

INDUSTRY: New Home Builder**GOAL: Drive Potential Home Buyers into New Home Communities**

National Home Builder INCREASES AWARENESS AMONG HOME BUYERS FOR NEW HOME COMMUNITY

7,665,910
IMPRESSIONS**277,539**
POST VIEW
WEBSITE
VISITS**299,240**
CONVERSIONS

OVERVIEW:

A national home builder was looking to drive potential home buyers into one of their new home communities. Rather than having to rely on multiple media vendors to handle a variety of tactics, they asked Strategus to execute a multifaceted campaign to build awareness and drive home buyers to their website and physical sales center.

THE CHALLENGE:

The company needed to drive traffic to new home communities in Idaho. They had previously done out-of-home advertising such as billboards and print — but wanted to increase their digital presence within the local area. They turned to Strategus, because they wanted to work with a vendor who had experience within the real estate industry and expertise managing a variety of strategies to reach in-market homeowners and buyers.

THE SOLUTION:

The client was able to leverage Strategus' partnerships with over 188 data providers to identify and target in-market home buyers across 6 cities in Idaho. As part of a Cross Device strategy, OTT/CTV ads were served on large screens to the target audience, complemented by mobile in app and pre roll video ads. This not only increased frequency of the client's messaging to the target audience, but allowed the client to reach as many consumers as possible to drive site visits and ultimately new home purchases.

In addition to the OTT/CTV campaign, they implemented a diverse set of tactics to reach a larger audience locally and retarget users who had visited the site. This included:

Display Retargeting Ads for specific audiences that had visited the website to drive them back to the website to convert

Digital Direct Mail to drive awareness for promotions and events

Hyper-local Ads around specific local areas including: restaurants, hotels, competitors, and neighborhoods around communities

Display Tactics (Demographic Targeting and Contextual Targeting) targeting home interder + any local premium sites within the target location (Boise)

Audience Targeting - family, empty nesters, household income range

Paid search



THE SUCCESS:

The campaign has been a tremendous success driving local awareness and potential home buyers to the clients website and physical location.

What's more, the diverse set of tactics helped reach a larger target audience and drove buyers further down the purchase funnel.

Within the first 6 months of the year, Strategus was able to drive 7,665,910 impressions leading to 277,539 post view website visits. The client has been so impressed with the results, that they have continued to run this campaign year round and have implemented similar marketing campaigns for communities in other regions.

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6 month total across all tactics
(1/1/20-6/30/20)connect@strategus.com

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