



Verisure France and Schwartz Consulting **Scale Lead Generation** at a Stable CPL with Realize



Realize has become an important source of qualified prospects for our sales teams. By connecting our online campaigns with deeper offline outcomes, we can understand which activity is generating genuine interest and optimize our investment with greater confidence.

Célim Saidj,
Social Media & Display
Manager, Verisure



Scaling lead volume without losing control of cost requires the right combination of data, technology, creative testing and constant optimization. By connecting Verisure's online and offline conversion signals with Realize's automated optimization, we have built an acquisition program that has continued to scale year after year.

Fabien Schwartz,
CEO & Founder, Schwartz
Consulting

**Significant
Growth**

in lead volume
since 2023

**Stable
CPL**

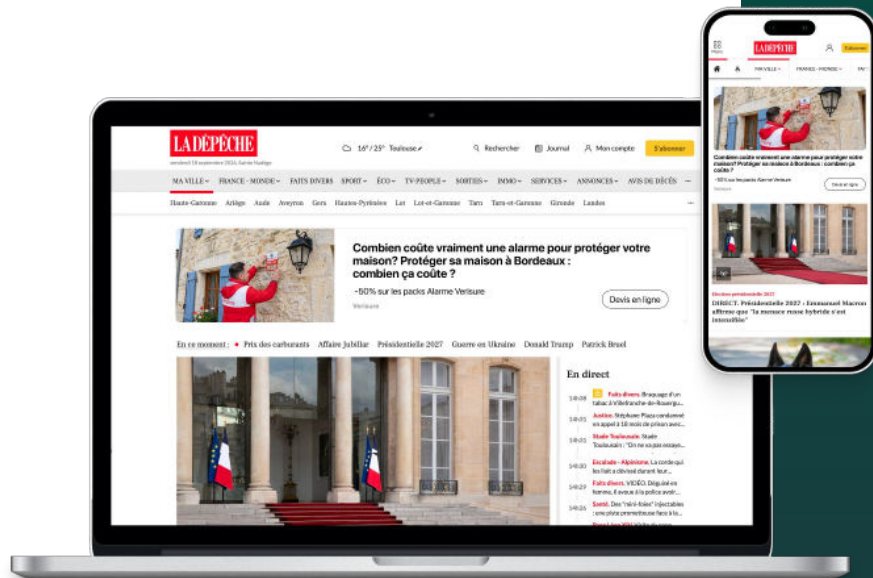
while scaling

**Higher
Conversion Rates**

after adding offline
conversion tracking



Case Study



COMPANY

Verisure is a leading provider of professionally monitored security systems for homes and businesses. For its customer acquisition activity in France, **Verisure** works with **Schwartz Consulting**, a highly specialized performance agency.

CHALLENGE

Verisure wanted to scale lead generation without increasing its cost per lead (CPL), while gaining greater visibility into which online prospects progressed to an in-person appointment.

SOLUTION

Verisure and **Schwartz Consulting** combined **Realize's** conversion tracking tools, including **Codeless Conversions** and **S2S tracking**, with **Maximize Conversions** automated bidding, supported by a varied creative strategy and dedicated guidance from the Taboola team

RESULTS

Since 2023, **Verisure** has significantly increased the volume of leads generated through Realize while maintaining a stable CPL. Adding offline conversion tracking further improved campaign conversion rates, and this sustained performance has made **Realize** a growing part of **Verisure's** acquisition strategy.



Introduction

Verisure is Europe's leading provider of professionally monitored alarm systems, protecting homes and businesses through connected technology and around-the-clock monitoring. Its tailored security solutions combine alarms, cameras, sensors, and professional response services to help customers safeguard the spaces that matter most to them.

For its customer acquisition activity in France, **Verisure** works with **Schwartz Consulting**, a highly specialized performance agency focused on performance advertising across the open web, and a **Taboola Marketing Partner**.

Together, **Verisure** and **Schwartz Consulting** used **Realize** to generate prospects interested in protecting their homes or businesses. Their objective was to scale this lead generation efficiently while developing a clearer understanding of which prospects demonstrated stronger intent beyond the initial online enquiry.





Verisure Looks Beyond the Initial Lead to Scale Qualified Acquisition

Verisure's customer journey extends beyond online lead acquisition to offline sales. A prospect may begin by engaging with an ad and submitting their details online, but one of the most meaningful indicators of intent comes later, when they schedule a face-to-face appointment with a **Verisure** representative at the home or business requiring protection.

