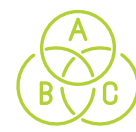
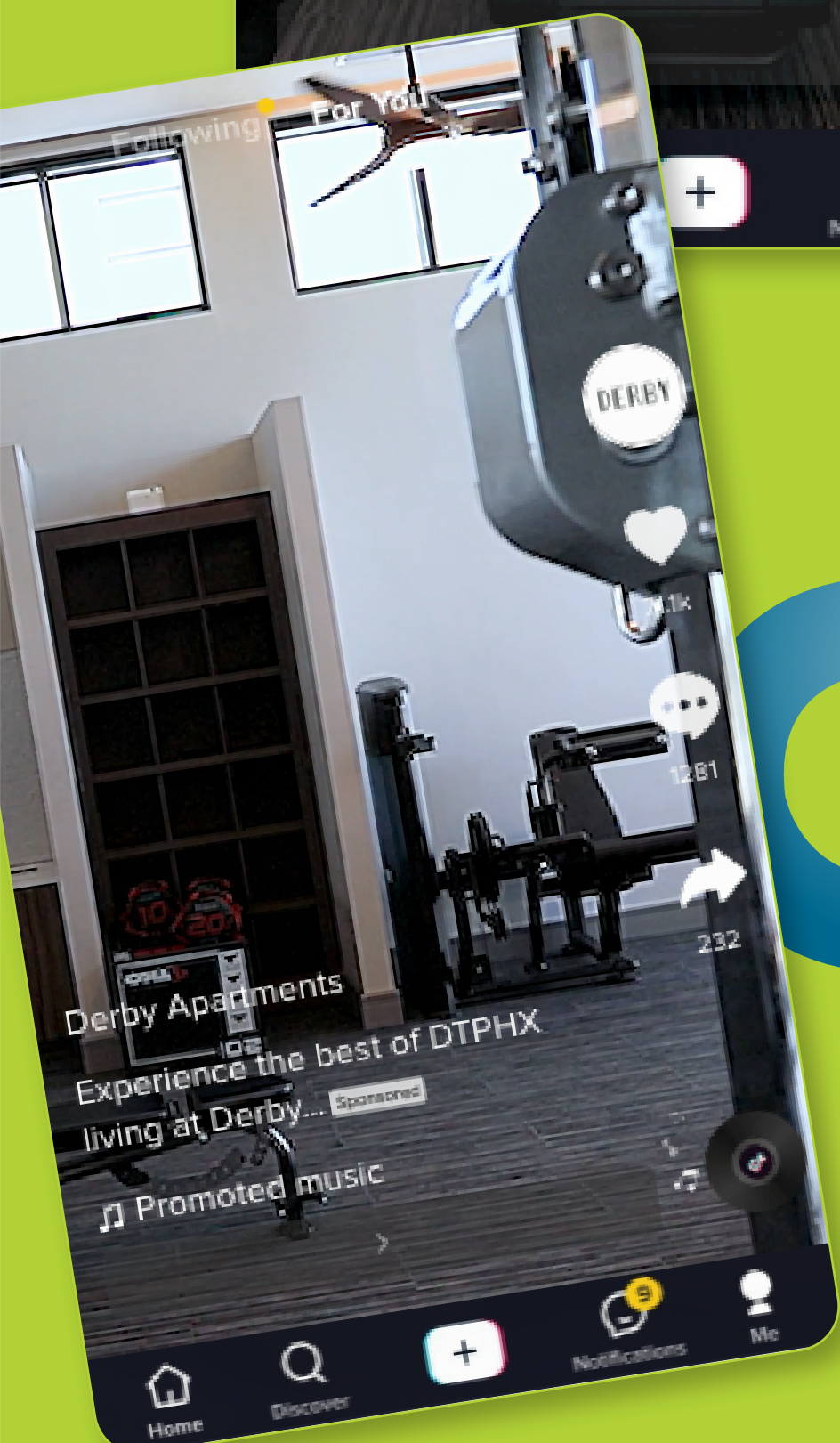
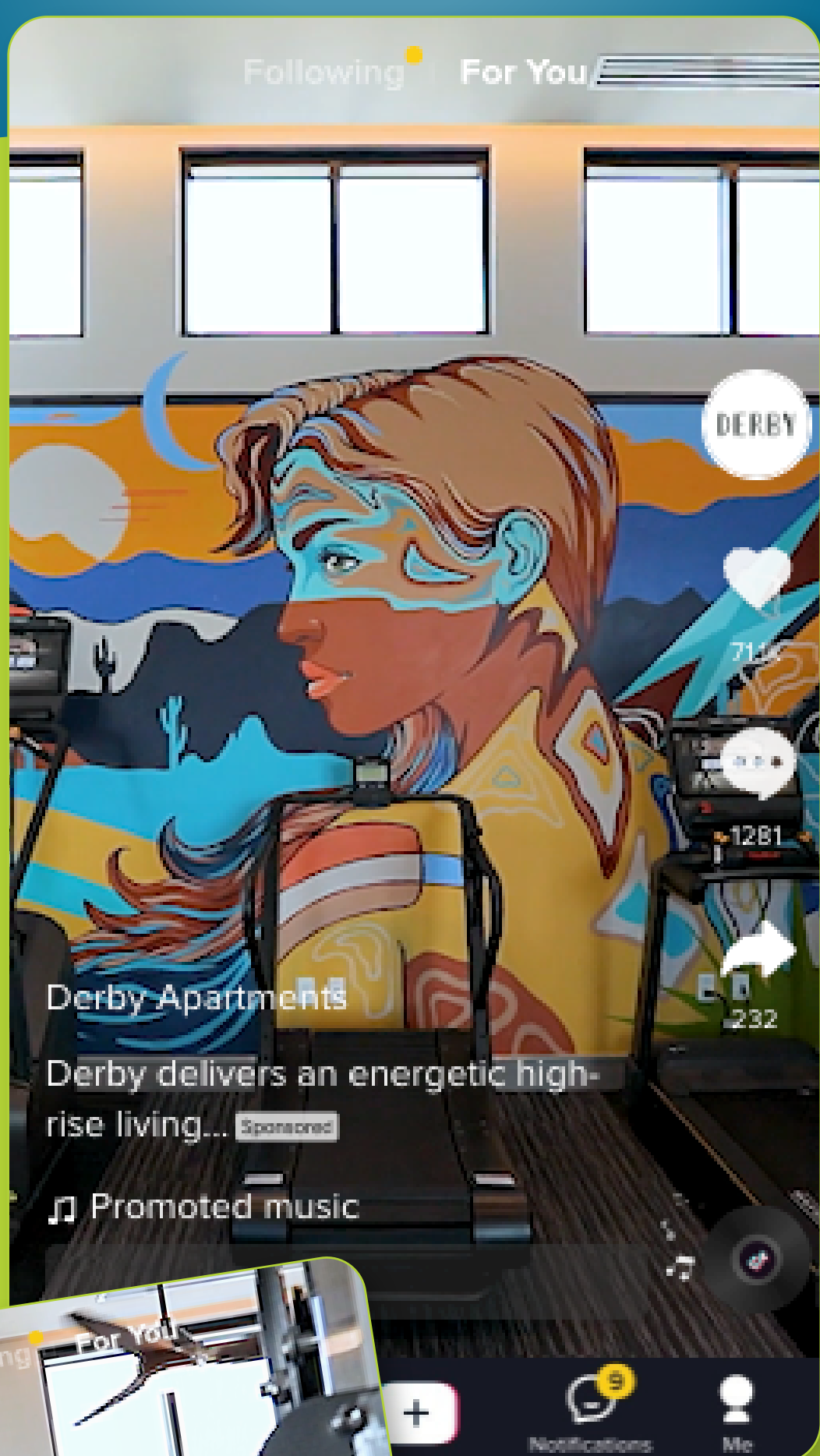


# envida Case Study

## DERBY

Phoenix, AZ



## CAMPAIGN DETAILS

### Goals

- + Create brand awareness
- + Reach a hyperlocal, untapped audience
- + Highlight Derby's standout features & amenities
- + Drive traffic to Derby's website

### Details

- + 15-day Campaign
- + Platform: TikTok
- + \$350 Ad Spend



## THE RESULTS

89,937  
Impressions

972  
Clicks

\$0.36  
CPC

1.08%  
CTR

\$3.89  
CPM (Cost per 1,000  
Impressions)

629  
Users to the Website  
(13.16% of total traffic)