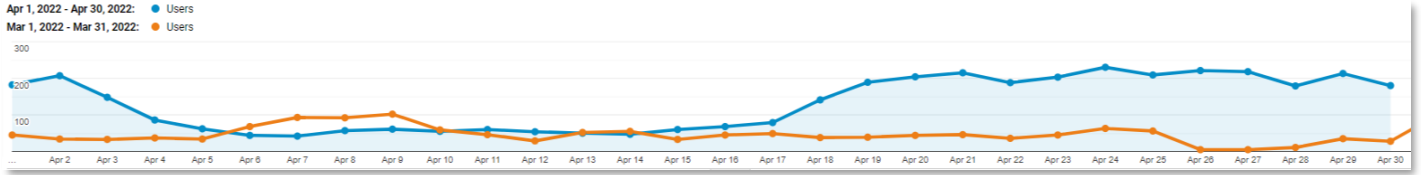



Industry: Real Estate



Total Web Sessions		173.06%
Total Leads		1,739
Cost Per Lead <i>Industry average: \$46.53</i>		\$1.08

This California-based Real Estate Investment and Sales company started their Social Media Advertising services with SocialSEO at the end of 2021. Their focus is selling residential, recreational, and commercial lots, and because they own all of the land that they sell, they are also able to offer financing in-house. Within the first few months of 2022, our SMA team was able to produce massive growth in website traffic and lead generation due to our impactful strategy implementation. Between March and April 2022, we were able to generate more than 1,700 leads between our in-platform lead generation campaign and web traffic campaign with a cost of \$1.08 per lead, 190% below the industry average of \$46.53. After following up with the client to ensure lead sustainability, we learned that the ads were producing leads with a user response rate that exceeded client expectations.

