

Real Estate Case Study

SAVE TIME AND ACHIEVE HIGHER RETURN ON ADVERTISING SPEND (ROAS) BY TRUSTING TC ADVERTISING SELECT TO RUN YOUR CAMPAIGNS.

CONTEXT



CAMPAIGN LENGTH

One year



GEOGRAPHY

Four U.S. Cities



INVESTMENT

\$300,000



SOLUTIONS

Display, Social, SEM, Local News Retargeting (LNR), Owned and Operated (O&O)

OBJECTIVE AND OVERVIEW

The client is a large real estate company with locations in four affluent areas. They were looking to increase their visibility and gain more website traffic, to increase leads and conversions, showcasing their listings, and improving brand awareness.

RESULTS

15.3M

Impressions

325k

Clicks

195k

Total conversions

1,353

Lead conversions

193k

Engagement conversions

2.12%

Click-through rate

STRATEGY AND SOLUTIONS

STRATEGY

A complete range of products was used throughout the sales funnel, each focusing on a different objective to meet all the client's goals. Increasing lead conversions (e.g., form fills, showing requests) and engagement conversions (e.g., property page visits, virtual tours) were high priorities and strongly influenced the product selection. We served the advertisements to the markets where the homes were selling and to large cities nationwide, targeting those interested in a second home.



PRODUCT SELECTION

SEM

- Search Engine Marketing (SEM) was used to target affluent second homeowners in nearby areas and individuals with incomes in the top 20% searching for homes in market areas.
- SEM was the main driver of lead conversions, driving traffic to the "Request Showing," "Contact Us," "Property Email Alerts," and "Ask Agent" pages.

DISPLAY

- Using Display advertisements, we targeted affluent homeowners in large cities across the country who would be interested in a second home.
- LNR retargeted everyone on local websites, and O&O served advertisements to users while they were on the local websites.
- Display increased brand awareness and was used to drive website clicks.
- Even with the goal of brand awareness and website clicks, we still noticed an increase in conversions coming from Display advertisements.

SOCIAL

- The social media campaign allowed us to showcase the active listings in carousel advertisements.
- Showcasing inventory by using creatives helped increase engagement and drove more clicks to the website.
- Facebook was responsible for over half of the total campaign impressions and was instrumental in increasing brand awareness.

PRODUCT RESULTS

742

Lead conversions

14.4%

Click-through rate

6.3M

Display impressions

8.6M

Social impressions

254k

Clicks

