

# 3661 MATHESON AVE USED MOBILE ADS TO FIND THEIR NEXT BUYER

## BASIC OVERVIEW

A luxury home listing in South Florida utilized a targeted mobile campaign to reach high-income earners and deliver the most efficient amount of impressions to their targeted audience. Delivering well over the benchmark for a successful mobile campaign helped the client to increase exposure in a hot real estate market.

## MORE INFORMATION

- 1,287 clicks were made based on this campaign
- Performed 70% above benchmark



## RESULTS

250,061

IMPRESSIONS DELIVERED

0.51%

CTR

