

Home Builder

CASE STUDY

A well-established home builder with properties in Alberta and Ontario, known for its strong brand and reputation for quality, aimed to increase inbound inquiries for new developments across cities in both provinces. Their goal was to collect prospect contact information to engage with potential buyers and communicate available opportunities.



STRATEGY

Postmedia created a targeted **social lead campaign** for the home builder, designed to reach their ideal audience and drive inbound inquiries for their new developments, enabling them to collect valuable prospect contact information.

The campaign strategy involved:

- Targeting those interested in buying a new home.
- Converting social media visitors into leads by allowing them to fill out a short form directly on the platform.
- Using advanced targeting techniques, such as lookalike audiences and retargeting website visitors, to improve conversion efficiency.

This approach helped maximize lead generation and drove higher engagement with potential buyers.

RESULTS

Postmedia's approach significantly boosted lead generation and engagement with potential buyers. The campaign exceeded expectations, achieving a 37.5% conversion rate and generating over 110 leads within the first 10 days. More importantly, it delivered 4x higher conversions and a 70% lower cost per acquisition compared to the benchmark. These results were driven by the optimization strategies and precise targeting implemented by our team, which ultimately led to a high return on investment for the client.

37.5%

CAMPAIGN
CONVERSION RATE

110

QUALIFIED LEADS
GENERATED

4x

HIGHER CONVERSION
(1.5% vs 3.5%)

70%

LOWER COST PER
ACQUISITION