

# REALTORS DRIVE QUALIFIED BUYERS & SELLERS

## OVERVIEW

Realtors at a national real estate franchise were looking to increase interest amongst potential buyers and sellers in utilizing their real estate services and were not seeing success with their current digital advertising strategy. They enlisted the help of Insane Digital to develop a comprehensive strategy to reach the correct target audience, improve their overall advertising performance and drive up CTR.

## SOLUTION

Our team executed a geo-targeted campaign using search retargeting at the keyword level, category contextual targeting, and mobile geo-optimization – all targeting various areas across North Texas. With quick learning from the campaign launch, our team was able to optimize the keywords and blacklist specific domains to more precisely target local customers in each market. We were also able to shift budgets mid-flight and laser focus budget spend where it was most effective, therefore saving money and improving performance.

## RESULTS

Through multiple optimizations and tactics, we team was able to significantly increase the advertiser's brand awareness and achieve a CTR of .1%, which was right in line with the advertiser's CTR goal. The realtors were so impressed with the outcome of this campaign that they have since increased their digital spend with Insane Digital.

**.1% CTR**

CAMPAIGN RESULTS

CATEGORY

REAL ESTATE

CAMPAIGN LENGTH  
10 MONTHS

CAMPAIGN GOAL  
.08 - .1% CTR