

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