

# Winning with Digital Strategy

## Campaign Goals

- Secure Leads
- Connect Agents to Sellers and Buyers
- Increase Total Market Share
- Build Brand Awareness

### Results



**370**

PHONE  
CALLS



**796**

WEBSITE  
CONTACT  
SUBMISSIONS



**1,166**

BUYER OR  
SELLER  
LEADS

**+577**

ASSISTED WEB  
CONVERSIONS

**+5,790**

VIEW-THROUGH  
SESSIONS

**2.7 Million**  
IMPRESSIONS  
DELIVERED

**148,274**  
UNIQUE WEB  
SESSIONS

In 120 Days



**108%**

LEADS  
INCREASED



**57%**

COST PER  
LEAD