Optimizing solely toward the initial online enquiry could help **Verisure** generate leads, but it could not show which prospects subsequently progressed through the sales journey. **Verisure** and **Schwartz Consulting** wanted to bring that deeper outcome into the campaign strategy, so they could optimize towards more meaningful signals while continuing to grow lead volume at a controlled cost.

They used **Realize**, **Taboola's** AI-driven performance advertising platform, to reach additional audiences beyond search and social across premium publisher environments on the open web. Strong performance in France gave **Verisure** and **Schwartz Consulting** the confidence to expand the strategy into other markets. As the partnership grew, **Realize** became both a major source of prospects for **Verisure's** sales teams and a platform for testing new creative approaches, products, and marketing angles.



Online and Offline Signals Power Lower-Funnel Optimization

Verisure and **Schwartz Consulting** used two independent but complementary tracking methods to measure different stages of the customer journey.

Codeless Conversions enabled **Schwartz Consulting** to create pixel-based conversion events directly through the **Realize** interface, without additional coding or Google Tag Manager configuration. Supported by the **Taboola Pixel**, a tracking code on **Verisure**'s site, it provided a fast and flexible way to define and track important actions within the online lead funnel.

In parallel, **Verisure** implemented **Server-to-Server (S2S) tracking** to pass offline "Booking" events directly from its backend to **Realize**. A Booking event was recorded when a prospect scheduled an in-person appointment with a Verisure representative, giving the campaign visibility into an outcome further down the funnel than the initial lead submission.

Together, the two methods connected **Verisure**'s online acquisition activity with the offline actions that indicated stronger purchase intent. **Codeless Conversions** measured activity within the online funnel, while **S2S tracking** captured appointments recorded beyond the browser.

Schwartz Consulting paired this measurement framework with **Maximize Conversions**, **Realize**'s automated bidding strategy. **Maximize Conversions** uses conversion data and **Realize**'s network signals to automate campaign bids and generate as many conversions as possible within the advertiser's budget and performance parameters.

For **Verisure**, the combination of online conversion events and deeper offline Booking signals gave the campaign a richer view of the customer journey. **Codeless Conversions** captured activity taking place on **Verisure**'s website, while S2S tracking added visibility into appointments recorded beyond the browser. **Maximize Conversions** could then optimize toward the conversion goal selected for each campaign.



Creative **Variety** and Dedicated **Support** Sustain Campaign **Growth**

The campaign's creative strategy was designed around flexibility rather than dependence on a single format. **Verisure** and **Schwartz Consulting** used image ads, [Motion Ads](#), and [Display and Vertical Ads](#) across to address different audiences, offers, and marketing moments.

Display and vertical formats were particularly effective during aggressive promotional periods, giving **Verisure** space to highlight substantial discounts and strong offer-led messaging. The broader creative mix allowed **Schwartz Consulting** to adapt the campaign to different audience preferences and continue introducing new variations as activity scaled.

The **Realize** team supported this process with feature recommendations, performance analysis, new campaign ideas, creative assets, and quarterly business reviews. **Verisure** also worked with the [Taboola Creative Shop](#) and experimented with self-service creative tools such as [GenAI AdMaker](#), providing the team a continuous supply of concepts and ready-to-use assets.

This combination of agency expertise, varied creative, and dedicated platform support helped the team continuously test new approaches without losing sight of **Verisure's** central performance goal: generating more qualified leads while keeping CPL stable.



Verisure Grows Leads While Maintaining a Stable CPL

Since 2023, **Verisure has increased the volume of leads generated through Realize while maintaining a remarkably stable CPL.** The results demonstrated that the campaign could grow substantially without compromising cost efficiency or performance consistency.

Performance strengthened further once offline Booking event tracking was introduced. With more reliable visibility into prospects progressing to an in-person appointment, **CVR increased over the following two months**, reaching a historic high.

The combination of scale, cost control, and improving conversion efficiency gave **Verisure** the confidence to **increase its Realize investment in 2025** – and investment continues to grow in 2026.

Building on this success, **Verisure** and **Schwartz Consulting** plan to further develop offline sales tracking to support future ROI- and ROAS-focused optimization, test additional display and performance video formats, and explore opportunities to extend the strategy into additional markets.