

Real Estate Case Study

Digital Marketing

KOB
ADVERTISING

Company Overview

A local Real Estate Agent is a respected leader in the local real estate market.

Offering both new home sales and homes for sale on the general market to high net worth customers.

The Challenge

The real estate agent was working with another vendor but wanted to boost online exposure, reconnect with valued past customers and increase home listings.

The Plan

By combining behavior, content, IP and retargeting the team was able to reach the client's target / potential high net worth consumer at all stages of the decision making process.

The Results

In 3 months the team accomplished the following:

- Increased new consumer web traffic through programmatic display.
- Reengaged a database of previous consumers with IP Targeting.
- Increased overall listings by retargeting visitors to her site

3 Month Campaign

- 750K Impressions
- .12% CTR
- 900 site visits