



CASE STUDY

Real Estate

Device ID & Retargeting

REAL ESTATE FIRM IDENTIFIES FIVE PROSPECTS FOR LUXURY HOMES VALUED UP TO \$10M VIA DEVICE ID & RETARGETING

Industry

Luxury Real Estate

Campaign Length

One Month

Objective

The client wanted to get prospective buyers to visit their sales office.

Challenge

Finding a qualified audience and being able to attribute foot traffic to those individuals who were delivered ads.

Solution

We recommended Device ID to geo fence individuals who exhibited luxury pursuits by geographically targeting golf courses, high-end hotels, luxury car dealerships, and competitor realtors' offices. This allowed us to track individuals who visited the client's sales office after receiving a display ad from the Device ID campaign. Additionally, retargeting was implemented on the client's site by placing pixels on specific and wildcard URLs to entice users to return to the site and request an appointment. We were also able to track conversions using the pixels added to site.

Results

The one-month campaign served close to 200,000 impressions based on a \$3,000 budget, and the client was able to identify five high-quality prospects to purchase their \$2M–\$10M homes in the luxury community! The geographic target utilized included zip codes within a 50-mile radius of the client's sales office to ensure geo-relevance.

Our reporting showed 230 total conversions from the site retargeting campaign, a .20% click-through rate (CTR), and 13 visits to the client's sales office across five unique visitors from Device ID. Over 400 total clicks were also recorded.

Key Findings

A highly targeted campaign featuring top-funnel tactics will ensure that your advertising efforts and reach are maximized. The multiple reports generated from Device ID, such as the Audience Insight and Point of Interest attribution reports, provide key insights designed to drive foot traffic to physical locations.