

## THE RESULTS

- **1,204,489** Impressions
- **22,371** Website Sessions
- **17,344** Video Views

### The Situation

A lease-up in Roanoke, Texas, needed a creative digital marketing strategy to reach prospective Dallas and Fort Worth residents. With a limited budget compared to nearby competitors, the community faced challenges in attracting prospects due to the high cost of keywords in paid search and the saturated market.

### The Solution

After evaluating the area of this local market, Conversion Logix® implemented a compelling video advertising campaign strategy to increase reach and brand awareness. The custom-built **YouTube ad generated 1.2 million impressions**, resulting in 22,371 website sessions. As the number one source of website traffic, this **strategy drove over five times more traffic to their website** than their second and third top sources of traffic (Paid Search and Organic Search), maximizing the reach of their media budget with an average cost per click of \$0.20.

### The Strategy

Conversion Logix's media team created a strategic video advertising campaign to drive the community's website traffic and increase its reach in a highly competitive market. Our creative team custom-designed video ads to showcase the community's luxury interior and attention-grabbing amenities. The YouTube ads built awareness among local luxury apartment seekers, increased website traffic, and drove prospects to complete more website sessions than ever before.



#### KEY TAKEAWAYS

1. When marketing a luxury unit with market-leader pricing, find creative ways to target prospective residents.
2. YouTube is a highly effective strategy to generate traffic in a competitive market.

Campaign Metrics	Results
Cost Per Click (CPC)	\$0.20 per click
New Website Visitors	19,941
Website Session Engagement Rate	28.95%

\*These campaign and traffic results were based on data from September 1, 2023 to February 29, 2024

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866.297.4914 | [contactus@clxmedia.com](mailto:contactus@clxmedia.com)