



A new property search engine wanted to retarget users who had visited the site and get them to contact an agent or request a valuation.



1. PRIORITISE VISITORS

Delivery was focused on the highest value users. User value was determined by analysing the recency and frequency of their site visits.

The most frequent and recent users were assigned the highest value and retargeted with the highest frequency. We also prioritised users who went to a specific property over home page visitors.

These recency/frequency rules combined with contextual pre-campaign insights to ensure ads were delivered to the right people, in the right place at the right frequency

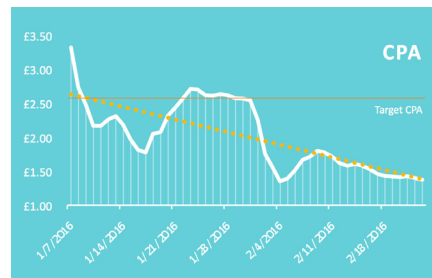
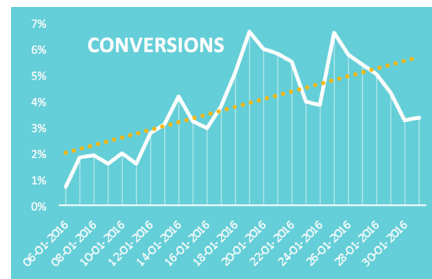
2. USE DYNAMIC CREATIVE TO DELIVER RELEVANT CONTENT

Dynamic ads were built in HTML5 so they worked on all devices.

Rental and for-sale searches were retargeted with ads containing the properties they viewed and similar properties (by geo, price, house size)

Home page visitors were retargeted with a generic ad

3. CAMPAIGN RESULTS



CPA Down $\frac{1}{2}$ Target

Conversions were defined as

- > Request a viewing
- > Request a valuation
- > A direct call from a mobile via 'Call now' button in mobile creative

4. CAMPAIGN INSIGHTS



Performance was spread fairly evenly across the UK, with most conversions in Hull, Lincoln, Newcastle – while Reading, Coventry and Nottingham did not perform well.



The top performing days were midweek with conversions spread evenly between 10am to 11pm.



The top three Audience Segments were Property Hunter, Travel, Academic



The sites that gained most clicks were Arts & Entertainment, Business, News, and Travel.



The best performing demographics were:

- > High Income (74%)
- > Female (68%)
- > Age 25-34 (52%) and 45-54 (33%)

