

APARTMENT/ REAL ESTATE ADS CASE STUDY

01. CLIENT GOALS

The goal is to book appointments so they can lease out apartments at these luxury buildings in Chicago, Illinois.

02. CLIENT EXPECTATIONS

Hoping to get around 20 Leads/Month



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Are you ready to move forward?

We want to help you find a place you can call home.

Please fill out the fields below to schedule your time.



Looking for a brand new 2 bedroom apartment with a view? Epoch Chicago gives you stunning views of the city with all the amenities to make living easy.

Sit back in your modern, stylish suite with granite counter tops, and stainless steel appliances.

If you're searching for a new apartment, do yourself a favor and schedule a tour



FORM ON FACEBOOK

Welcome to [redacted]

LEARN MORE



Like



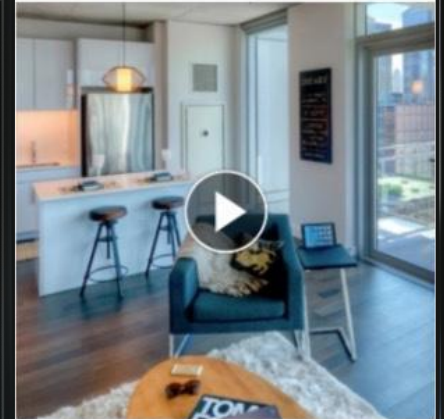
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Welcome to [redacted]

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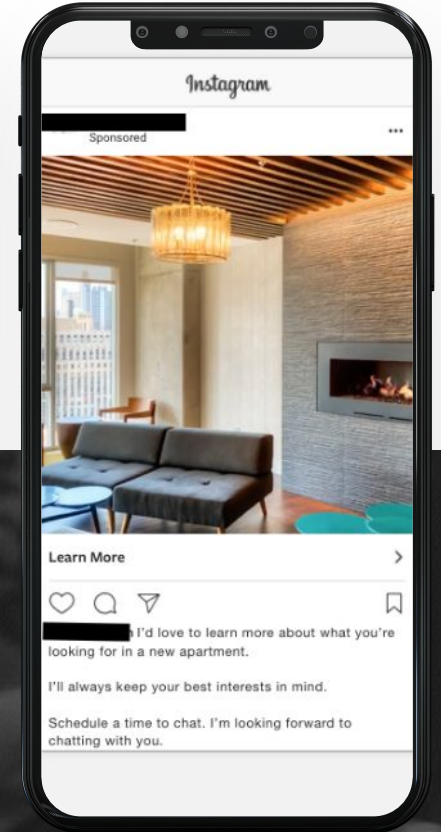
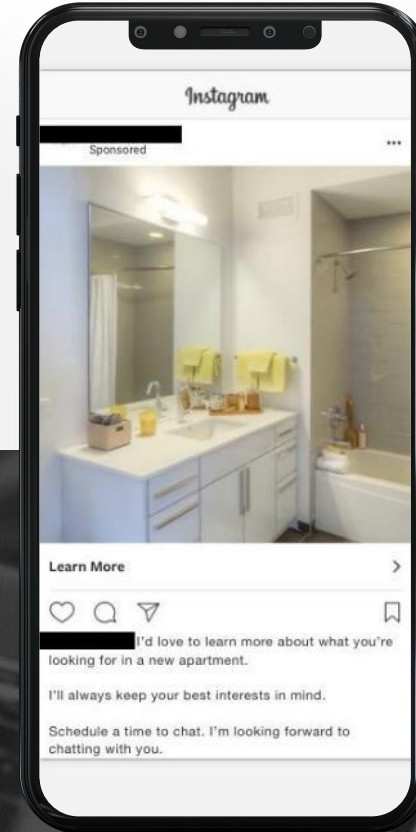
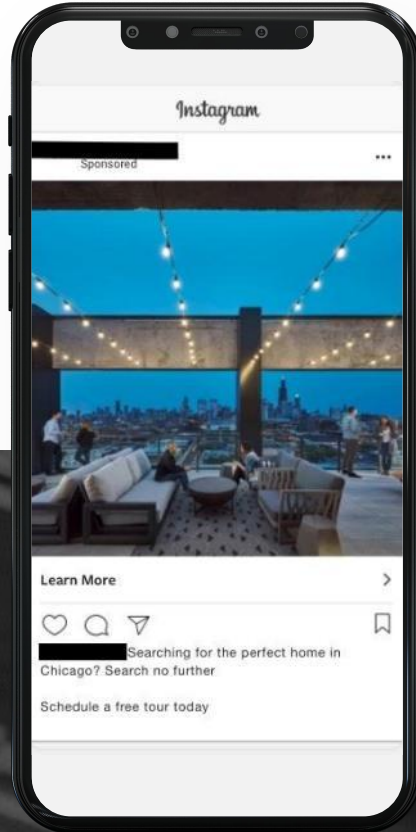
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Comment

