

DIGITAL ADS Case Study

Client Background:

Our client is a traditional property situated in Northeast San Jose, CA, offering open-concept floor plans that include one, two, and three-bedroom options. They requested assistance in garnering attention for their community, located in a unique area of the city.

Key Metrics

Over the past three months, we have observed significant improvements in both the quality and quantity of traffic to our client's website as a result of their digital advertising strategy. Specifically, there has been a 94% increase in overall sessions, a 70% increase in engaged sessions, and an 85% increase in completed events and conversions.

 **+ 70%**
Increase in Engaged Sessions

 **+ 400%**
Increase in Click to Calls from Ad

Conclusion:

We successfully helped the client achieve their goals without making any major alterations to their budget. This was accomplished by refining the targeting and messaging in our current campaigns. As a result, there was a notable boost in both the quality and quantity of their digital presence within their desired market.

CHALLENGES



While the community features modern fixtures and boutique-style amenities, we found that there weren't many unique attributes to emphasize in our keyword strategy, which would help distinguish it from other local communities. One of our major hurdles was targeting keywords in a densely populated area like San Jose, which receives between 50,000 and 90,000 monthly searches for standard keywords.

Additionally, the community's specific location posed another challenge. Focusing on general San Jose keywords would likely attract lower-quality clicks due to its less central positioning. As a result, we needed to develop a strategy that centered on North and East San Jose, as well as nearby neighborhoods like Berryessa and Alum Rock.



**More Quality
Website Traffic**



Lower CPC



**Increased
Website
Conversions**

BENEFITS



1

More Quality Website Traffic

Initially, our strategy aimed at a wide-reaching approach within the San Jose market. However, we refined our efforts by implementing a more targeted advertising group and keyword strategy. Over the past three months, we have observed a 12% increase in the engagement rate of our Search Ads, a 9% rise in session duration, a 400% increase in click to calls from the ad, and a remarkable 55% increase in total events completed on our website.

2

Lower CPC

Since the implementation of these changes aimed at adopting a more concentrated strategy, we have observed a notable reduction in our average cost per click (CPC), decreasing from \$1.95 to \$1.68. This improvement has enabled our budget to extend its longevity, allowing our advertisements to remain active for a longer duration throughout the day.

3

Increased Website Conversions

Typically, an increase in sessions and clicks often correlates with a decline in traffic quality. However, over the past three months, we have observed an 85% increase in total events and completed conversions on the website compared to the preceding three months, despite these fluctuations. This suggests that the recent changes have positively impacted our overall performance.