

OVERVIEW

Client

Luxury real estate agent

Campaign Length

Annual campaign

Geography

Southern U.S.

Monthly Investment

\$1,280

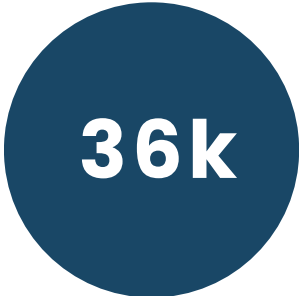
Objectives

Promote new properties to affluent real estate intenders

Products Used

Standard Email Marketing and Redeployment

RESULTS



36k

Monthly emails
delivered



7.3k

Email opens
(20.3% open rate)



1.1k

Website visits
(3.15% CTR)

STRATEGY AND SOLUTIONS

- We recommended Email Marketing as a key strategy to reach a highly specific audience by leveraging advanced targeting capabilities, such as net worth and luxury real estate interest.
- This approach allows us to efficiently promote multiple properties within a single email efficiently, maximizing the budget. With strong open rates and a high CTR, Email Marketing has proven effective in driving interest and engagement in the luxury real estate market.