

## OVERVIEW

### Client

Real Estate Developer

### Campaign Length

One Email Deployment

### Objectives

The client aimed to drive branding and awareness – and ultimately home sales – to their newly-built residential community.

### Total Investment

\$1,650

### Geography

10-mile radius around a mid-sized city in the South

### Products Utilized

Email Marketing (In-Market Targeting)

## RESULTS

**63,846**

**Total emails delivered**  
(100% share-of-voice [SOV] per the client's targeting needs)

**15,631**

**Total email opens recorded**  
(24.48% open rate)

**9.77%**

**Total click-to-open rate**

**1,527**

**Total clicks**  
(2.39% click-through rate [CTR] – nearly x4 the average CTR for the industry)

## STRATEGY & SOLUTIONS

- We recommended Email Marketing with In-Market Targeting for this campaign as the client hoped to reach specific audiences who are both interested or in-market for new homes and have a high household income.
- At an average home sale value of \$500,000, just one conversion would cover the total spend invested into the campaign. With 1,527 clicks recorded, the campaign only needed to yield a .07% conversion rate for clickers for this campaign to be successful.
  - According to The National Association of Realtors, the average conversion rate from a lead is .8%. This suggests that even if the campaign only records a 10% click-to-lead rate, the client would most likely make a home sale.
- Our campaign performed noticeably better than two previous deployments for the same community using two other vendors.
  - The results of the previous deployments show that while 50,000 emails were delivered, only 7,916 total email opens were recorded (15.83% open rate) and 827 total email clicks tracked (1.65% CTR).
  - This highlights the effectiveness of our In-Market Email Targeting product against other vendors' solutions as we were able to forecast and deliver to 100% SOV while also seeing stronger metrics.