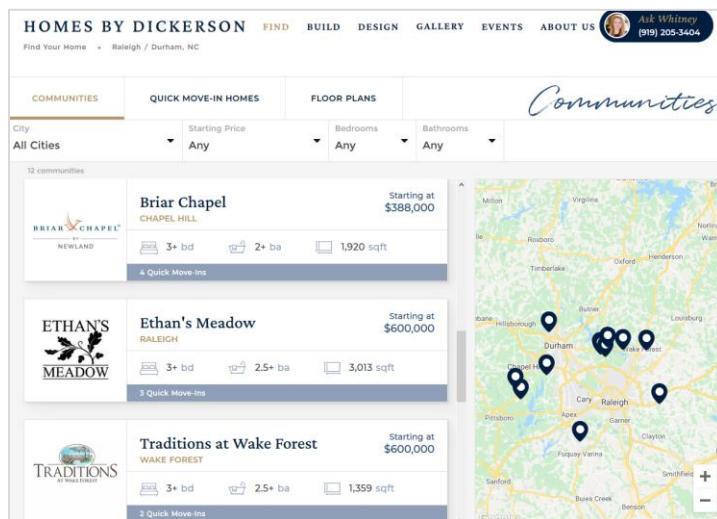


THE SITUATION

MediaOne took over a campaign that was running passively with display and social media but not using data available to reach people actively shopping for homes. The campaign was not meeting the goal of getting high quality leads to the sales team. Their homes are available in 14 different communities across 7 cities in a larger metro area so people are looking at homes in those cities specifically, not the larger metro area in general. For instance, people may be looking for a home in Chapel Hills, not the broader Raleigh area.



WHAT WE DID

MediaOne took an account-based approach where we connected the marketing directly to the sales team, including them in our weekly calls to ensure quality of leads.

How did we do this?

- First, we overhauled the campaign by running heavily in Google paid search dividing the campaign by each community rather than just as a single brand.
- Then we deep-linked the ads to specific pages with all the tracking necessary to follow a lead from 4 different contact sources (calls, contact page, chats, downloads).
- Next, we produced a custom weekly report with all lead info that was reviewed on a weekly call.
- Finally, adjustments were made to ensure better lead quality and moving dollars to the communities that need them more.

THE RESULTS

In 2019 vs 2018, the growth of quality website traffic and leads were great. While website traffic was down, the quality of traffic to the website was much better with conversion rates up over 60%. Most important, at the end of 2019 total leads were up 51.7% over 2018 leads. The average cost per lead was down nearly the same percentage.