

# IP TARGETING FOR REAL ESTATE

## ISSUE

Realtor wanted to target people that were renting homes with a rental price above \$1,500

## TARGETING

Acquired a data list targeting that exact audience of about 8,000 homes

## RESULTS

**896**  
**clicks**

**256,000**  
**impressions**

Frequency of up to 50 per month

**8 matchbacks**

Client was able to track 8 additional leads from campaign

**0.35%**  
**CTR**