

Case Study

Paran Homes tracks 170 Walk-ins



Industry:	Real Estate
Company:	Paran Homes
Product:	Mobile Geofencing, Walk-in Tracking



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170
Walk-ins

2464
Clicks

0.28%
CTRs

110%
%Delivery

COMPANY PROFILE

Paran Homes is a construction home builder with communities in Atlanta, GA, Nashville, TN, and Raleigh, NC. They deliver superior quality homes at competitive prices. Paran Homes has been running successfully delivering greater value to its customers for the past decade as an independent home builder. Prior to establishing itself as an independent homebuilder, the core executive team held leadership positions in some of the largest homebuilders, bringing in 200 years of combined experience in the industry. Paran is a customer-centric organization and major all decisions are made having the prospective homebuyer in mind. From the strategically located communities that are in close proximity to major highways, shopping centers, and great schools to the incredible amenities such as swimming pools, tennis, and clubhouses equipped for family-friendly functions.

CHALLENGES



Building Brand Awareness



Reaching In-Market Home Buyers



Inability to track foot traffic

SOLUTIONS



Mobile Geofencing



Walk-in Tracking



Audience Data

CHALLENGE

Paran Homes wanted to generate brand awareness for some of its new housing developments in the Greater Atlanta area. They wanted to ensure they were reaching the right audience - In-Market home buyers who are looking to make a purchase in the next six to twelve months. Also, Paran Homes was not tracking any real-world traffic that was influenced by their former digital campaigns. They were looking for a vendor who can accurately reach their target market using Geofencing and be able to measure Walk-ins to their property sites.

OUR PROCESS

We consulted with the construction firm on their marketing strategy and developed a geofencing campaign. Initially, Paran Homes wanted to geofence three locations in proximity to their property in Atlanta. As the campaigns started to generate traffic and progress, we added more geofences in areas where potential buyers can be found.

We researched and identified a good number of buildings in the Atlanta area. This included other housing developments, vacant properties - Home for sales, Banks offering housing loans, real estate brokerages, leasing offices, schools, shopping centers, and more. Over a period of four months, we increased the reach and the foot traffic by geofencing more than 21 relevant locations.

Along with this, we used audience data to focus on a subset of the traffic towards In-Market home buyers who fit the demographics of the target market and have shown interest in purchasing via behavioral data. This added a greater level of precision as to who we target, thereby increasing the cost-efficiency of the campaigns. Since we also drew geofences around Paran Home's property in Atlanta, we were able to track Walk-in traffic that can be attributed to the Mobile Display campaigns.

RESULTS

The campaign drove a total of 170 Walk-ins within the first four months of its launch. While the budgets remained consistent, we were able to increase the Click-through-rates and %Delivery month-over-month. The delivery went up to 114%, and we got a CTR of up to 0.33%. After the second month, we doubled the Walk-ins tracked. We recorded a total of 21 Walk-ins in April, it went up to 44 in May, and 45 in June lowering the Cost-per-walk-in by less than 50% to \$33.3.

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