

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

CHALLENGE

Our client wanted to generate brand awareness for some of its new housing developments in the greater Atlanta area. They wanted to ensure they were reaching the right audience: in-market home buyers looking to make a purchase in the next six to twelve months. Also, the client was not tracking any real-world traffic that was influenced by their digital campaigns. They were looking for a vendor that could accurately reach their target market using geofencing and be able to measure walk-ins to their property sites.

OUR PROCESS

We consulted with the construction firm on their marketing strategy and developed a geofencing campaign. Initially, they wanted to geofence three locations in proximity to their property in Atlanta. As the campaigns started to generate traffic and progress, we added more geofences in areas where potential buyers could be found.

We researched and identified additional location opportunities in the Atlanta area. These included other housing developments, vacant properties - Homes for sale, Banks offering housing loans, real estate brokerages, leasing offices, schools, shopping centers, and more. Over a period of four months, we increased the reach and the foot traffic by geofencing more than 21 relevant locations.

Along with this, we used audience data to focus a subset of the traffic toward in-market home buyers who fit the demographics of the target market and had shown interest in purchasing via behavioral data. This added a greater level of precision to our targeting, thereby increasing the cost-efficiency of the campaigns. We also drew geofences around the client's property in Atlanta to track walk-in traffic attributed to the mobile display campaigns.

RESULTS

The campaign drove a total of 170 walk-ins within the first four months of its launch. While the budgets remained consistent, we were able to increase the click-through-rates and percent delivery month over month. The delivery went up to 114%, and we got a CTR of up to 0.33%. After the second month, we doubled the walk-ins tracked. We recorded a total of 21 walk-ins in April, 44 in May, and 45 in June, lowering the cost-per-walk-in by less than 50% to \$33.30.

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