REBEL MEDIA
AGENCY

FACEBOOK ADS

LUXARY REAL ESTATE: HOW THEY REDUCED
CPR BY 50% WITH OUR HELP

About

OUR CLIENT
This company (Non-disclosure) provides luxury real estate services in Irvine, California. They are client-focused, helping to relieve stress in the home buying process.

GOAL
Our goal was to generate quality leads for the client and lower the campaign's CPR.

PROJECT DURATION
2 Weeks

PROBLEM STATEMENT
This campaign belonged to the housing special category and was location-specific. Over a period of time, the lead count can begin to decrease. We needed to overcome the challenge of lowering the campaign's cost per result.

Strategy (Overview)

Our strategy was divided into phases in which we tested different combinations of targeting to increase leads and lower CPA.

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The First Phase

We effectively utilized the existing campaign's data (especially leads) and created a set of special ad audiences.

The Second Phase

In our second phase, we converted prospects into leads by collecting their data via previously running campaigns.
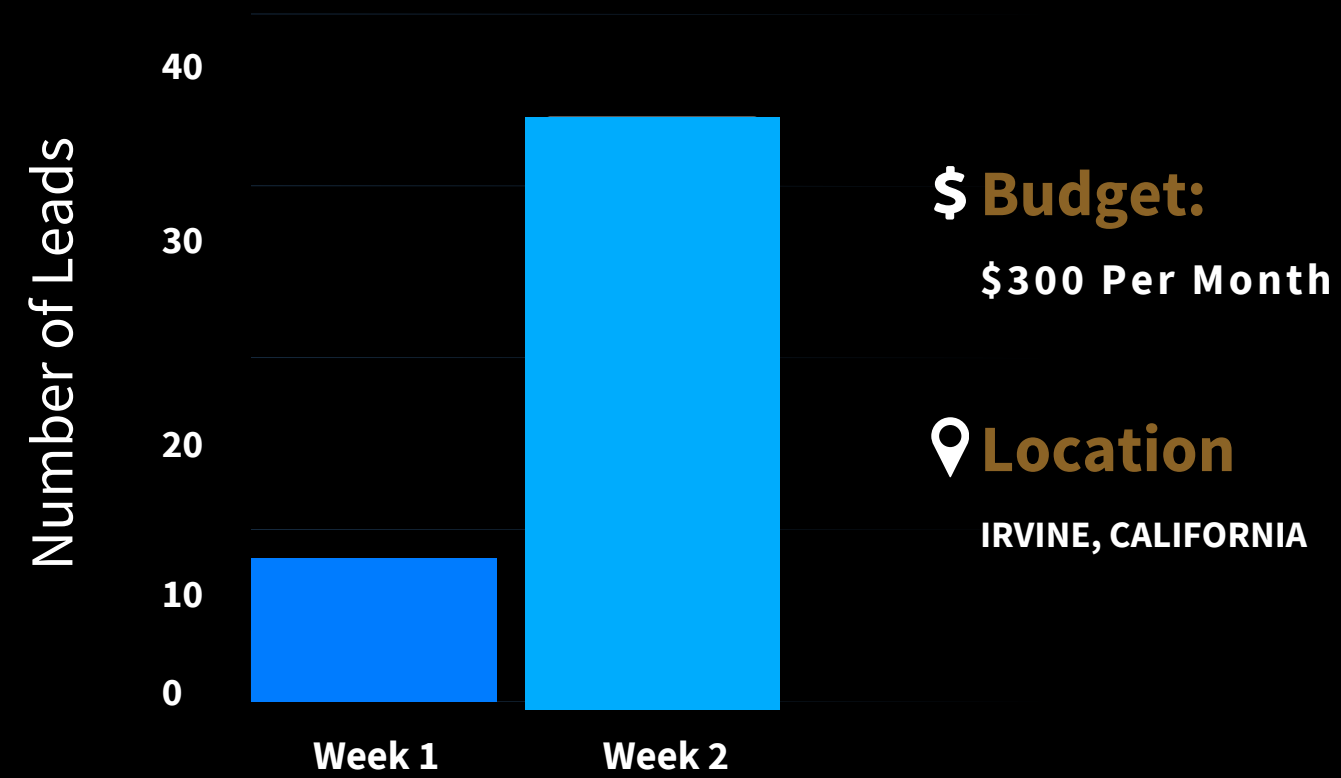
The Third Phase

In our last phase, we remarketed to the warm leads that did not previously convert.

Number of Leads Per Month

Week 1		Week 2	
Number of Leads	Cost Per Lead	Number of Leads	Cost Per Lead
13	$6.13	34	$3.89

$ Budget:

$300 Per Month

Location

IRVINE, CALIFORNIA

Key Metrics

Reach	Leads	CPR	CTR	CPM
7,586	47	$5.01	2.13%	$20.76

Best Performing Ad

Finally! the most awaited luxurious homes are back in inventory with stunning modern views in every direction See More

Sawgrass Drive, Newport Beach SHOP NOW

Like   Comment   Share   Comments

Solution

After performing split-tests between single image ads and the carousel ads, we found that the carousel ads were more effective for this campaign.

Final Outcome

We successfully achieved our goal and reduced the campaign's CPR by almost 50%. The client began generating significant revenue from the ads.