

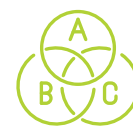
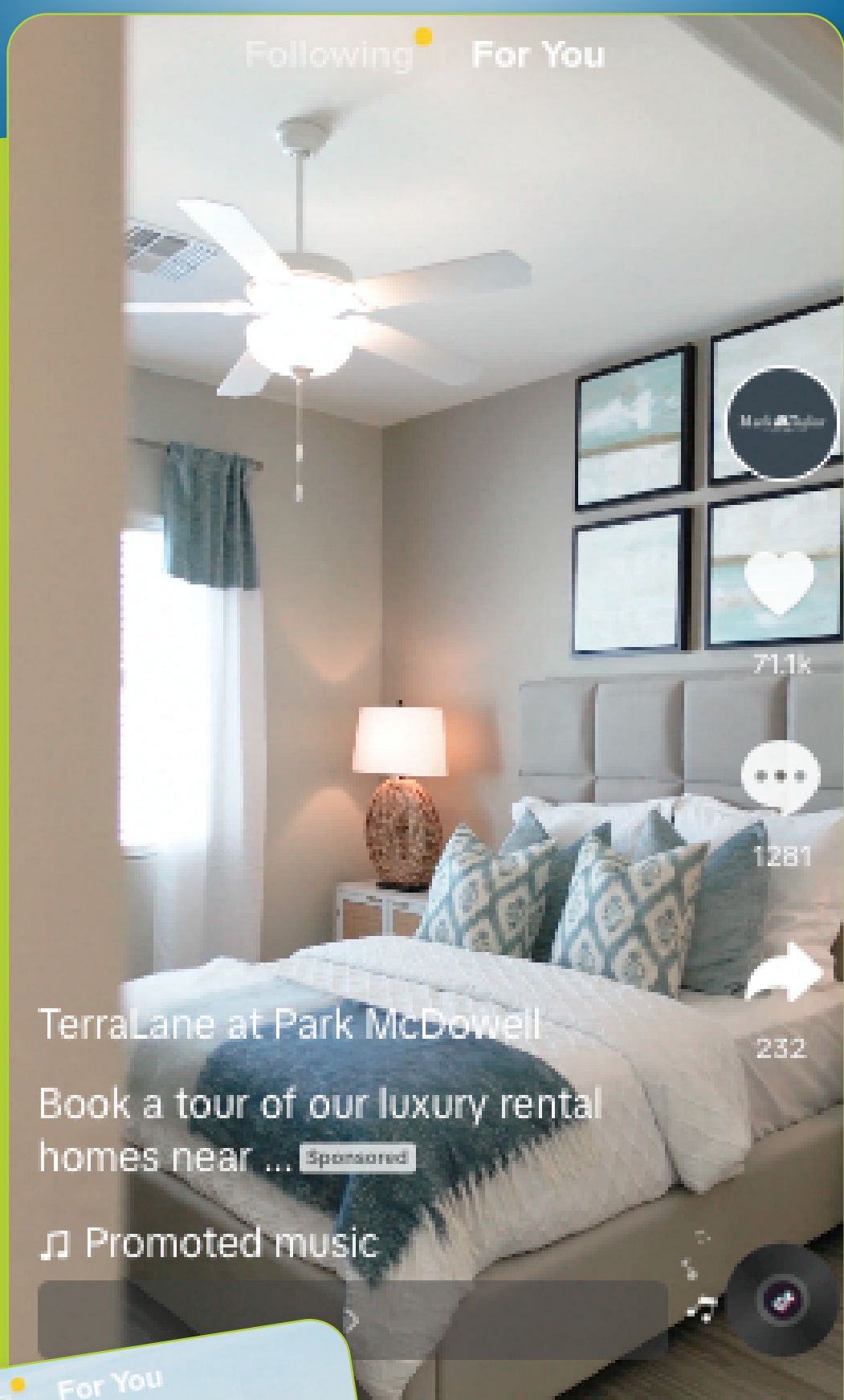
envida Case Study



TERRALANE
COMMUNITIES

AT PARK MCDOWELL

Phoenix, AZ



CAMPAIGN DETAILS

Goals

- + Create Brand Awareness
- + Drive Lead Generation through TikTok forms that go directly to leasing teams
- + Reach a hyperlocal, untapped audience
- + Highlight TerraLane at Park McDowell's standout features & amenities

Details

- + 30-Day Campaign
- + Platform: TikTok
- + \$350 Ad Spend
- + Assets: 20-Second Video



THE RESULTS

19

Leads

\$18.40

CPL
\$20 Industry Avg.

27,714

Impressions

367

Clicks

1.32%

CTR
0.58% Industry Avg.

\$0.95

CPC
\$1.00 Industry Avg.

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