



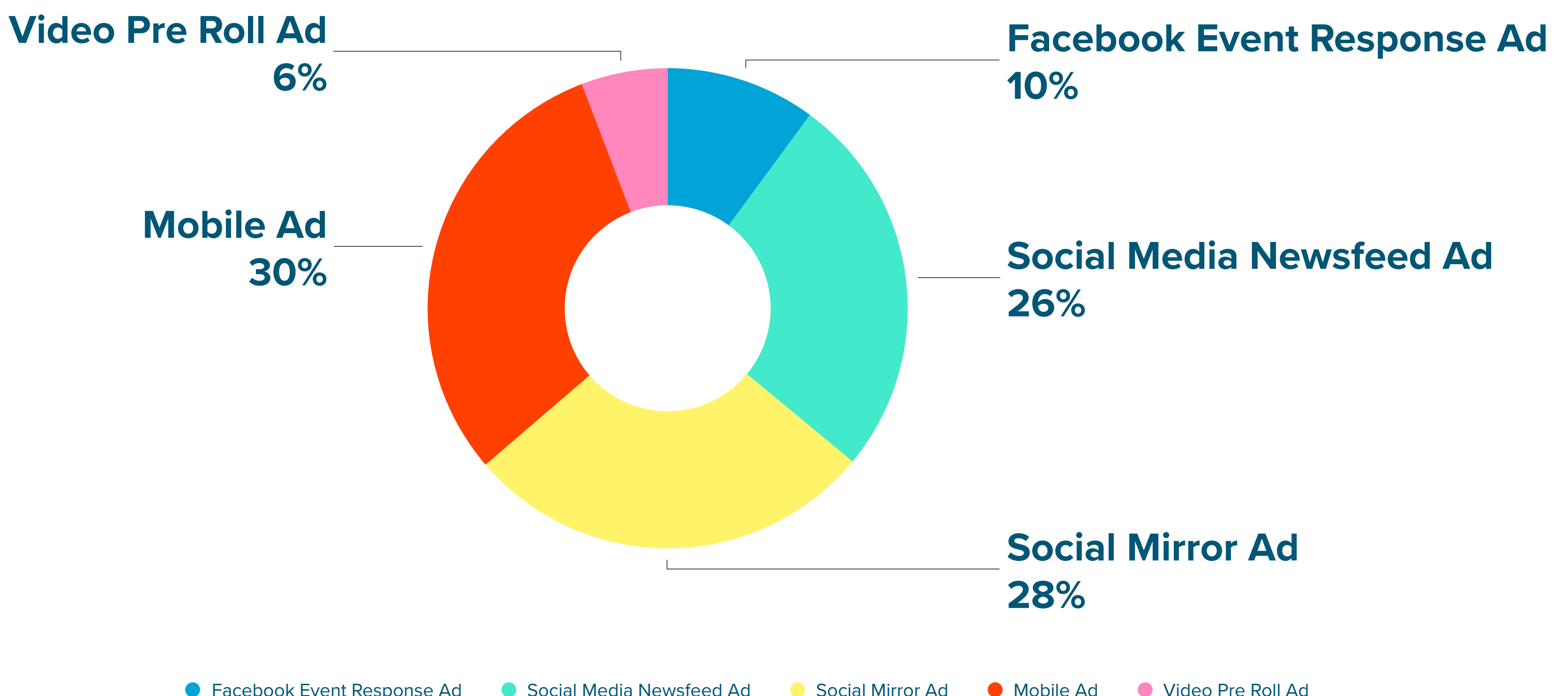
CASE STUDY:

Blue Ridge Home Builders Parade of Homes Campaign 2022



GOAL: Create a comprehensive digital advertising campaign designed to reach people “in the market” to buy a new home, look at new home, remodel existing home, sell home, and any other behavior indicating interest in the home market. Also geofence the specific homes in the Parade of Homes. This campaign represented over 15 different homes and developments. It was a comprehensive campaign using different digital ad strategies for 2 weekends of the Parade advertising.

