



CASE STUDY

Real Estate

Full-Funnel Strategy

REAL ESTATE CLIENT FINDS UNPARALLELED SUCCESS FROM FULL-FUNNEL STRATEGY

Industry

Real Estate—New Residential Builds

Campaign Length

Six Months

Objective

The client aimed to drive qualified buyers to their website and increase inquiries into the residential builds.

Challenge

The ability to track and report on conversion metrics was highly important to this advertiser.

Solution

Our full-funnel strategy recommendation included targeted Display, Device ID, Paid Search, YouTube Bumper ads, and Social Media. We used behavioral targeting to hone in on wealthy home intenders with luxury interests and pursuits from feeder markets across the nation (such as Atlanta, New York City, San Francisco, Houston, and Chicago). For Device ID, we suggested targeting wealthy individuals using our Demographic Selector tool to ensure that we were serving ads to relevant and qualified consumers. Additionally, conversions were assigned to the campaign for the client's "Contact Us" and "Amenities" pages, and call tracking was enabled for the Paid Search campaign.

Results

The client spent approximately \$52,000 in retail pricing over the course of the six-month campaign and completely sold out a new build that consisted of 28 residences! They attributed 100% of the success to the advertising strategy we proposed.

Our reporting reflected over 3.3 million impressions being served over the lifetime of the campaign, with 32,011 clicks to the website. We saw 31 contact form fills and 27 clicks to the client's subscribe buttons from prospective buyers for Paid Search. We also found over 6,500 landing page conversions on Facebook, as well as 15 instances of "click to call".

The Point of Interest (POI) Attribution Reports generated from the Device ID campaign reflected close to 10,000 total visits to the client's location.

Key Findings

Full-funnel strategies provide multiple touchpoints to prospective customers throughout their buyer's journey. Identifying specific campaign goals and challenges will help our team provide the best proposals, strategies, and optimizations.