

ADELINE

LUXURY LIVING

Phoenix, AZ | adelinedowntown.com





LEASE & INFLUENCE

\$1,000 Ad Spend

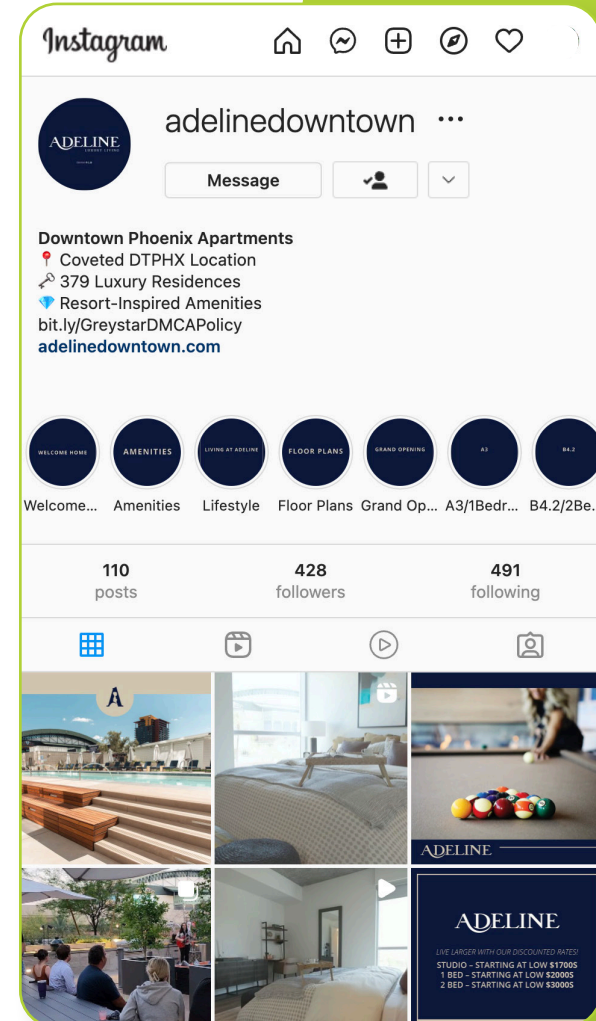
Timeline

6 Months

November 2021 - April 2022

Tools Used

- ✓ Facebook
- ✓ Instagram
- ✓ Photography & Videography
- ✓ User-Generated Content
- ✓ Instagram Reels
- ✓ Branding Elements





SNAPSHOT

Social Channels

24,404

Total Engagements

14,725

Profile Actions

\$0.29

Cost-Per-Click

Property Website:

20,944

Total Clicks from Ads

3.17%

Envida's Average
Click-Through-Rate



BUILDING EXTERIOR
TOP PERFORMING AD



HIGHLIGHTS

Facebook

717,843

Total Impressions

23,376

Total Engagements

3.3%

Engagement Rate

Instagram

398,542

Total Impressions

1,028

Total Engagements

1,568

Profile Actions

329

New Followers Gained





TOP INSTAGRAM REELS

IG Reels are a way to create fun, engaging video content & are currently outperforming **ALL** other Instagram content types.

Why They Work

- ✓ Larger Reach
- ✓ Higher Engagement
- ✓ Show Personality
- ✓ Ultimate Visibility
- ✓ Branding Elements





ENGAGEMENT

Videos

3 videos received

759

combined total views

VS

3 reels received

5,472

combined total views

Avg. video post received 253 views

Avg. reel post received 1,857 views

That means on average Reels performed 86% better than video posts in terms of views!

Photos

3 photos received

15

combined total likes

VS

3 reels received

38

combined total likes

That means on average Reels receive 60% more likes than photo posts!



CLIENT TESTIMONIAL:

“Envida has been fantastic to work with and the perfect partner for this amazing property! Adeline is a stunning, unique building in Downtown Phoenix and Envida’s experience in this market, their innovative strategy, fast response and constant involvement from day one has been greatly appreciated – and the proof of performance success is in the data! “

- Caitlin S., Greystar.

Thank you!

envida

S O C I A L / M E D I A

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