

Luxury Realtor Increases Website Form Fills With Get Above The Fold

Overview

A local luxury real estate agent wanted to increase awareness of available properties and drive potential buyers to fill out forms on the realtor's website. The advertiser enlisted the help of Above The Fold to utilize Geo-Fencing technology and several other programmatic advertising tactics to more effectively reach its target audience and drive form fills.

Solution

The team developed a comprehensive strategy of Search Retargeting, Keyword Contextual targeting, Category Contextual targeting, Site Retargeting, and Geo-Fencing. Above The Fold built target fences around local affluent neighborhoods and developed custom keyword lists and category selections to reach the target audience. Throughout the course of the campaign, the Above The Fold team and our multivariate algorithms made optimizations to improve the campaign's performance. These included removing underperforming keywords and blocklisting domains.

Results

During this year-long campaign, the realtor received more than 6,000 website form submissions that were directly attributable to the campaign. Additionally, the campaign achieved a CTR of 0.18%, exceeding the industry average of 0.08% - 0.10%.

— Results —

6,258
Form Completions

0.18% CTR
Campaign Result

Category
Real Estate