This pie chart shows where the clicks came from during the campaign.



- Over 4,000 direct clicks to website from ad campaign in 5 weeks
- Over 440,000 Impressions served.
- Ads were spread across several apps and website, not only on social media accounts.
- We ran video ads, animated GIF display ads, social mirror ads and social media ads to reach customers on ANY device or platform they used.
- We targeted using: Location (including Geo Fence), Behaviors (such as “in the market for new home”, Artificial Intelligence, Keyword Targeting, and Retargeting



CAMPAIGN PERFORMANCE:

443,600
IMPRESSIONS

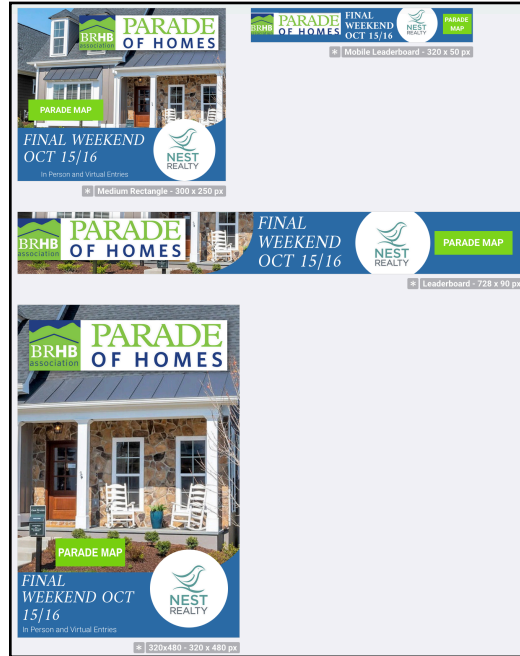
4,050
CLICKS

0.91%
CTR

13.04
X THE NATIONAL AVG (.07%)

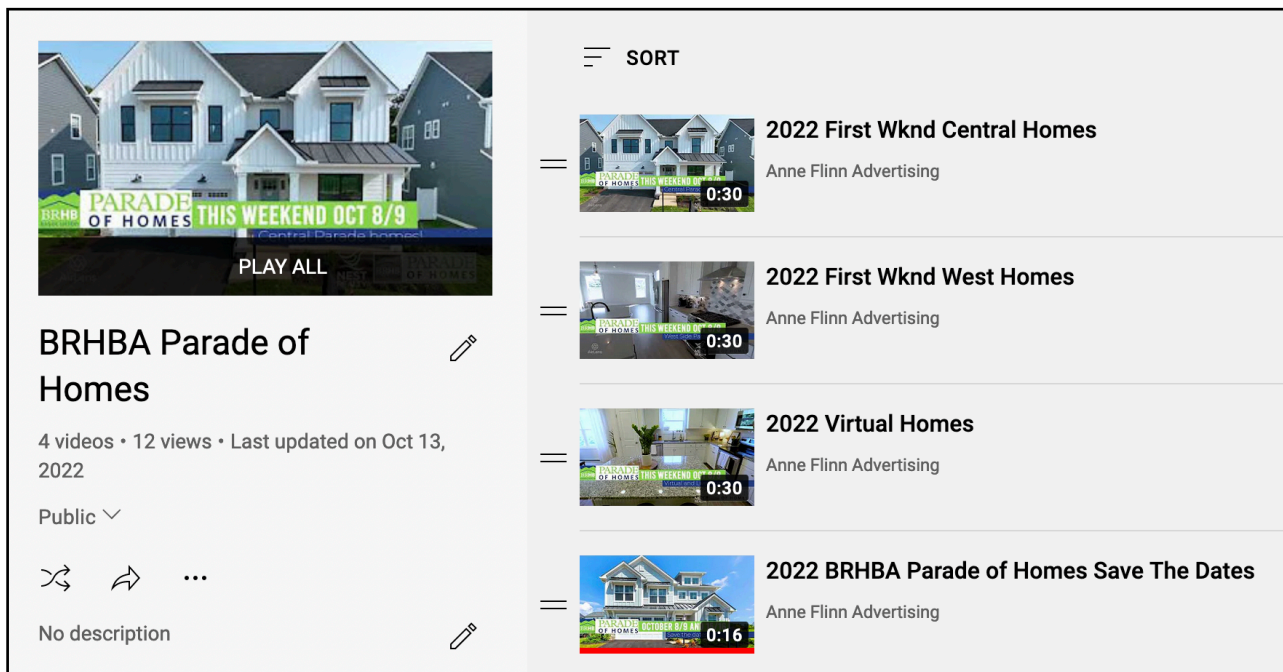
0.93%
TOTAL ENGAGEMENT RATE

MOBILE ANIMATED GIF ADSADS



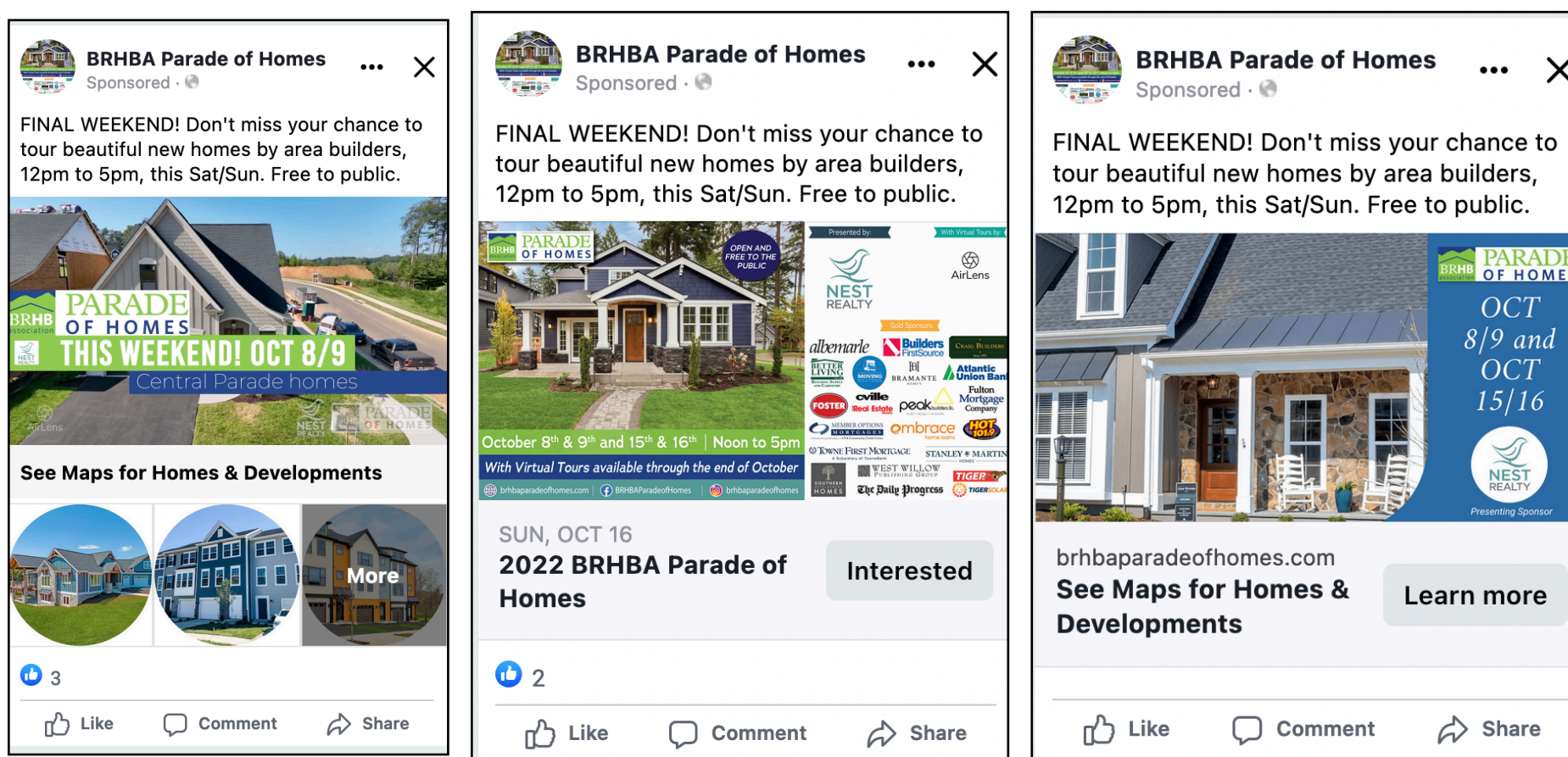
Animated GIF files were changed out weekly with new messaging to drive weekend traffic to homes.

