead by **8%**, while sustaining high-quality lead volume.



Introduction

thermondo is one of the largest German CleanTech companies for residential electrification in existing buildings. The company was founded in 2013 in Berlin as a digital heating installer. Today, the thermondo group, which also includes the southwestern German photovoltaic champion FEBESOL, employs more than 1,200 people, including over 600 full-time, in-house installation technicians. With an installed base of over 60,000 systems, of which more than 17,000 are heat pumps, thermondo is the CleanTech company with the largest customer base in Germany's residential heating sector.





thermondo turns to Realize to grow heat pump leads beyond search and social

thermondo was promoting the Buderus air-to-water heat pump, a 2024 Stiftung Warentest test winner, sold as a full-service installation package covering planning, subsidies, installation, and maintenance. The goal was the one that drives the whole business, a steady flow of qualified leads that turn into in-home appointments and completed installations.

thermondo was already running search, social, display, and native to bring those leads in. The company wanted to diversify its platform mix, reach homeowners those platforms were no longer delivering, and add a data capability that could pinpoint high-intent buyers more precisely than its existing channels.

That brought **thermondo** to [Realize](#), Taboola's AI-driven performance advertising platform, which reaches high-intent audiences across premium publishers on the open web. **thermondo** ran image ads carrying the Buderus message under the German headlines like, "Diese Wärmepumpe stellt den Heizungsmarkt auf den Kopf," which reads as "This heat pump turns the heating market on its head." The ads clicked through to a landing page built around the Stiftung Warentest win and ran across Taboola's German publisher network, including news sites like t-online.de.



thermondo uses Pixel Predictive to find homeowners most likely to convert

To scale without losing quality, **thermondo** wanted to put more of its budget behind the homeowners most likely to become qualified leads. The best predictor was the leads **thermondo** was already winning, so the campaign was built to learn from them and find more homeowners like them across the open web. That is what Predictive Audiences does.

First, the [Taboola Pixel](#), a tracking code placed on **thermondo**'s site. It records what visitors do after they click an ad and flags the ones who become leads, so **Realize** can learn which homeowners are worth finding more of.

Once the Pixel has collected enough leads from **thermondo**'s **Realize** activity, Predictive Audiences studies those converters, identifies the traits and behaviors they share, and finds new homeowners across Taboola's publisher network who match that profile and carry a high likelihood of converting. It reads live behavior across the open web and optimizes toward completed leads, so the model targets the outcome that fills **thermondo**'s pipeline.

The system improves as it runs. Every new lead feeds the Pixel, which sharpens the profile Predictive Audiences targets, which brings in more qualified homeowners. That compounding is what let **thermondo** keep adding budget while cost per lead held and then fell, because the campaign grew more precise as it grew larger.



thermondo scales budget 250% and lowers cost per lead by 8%

With Predictive Audiences running, **thermondo** increased its campaign budget by 250% and brought its cost per lead down by 8% over the same period. Scaling spend usually raises cost per lead, because a campaign has to reach further into weaker inventory to spend the money. This campaign added budget and lowered cost per lead at once, pulling in a high volume of quality leads for less than before.

Lead quality held as spend grew, which was the outcome **thermondo** cared about most. That result changed where **thermondo** puts its budget. Predictive Audiences let the company scale spend without compromising lead quality, and **Realize** now sits alongside search, social, display, and native as an integral part of **thermondo's** platform mix. With a channel that scales spend without raising cost per lead, **thermondo** plans to keep growing its heat pump lead generation on **Realize**.