

# CASE STUDY: REAL ESTATE- SENIOR LIVING

Luxury retirement facility using a multi-channel campaign to generate awareness.

Included multiple display ad sizes and Facebook social media ads.

Luxury Retirement Community ran a 3-month campaign that included competitive conquering, retargeting, social media and contextual targeting.

Targeting tactics included demographic targeting, competitor conquering, site retargeting, and contextual targeting to retirement, assisted living, and nursing home content with the intent of reaching users that are researching living options, either for themselves or for their parents.

Budget: \$6,000

Impressions Contracted: 550,000

Impressions Delivered: 664,001

Creatives: Multiple display ad sizes and Facebook social media ads

**0.29%**

Display CTR

**1,930+**

Clicks to  
website

**0.86%**

Facebook CTR