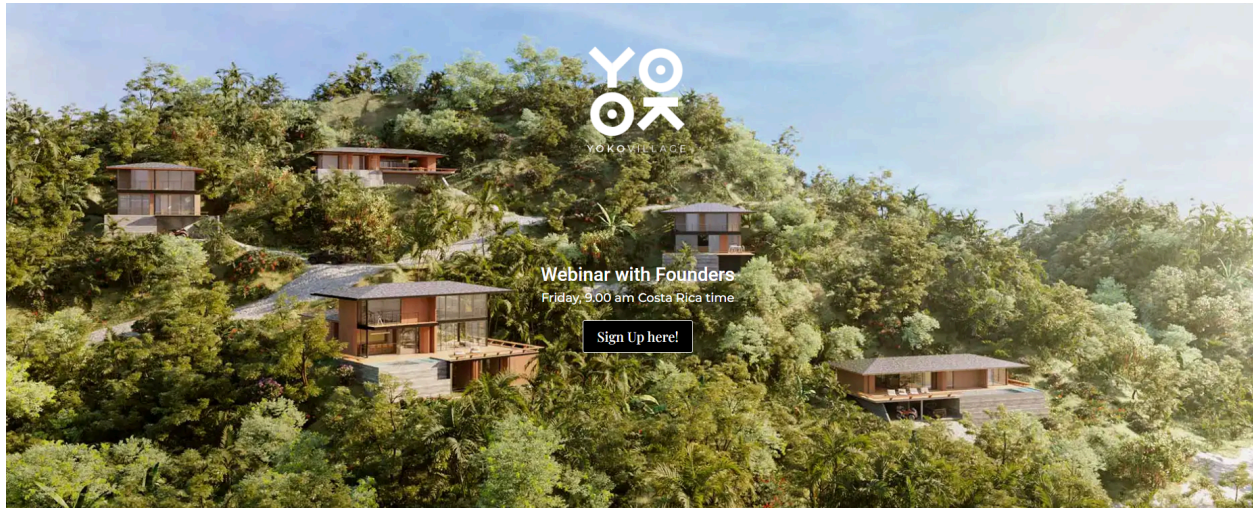


Real Estate Sales Case



Platforms: Facebook and Instagram, sites

Site - <https://yokovillage.com/>

Site - <https://yokovillage.nl/>

Facebook - <https://www.facebook.com/yokovillage1/>

IG - <https://www.instagram.com/yokovillage.cr/>

Niche:

Real Estate Investment - **Villas for Sale**

Country:

Villas in Costa Rica and the Netherlands

Targeted Countries: Costa Rica, Canada, United States, Netherlands, Belgium, Germany, Israel, England

Features of the niche:

High competition, Long decision-making, High price

Main task

We were tasked with increasing personal brand awareness and attracting new clients to invest in new villas in Costa Rica and the Netherlands through social media and Google advertising, with the specific goal of **increasing Leads**.

Client



YokoVillage is a community for location-independent entrepreneurs interested in sustainability, self-development, and property investments in Costa Rica and/or the Netherlands.

According to that, the client set a **task** to launch an advertising campaign to **attract customers** to yoga classes and **music events**.

META



After **X** months of camping running and optimization, we achieved Leads at a low cost to the real estate market.

<input type="checkbox"/>	Off / On	Ad set	Delivery ↑	Attribution setting	Results	Reach	Frequency	Cost per result
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Ventures Canada (Quebec, British Columbia, ...	Account error	7-day click o...	39 ^[2] Website Leads	19,642	1.97	\$30.03 ^[2] Per Lead
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Ventures USA (California, NY, Florida) 18.01....	Account error	7-day click o...	33 ^[2] Website Leads	17,631	1.72	\$43.77 ^[2] Per Lead
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Ventures Costa Rica 18.01.2024	Account error	7-day click o...	109 ^[2] Website Leads	47,592	2.84	\$10.58 ^[2] Per Lead
		Results from 3 ad sets ^[3]		7-day click ...	181 ^[2] Website Leads	84,085 Accounts Center ac...	2.43 Per Accounts Cente...	\$20.82 ^[2] Per Lead

With the help of separate advertising campaigns, participants were attracted to Music Festivals organized by the company.

