

# CASE STUDY: REAL ESTATE

Real Estate Company looking for promote their elevated townhomes to students on college campuses.

Utilized multiple display assets.

**Real estate company ran a short-term campaign focused on targeting college students to fill available townhomes.**

Targeting tactics included utilizing 3<sup>rd</sup> party audience data to reach users in the geo-target between the ages of 18-24 as well as declared college students, contextually targeted users seeking content about college life and college admission, created a custom mobile location retargeting segment to reach users seen on college campuses, and 1<sup>st</sup> party data site retargeting.

Impressions Contracted: 233,333

Impressions Delivered: 254,786

Creatives: Display assets

**0.15%**

CTR

**375**

Clicks

**254K+**

Impressions  
delivered