

# Edmonton Communities Campaign

## CASE STUDY

A prominent real estate developer aimed to increase awareness and engagement for its Edmonton communities, focusing on attracting local residents who are interested in family-friendly homes and vibrant neighborhoods.



## STRATEGY

Postmedia's campaign leveraged a blend of digital advertising strategies to maximize reach and performance, supported by a comprehensive marketing approach. Dynamic infographics were key in driving engagement, delivering strong results across multiple platforms. The strategic mix of visual content and targeted ads ensured optimal visibility and interaction with the brand's offerings.

### Key Solutions

- Sponsored Content
- Dynamic Infographics
- Infeed Ads
- Social Media Advertising

## RESULTS

The Edmonton Communities campaign exceeded expectations, with infographics driving high engagement. Social media and infeed ads also contributed strong click-through rates and engagement. This holistic strategy boosted awareness, increasing interaction with the target audience across various content formats.

**7K**

TOTAL VISITORS INFOGRAPHIC

**7.5K**

PAGEVIEWS

**7K**

UNIQUE VISITORS  
\*96% unique readers

**3.28%**

SOCIAL MEDIA CTR  
\*Benchmark: 0.90%

**75K**

IMPRESSIONS INFEED  
\*CTR: 0.95%, Benchmark: 0.25%

**2:05**

AVERAGE TIME ON PAGE  
\*Benchmark: 1:25