

WE DROVE OVER 180,000 MOBILE IMPRESSIONS FOR REALTY EXECUTIVES

OUTFRONT

Realty Executives, a global realtor business, has served the Fresno community for over fifteen years. The company prides itself as being made up of not just real estate agents, but real estate experts who provide the best quality service to those buying and selling their homes. In an effort to raise awareness about their business and spread the word about local real estate opportunities, the company turned to local mobile targeting.

STRATEGY & TACTICS

- **Zip Code Proximity Targeting:** The realtor company targeted four zipcodes in the city of Merced.
- **Creative Excellence:** The campaign utilized multiple red, white, and blue creatives with different banner sizes to share available properties on the market.
- **Web Linked Banner Ad:** The colorful ads with the button “Contact Agent,” directed users to the Realty Executives website showing real estate listings and realtor information. Some ads featured a phone number and a link to “Search Homes.”



RESULTS

188,595

DELIVERED IMPRESSIONS

334

CLICKS

3.59%

SAR

20%

LIFT OVER THE MOBILE ALONE SAR BENCHMARK



DISCLAIMER: OF COURSE, THE RESULTS OF ANY CASE STUDY ARE SPECIFIC TO ITS FACTS. WE CAN'T GUARANTEE THAT ANY OTHER CAMPAIGN WILL DRIVE SIMILAR RESULTS, INCLUDING INCREASED TRAFFIC, END-USER ACTIVITY (CLICK-THROUGH OR SECONDARY-ACTION RATES), OR REVENUE.

