



SAVOY OFFICES
@ THE CARLTON



Case study www.najlepsia-adresa.sk

Social Networks' Campaigns:

We focused on the targeting of potential users through CPM and CPC campaigns through **LinkedIn**, **Facebook** and **Twitter** in our branding campaign with the goal of an increase in demand for office rental registrations on a landing page www.najlepsia-adresa.sk

How could we take advantage of social websites?

- through **direct demographic** campaigns, focused on potential customers, interested in real estate and looking for office rentals or involved in real estate-focused groups
- creating a **LinkedIn group** for communication with potential customers through an open discussion, sharing of articles
- through **sponsored updates** to increase users' involvement

We have achieved:



2 275 498 **impressions**



854 **clicks**



40 **new registrations**

Retargeting efficiency:

Through retargeting, we targeted those users who had clicked in our campaigns before to reach a landing page, but from any unspecified reason they had left the website without a registration. In this way, we were able to **transform these hopeless-looking customers to a new registration.**

Connection between social media campaigns and retargeting turned on helped to increase the office rental branding and reach the goal in a form of new registrations.