

# Driving Engagement for Luxury Real Estate

## CASE STUDY

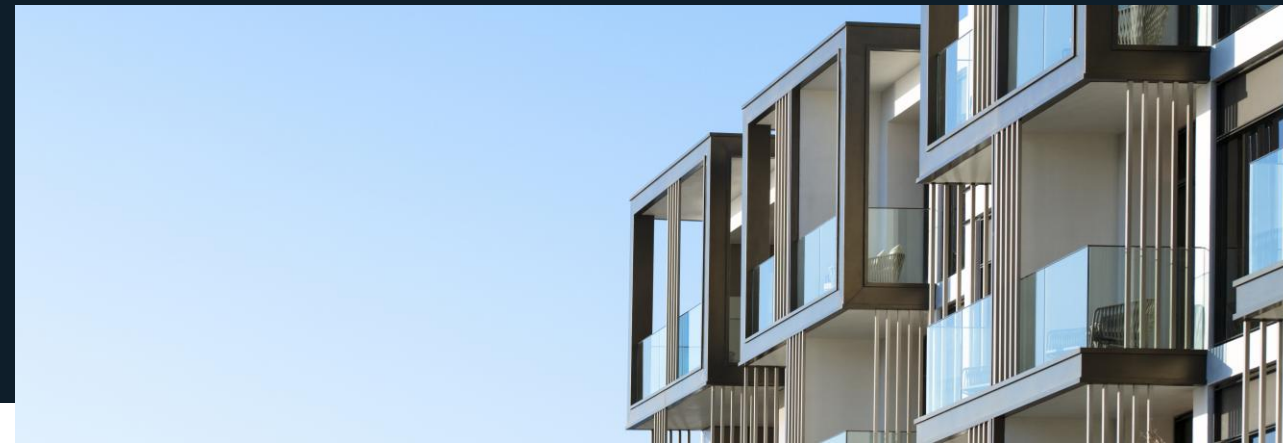
A luxury real estate client wanted to raise awareness for a new development but faced challenges with Meta's targeting restrictions for housing ads. They needed a consistent content strategy that would attract interest and build a re-engageable audience, ensuring their message reached the right demographic despite platform limitations.

## STRATEGY

Postmedia developed a 12-month Sponsored Content campaign, supported by a robust social remarketing strategy. Articles published in prominent publications like the National Post, Calgary Herald, and Edmonton Journal showcased the development's luxurious appeal and targeted an audience aligned with the client's ideal demographic. First-party data was then used to re-engage potential buyers on Meta, allowing us to maximize visibility and engagement despite targeting limitations on the platform.

### Key Solutions

- **Sponsored Content** to establish initial brand awareness and captivate readers.
- **Social Remarketing** on Meta to re-engage the audience.



## RESULTS

The campaign successfully built a highly engaged audience, delivering strong performance metrics across content engagement and social remarketing. Impressive engagement rates and a competitive cost per lead demonstrated the effectiveness of Postmedia's approach in a challenging advertising environment.

**2M+**

SOCIAL IMPRESSIONS

**2.92%**

SOCIAL ENGAGEMENT  
\*3x industry benchmark of 1%

**2.17%**

REMARKETING ENGAGEMENT  
\*Benchmark: 1%

**\$31.80**

COST PER LEAD  
\*Benchmark: \$50

**0.61%**

ON NETWORK CTR  
\*2x industry benchmark of 0.25%

**31K+**

UNIQUE VIEWS