Off / On	Ad set	Delivery ↑	Attribution setting	Results	Reach	Frequency	Cost per result
<input checked="" type="checkbox"/>	ORCA 11.01.2024 Website btn click	Account error	7-day click o...	1.6 [2] Website Submit A...	25,880	2.02	\$9.06 [2] Per Website Sub...
<input checked="" type="checkbox"/>	ANGATA 11.01.2024 Website btn click	Account error	7-day click o...	1.9 [2] Website Submit A...	29,218	2.53	\$7.55 [2] Per Website Sub...
<input checked="" type="checkbox"/>	ANGATA Ad Set	Account error	7-day click o...	2.1 [2] Messaging conve...	5,828	6.46	\$9.02 [2] Per Messaging C...
	Results from 3 ad sets ⓘ		7-day click ...	— Multiple conversions	47,403 Accounts Center ac...	3.46 Per Accounts Cente...	— Multiple conversions

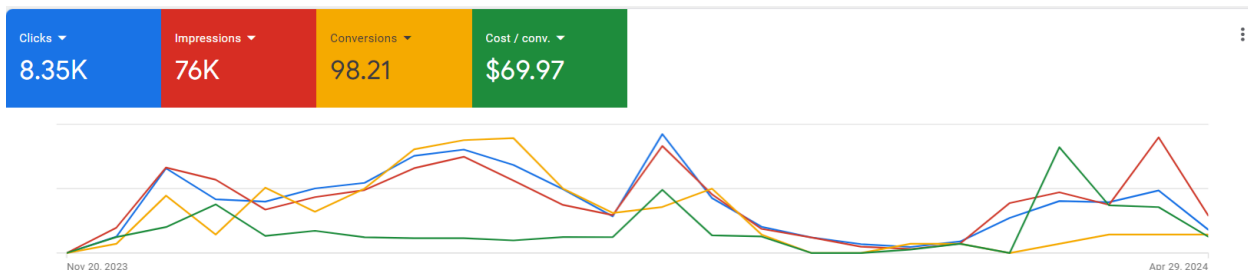
What helped achieve the set results

- Using previous conversions to optimize advertising campaigns
- Careful selection of audiences for targeting specific audiences
- Constant updating of creatives
- Systematic testing of new audiences, texts, regions for targeting, etc. to achieve optimal results

Google



Results obtained

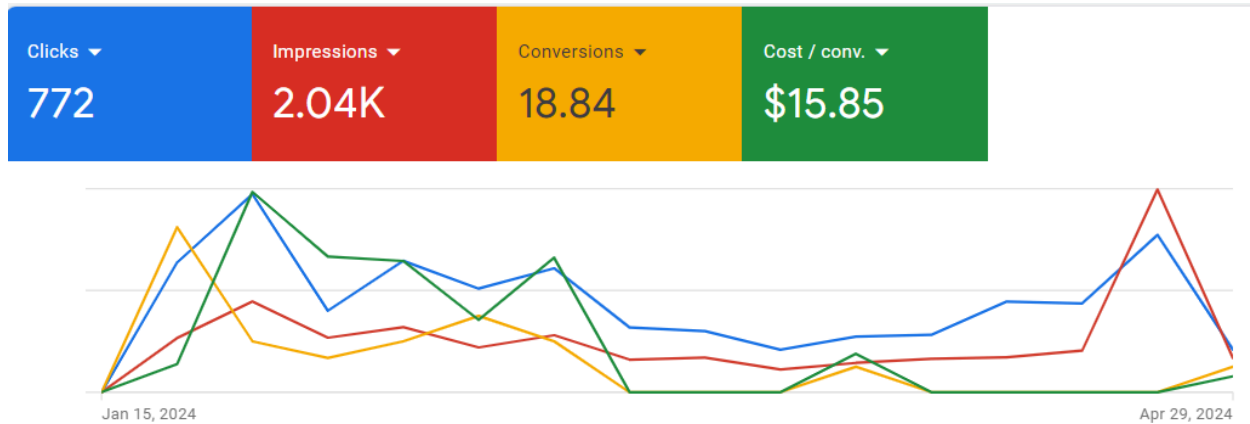


Using Performance Max and Branded Search Campaigns, we have generated Leads with a higher value and lower cost than Meta

What helped achieve the set results

- Using conversions to optimize advertising campaigns
- Systematic monitoring of search terms
- Quality control of ads
- Use of quality creatives in ads

- Brand campaign generated the lowest cost-per-conversion



- Use of remarketing in audience signals
- Qualitative selection of audiences by interest for use in audience signals
- Conducting experiments to make decisions about changing campaign settings
- Brand awareness and sales promotion were achieved by advertising Music Festivals and other customer-oriented activities

Outcome of the project promotion

Sold 63 land plots to build a villa for a total of **\$18 million**.

Total spend

- Google - \$7000.00
- META - \$187345.00

Total advertising spend was \$194345.00.