

envida case study

OVERTURE®
ARCADIA
55+ APARTMENT HOMES

Scottsdale, AZ
6-Month Active Adult Silver Plan
\$875 Monthly Ad Spend

STRATEGY

Promote a connected, active adult lifestyle, while driving engagement through resident testimonial Reels & curating leads through event response ads.



CLIENT TESTIMONIAL

"Working with Envida is always amazing. They are constantly in communication with us to make sure they can do everything possible to promote our events, floor plans, and community as a whole."

- Devon Burrill,
Assistant Community Manager



RESULTS

3 MOTION-BASED REELS VS 3 RESIDENT TESTIMONIAL REELS

\$1.52

Average Cost/Event Response

\$0.50

Average Cost-Per-Click
(Industry Average: \$1.81)

4.40%

Average Click-Through-Rate
(Industry Average: 1.23%)

511

total views

vs

1,020

total views

99.61% increase

26

total engagements

vs

87

total engagements

234% increase