



Reach Buyers in Any Real Estate Market

Selling a new build neighborhood or any type of real estate can be challenging, as project statuses and availability can shift daily. Digital marketing enables you to keep your messaging up-to-date and connect with potential clients whenever they're looking.

Home Builder Group in Blacksburg, Virginia

The Roadblock

A home builder was needing to promote their most recent development to potential buyers near a well-known university campus with a strong alumni base. They were having issues reaching an audience that would have the income to buy a potential second home when visiting their Alma Mater or to use as a rental property.

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The Goals

1. Reach alumni of the college who would most likely have a high household income level.
2. Inform current residents living in surrounding apartments or homes with a high household income that may be looking to move about the new development in a small, high-quality built neighborhood.
3. Connect with buyers scouting out nearby developments of same or similar quality.

The Game Plan

Potential Movers



Through first-party data, we were able to create an audience of users that were likely to move layered with high household income data that live in the DMA of the development. This allowed us to accurately target users that met the builder's criteria for their potential buyers.

Event Retargeting



The well-known and attended university has many events across the country and world geared toward their alumni community. We placed geofences around high-income alumni events such as international travel tours, box office seats of football and basketball games, and fan-related events. We then retargeted attendees with advertisements.

Competitor Geofencing



Many competing developments are built around similar times. With this in mind, we placed geofences around developments nearing completion and model homes that would have frequent home tours from buyers fitting our desired criteria.

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2,346
clicks

0.13%
CTR

41
tours

The Results

During the construction process, the creatives promoted the premium amenities of the new development to each audience segment.

We were able to report by competitor development and demographic as to who was the most responsive to the advertisements. Additionally, we reported foot traffic attribution by date of the user's visit to the development for the home builder to match up with scheduled or walk-in tours and the quality of buyer that came to tour. We were able to determine that users living in and around the new development have been the most interested in purchasing a home from the builder.

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