

## 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

5

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

13

Total visits to the client's sales office

230

Total conversions from Site Retargeting

400

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 and wildcard URLs to **entice users to return to the site and request an appointment**. We were also able to track 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**