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## The objective

As a property development agency with a portfolio valued at over half a billion dollars, reaching relevant investment and rental audiences at scale was a central objective in their marketing strategy.



## The challenge

Property is an incredibly competitive space, so standing out from the crowd and really creating a connection with audiences was going to be the key to our success.

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## The platforms

In order to successfully reach audiences at scale, whilst retaining precise control over who we served adverts to we chose to utilise a mixture of platforms - Google & Microsoft search for lower funnel performance, combined with Facebook and Display advertising to create connections at scale.



## The strategy

Through our past experience, and by working with the client we built a better understanding of how audiences around the world make their property investment decisions. We used this insight to build a full funnel strategy utilising our chosen platforms. Investment in the UK property market is popular in many international markets, including the Middle East and Asia. In order to maximise our reach to relevant audiences, tailored international campaigns were essential.

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## The tactics

There are a variety of day-to-day challenges in managing international paid media campaigns in the property sector. One key approach we found effective was ensuring that we really focused on conveying the tone and experience of the developments in the native languages we were targeting. This helped to build excitement and prestige within the target market and created a unified experience for audiences when speaking with the clients internal sales teams.



## The results

Over the initial 24 months of our campaign activity, we have successfully promoted and sold out multiple new developments. As well as managing the performance of the campaigns, we advise directly on international creative strategy and provide market forecasts to support with commercial decision making.

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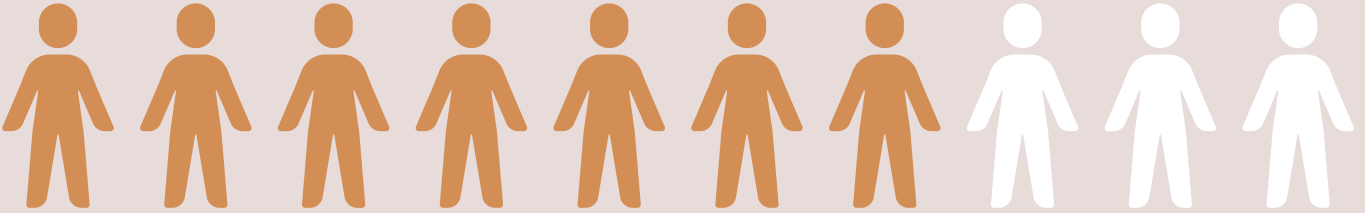
Reduced CPA



Increased lead volume



Improved lead quality



“The team at Clickoo advised on the best strategic approach to paid in order to achieve our goals, but also were transparent with what to expect along the way, I would have no hesitation at all in recommending the services of Clickoo to any friends or colleagues.”



Head of Marketing