

CASE STUDY: REAL ESTATE

Local realtor association wanting to increase awareness for the association in the marketplace.

Included multiple display ad sizes.

Local realtor association 6-month promotion with the goal of driving people to the website and increase awareness for the association in the marketplace.

Targeting tactics included audience targeting toward real-estate seekers and people interested in home improvement, contextual targeting to real estate content, and site retargeting. Geotargeting to key cities with creative messaging that tied to the city being targeted.

Clicks to website: 3,050+

Creatives: Multiple display creative sizes

3,050

Clicks

0.24%

CTR

0.14%

Above industry
standard