2

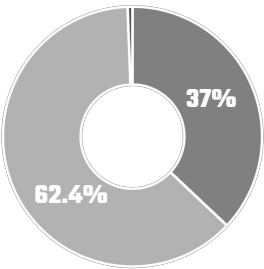
ADS USED IN THE CAMPAIGN



RESULTS

ADS SUMMARY	Reach	Impressions	On-Facebook leads	Clicks (all)
	3,376	7,230	63	607
Page engagements	People taking action	People taking action rate %	Link clicks	CTR (all)
2,234	4,815	129.32%	230	8.40%

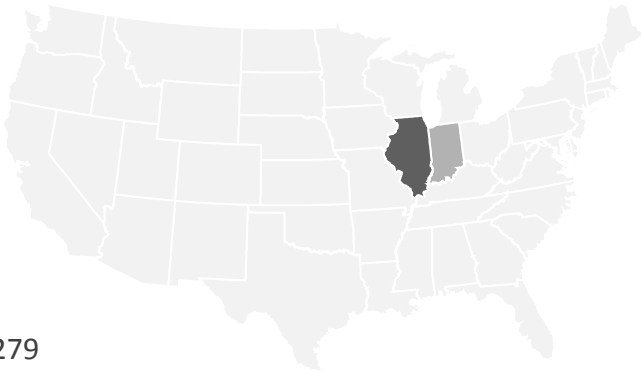
DEMOGRAPHICS



- Male
- Female
- Unknown

Age	Impressions	Reach	Clicks (all)
55-64	1,877	840	168
65+	1,404	596	168
45-54	1,331	571	101
25-34	1,288	698	96
35-44	812	409	53
18-24	518	262	21

Region	Impressions	Reach	Clicks (all)
Illinois	6,279	2,915	537
Indiana	951	461	70



RESULTS

ADS SUMMARY

Reach
4,175

Impressions
10,623

On-Facebook leads
16

Clicks (all)
227

Page engagements
116

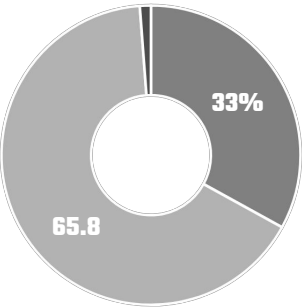
People taking action
367

People taking action rate %
8.79%

Link clicks
113

CTR (all)
2.14%

DEMOGRAPHICS



- Male
- Female
- Unknown

Age	Impressions ☐	Reach	Clicks (all)
25-34	6,991	2,685	150
18-24	3,325	1,378	70
35-44	307	113	7

RESULTS

Region	Impressions ☐	Reach	Clicks (all)
Illinois	10,346	4,023	221
Indiana	277	152	6

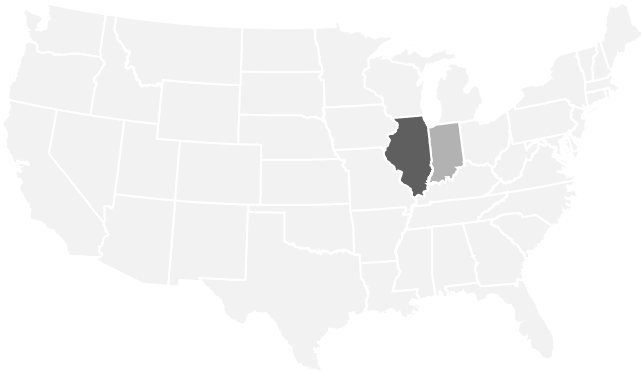


Image asset photo ☐



Ad body

- ☐ Are you ready to move forward?
- ☐ We want to help you find a place you can call home.
- ☐ Please fill out the fields below to schedule your time.