

ADVANCED
CONTEXTUAL



REAL ESTATE CASE STUDY

- Apartment Search Website

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DRIVING RESULTS BY USING CONTENT TO EFFECTIVELY ENGAGE DISTINCT CUSTOMER TYPES



OBJECTIVE

A national apartment search website sought to boost awareness of its services among two different groups: apartment hunters and property managers.

STRATEGY

Our team identified pages likely to be read by people searching for a new place to live and property managers looking to rent. Then we used our proprietary platform to match the right audiences to high quality, highly-relevant inventory.

We created custom Content Target™ strategies for two campaigns; engaging apartment hunters and property managers with the brand's message at the right moments. Our Content Targets™ for the Apartment Hunters campaign included: "Job Seekers" and "Relocating for Work," and our Content Targets™ for the Property Managers campaign included: "Real Estate Trends" and "Design/Resource Tools."

RESULTS

Through our rapid test-and-learn approach, we optimized towards content, creative, and ad sizes that resonated best, exceeding the client's 0.10% CTR benchmark on top-performing placements.



0.13%

AVERAGE DESKTOP CTR
"Job Seekers" CT performed best
for Apartment Hunters

0.33%

AVERAGE MOBILE CTR
"Real Estate Trends" CT
performed best for Property
Managers