

BABCOCK RANCH

Drives Online and In-Person Conversions During Economic Downturn



OVERVIEW

Babcock Ranch is a solar-powered sustainable community located in southwest Florida that partnered with Strategus to enhance awareness of their community and drive traffic to their website and foot traffic to their community. Strategus employed a full-funnel strategy including CTV, display, and online video to foster brand awareness, home buyer interest, and ultimately, more conversions. During 2022, Strategus successfully drove **142,665 web conversions** and **5,743 in-person visits** to Babcock Ranch.

STRATEGY

As America's first solar-powered town, it was imperative to create brand notoriety and establish Babcock Ranch as an industry leader in sustainability. The Strategus team set out to primarily target in-market home buyers, families, and retirees in Florida, New York, and other DMAs across the country with concentrations of people who vacation or move to warmer climates during the winter. Targeted audience demographics included age, household income, as well as technology enthusiasts, and eco-friendly shoppers.

The lion's share of impressions was split between CTV and display, with online video accruing about 7%. With this allocation, Strategus created top-of-funnel brand awareness through CTV and served additional ads through clickable display and online video inventory to layer ad exposure.

SUCCESS

Developing a thoughtful full-funnel approach, Strategus served **8,991,612 impressions**, leading to **142,665 conversions**. As a result, the Babcock Ranch team was able to exceed their 2022 sales goals during an economic and real estate downturn, through efficient audience targeting and measurement solutions.

OBJECTIVE

- Develop effective brand awareness
- Drive website and foot traffic
- Sell the Babcock Ranch lifestyle

KEY RESULTS



5,743
In-Person Visits



142,665
Web Conversions