VIDEO PRE ROLL ADS



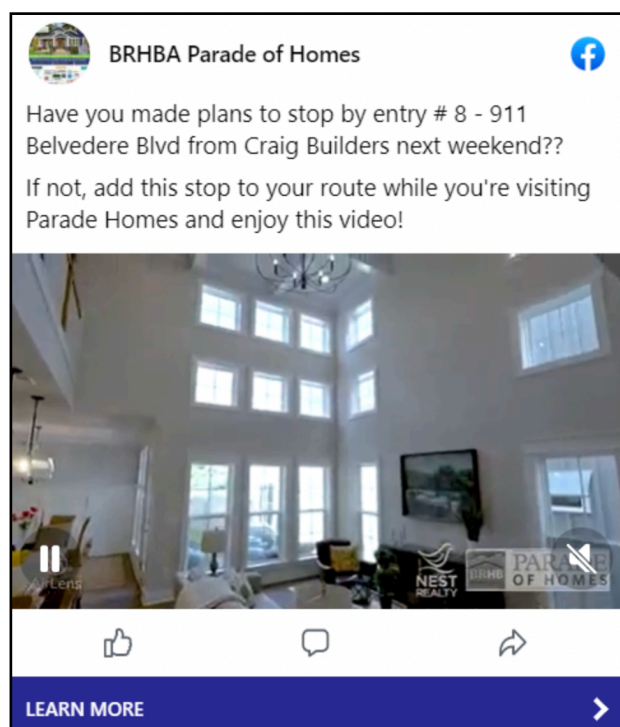
:30 Second Videos changed out weekly to drive traffic on weekends.

SOCIAL MEDIA ADS INCLUDING EVENT ADS

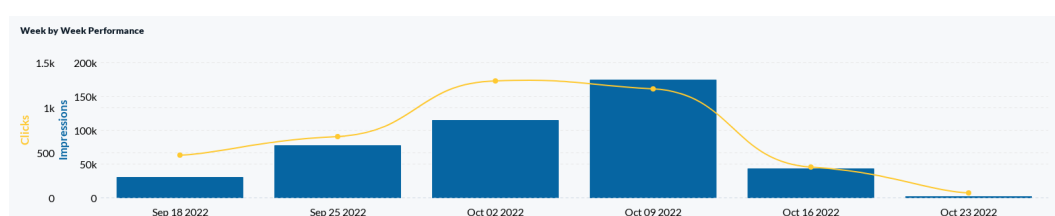


Collections Ads, Event Ads, Newsfeed, Instagram, Video, ran across all areas of Facebook and Instagram.

SOCIAL MIRROR ADS



Social Mirror ads are display ads that can run as video, a slideshow, or images. Can be a story ad. These captured over 14 Facebook posts and ran OFF the social media platform.



Metric Performance week by week. Blue = Impressions, Yellow = Clicks

