

SOCIAL MEDIA ADS MANAGEMENT // CASE STUDY

SOCIAL MEDIA CO VS. PPC CO



THE CHALLENGE

ANSWERING THE AGE-OLD QUESTION //

Do social ads
belong with
your social
agency
or your PPC
company?

An international real estate developer and management company enlisted our services for a 4-month trial in order to determine if social ads should be run cohesively with branded social media content or if they should be managed separately by a PPC company.

THE PROPERTIES

Helm & Mera were new luxury high-rise apartments in South Lake Union, WA developed by Vulcan Real Estate. Both properties had the same construction timeline, rental rates, features, amenities and are located next to one another.

HELM PARAMETERS:

Target Demographics:

Age: 35-60

Industry: Tech, Medical

Employers: Amazon, Google, Facebook, Bill & Melinda Gates Foundation, Fred Hutch

Income: \$100k+

Apartment Starting Prices:

\$2800 - \$9000

MERA PARAMETERS:

Target Demographics:

Age: 35-60

Industry: Tech, Medical

Employers: Amazon, Google, Facebook, Bill & Melinda Gates Foundation, Fred Hutch

Income: \$100k+

Apartment Starting Prices:

\$2800 - \$9000

60-Day Trial #1

Envida Social Media Management + Ad Management for Helm
// \$1500/month ad budget

Compared to PPC Company Ad Management ONLY for Mera
// \$1500/month ad budget

60-Day Trial #2 (the swap)

Envida Social Media Management + Ad Management for Mera
// \$1500/month ad budget

Compared to PPC Company Ad Management ONLY for Helm
// \$1500/month ad budget

JUNE	Envida + Helm
JULY	PPC Company + Mera
AUGUST	Envida + Mera
SEPTEMBER	PPC Company + Helm

THE RESULTS

Envida's cohesive strategy resulted in sweeping KPIs, outperforming the PPC company's ads in all areas.


PROOF IN NUMBERS

ENVIDA ADS PRODUCED:

- + THE LOWEST BOUNCE RATE
- + THE MOST PAGES VIEWED PER SESSION
- + THE LONGEST AVERAGE SESSION DURATION
- + THE MOST GOALS COMPLETED
- + THE LOWEST CPA
- + THE HIGHEST CONVERSION RATE

HELM SLU AD COMPARISON


HELM SLU RESULTS

VENDOR	MONTH	USERS	BOUNCE	PAGES/ SESSION	AVG. SESSION DURATION	GOALS	COST PER GOAL	CONVERSION RATE
	JUNE	2,192	39%	2.25	0:59	10	\$150	0.89%
	JULY	2,294	44%	2.16	0:54	17	\$88.24	0.74%
NATIONAL PPC MGMT. COMPANY	AUG	2,332	58%	1.94	0:44	10	\$150	0.46%
	SEP	2,208	45%	2.01	0:40	8	\$187.50	0.36%

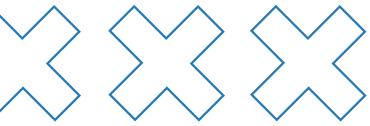
* BEST PERFORMING

MERA SLU AD COMPARISON

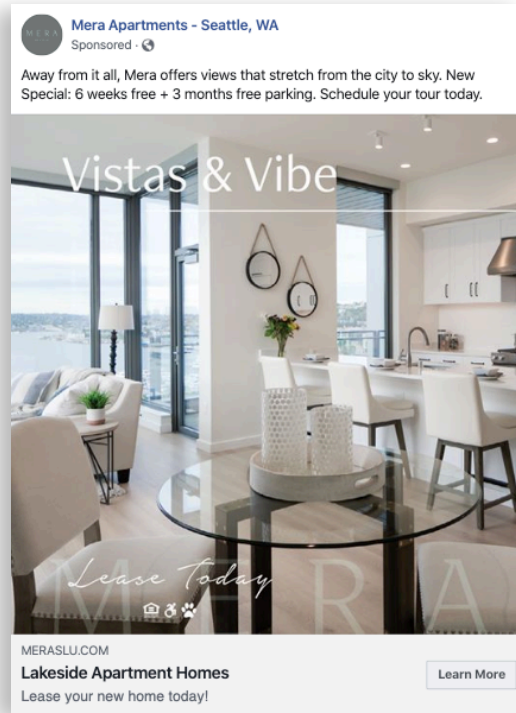
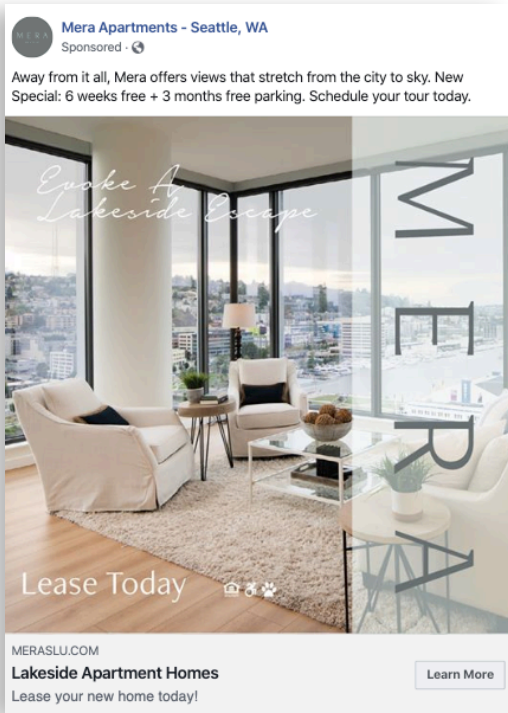
MERA SLU RESULTS

VENDOR	MONTH	USERS	BOUNCE	PAGES/ SESSION	AVG. SESSION DURATION	GOALS	COST PER GOAL	CONVERSION RATE
NATIONAL PPC MGMT. COMPANY	JUNE	909	67%	1.62	0:28	2	\$750	0.22%
	JULY	1,037	68%	1.63	0:31	3	\$500	0.29%
	AUG	1,246	48%	2.1	0:48	6	\$250	0.48%
	SEP	746	59%	1.75	0:34	2	\$750	0.27%

* BEST PERFORMING



ENVIDA METHOD



RESEARCH & DEVELOPMENT

- + Survey local city residents for apartment desires
- + Develop an ideal prospect profile
- + Use historical data to devise a strategy that speaks to the converted segment through rich imagery & ad copy that resonates with target audience

MONTHLY TRACKING

- + A/B test ad copy and creative
- + Optimize campaigns based on Google Analytics goal data

+ CUSTOM AD DESIGNS

+ COPY THAT CONVERTS

+ INNOVATIVE AD TYPES

THE CONCLUSION

Through comprehensive A/B testing, we concluded that a campaign's success relies heavily on the harmony between social content and social ads. A social ecosystem is a happy ecosystem!