## REAL ESTATE CASE STUDY

## **OVERVIEW**

**Client** Luxury Real Estate Agency

Campaign Length One Month

**Objectives** To get prospective buyers to visit the client's sales office

**Total Investment** \$3,000

**Geography** Zip codes within a 50-mile radius of the sales office

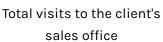
**Products Utilized** Device ID Site Retargeting

## **RESULTS**



High-quality prospects identified to purchase \$2MM-\$10MM homes

Retargeting





Total clicks recorded from Site Retargeting

## **STRATEGY & SOLUTIONS**

We recommended Device ID to hone in on individuals who exhibited luxury pursuits by geographically targeting golf courses, high-end hotels, luxury car dealerships, and competitor realtors' offices. Device ID's foot traffic attribution (FTA) records powerful conversion data like who walked into the advertiser's location(s) after someone saw an ad

Retargeting was implemented on the client's site by placing pixels on specific andwildcard URLs to **entice users to return to the site and request an appointment.** We were also able totrack conversions using the pixels added to site

A highly targeted campaign featuring top-funnel tactics will ensure that your advertising efforts and reach are maximized. The multiple reports generated from Device ID, such as the Audience Insight and Point of Interest attribution reports, provide **key insights designed to drive more foot traffic to physical locations**