

CASE STUDY: REAL ESTATE

Real estate company looking to raise general awareness and call to action around home value with a year-long campaign.

Included multiple display ad sizes.

Local Real Estate Company looking to raise awareness in the market with one year display campaign.

Targeting tactics included audience targeting to homeowners with HHI \$100K+ in specific zip codes, along with site retargeting. Creative was swapped with new messaging on a quarterly basis. Focus on awareness and specific call to action around 'what is my home worth?'

Budget: \$24,000

Impressions Contracted: 2.4 million

Creatives: Multiple display ad sizes

.21%

CTR

400+

Clicks to website
per month

.11%

Above Industry
Standard