

Case Study

A leading Home Builder in Atlanta Tracks 170 Walk-Ins in 4 Months



Industry: Real Estate

Company: Construction Home Builder

Product: Mobile Geofencing, Walk-in Tracking



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170 Walk-ins	2464 Clicks	0.28% CTRs	110% %Delivery
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COMPANY PROFILE

The client is an independent construction home builder with communities in Atlanta, Nashville, and Raleigh. They deliver high-quality homes at competitive prices. Prior to establishing as an independent homebuilder, members of the executive team held leadership positions with some of the largest homebuilders, bringing in 200 years of combined experience in the industry. The client builds its communities with prospective homebuyers in mind. They strategically place communities in locations that provide easy access to great schools, shopping centers, and major highways, and the communities are equipped with family-friendly amenities including tennis courts, clubhouses, and swimming pools.

CHALLENGES	SOLUTIONS
 Building Brand Awareness	 Mobile Geofencing
 Reaching In-Market Home Buyers	 Audience Data
 Tracking Foot Traffic	 Walk-in Tracking

