

Real Estate Agency Narrows Target Audience and Significantly Improves Conversion Rates with 42matters' Audience Finder

By using 42 Matters Reach Audience, we saw a 42% lift in conversion rates when compared to the Facebook Audience target.

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at CAST Services, LLC



Executive Summary

42matters' Audience Finder helped CAST Services, LLC, a real estate ad agency, to increase conversion rate by 42%.



Customer Story

We are experts in digital advertising, marketing, operations, sales scripting and pipeline management. We have years of classroom business education combined with decades of real world experience. We have highly decorated salespeople, Google certified partners, MBAs, former CEOs and military operational gurus working for our clients. As a team of experienced real estate, technology, sales and digital advertising experts, we are well networked with top consultants and advisors nationwide.



Challenge

Driven by the goal to advertise to homeowners and homebuyers living in Denver (Colorado, U.S.), Cast Services was searching for the best audience targeting option for their client. The challenge was to narrow the target market to those active in the market.

The traditional way to do this would have been to target people on Facebook based on related interests, such as people who expressed interest in real estate services like Zillow, Redfin, or other housing-related services. However, homebuyer demographics are not available on Facebook since August 2018, therefore Cast Services needed another option.

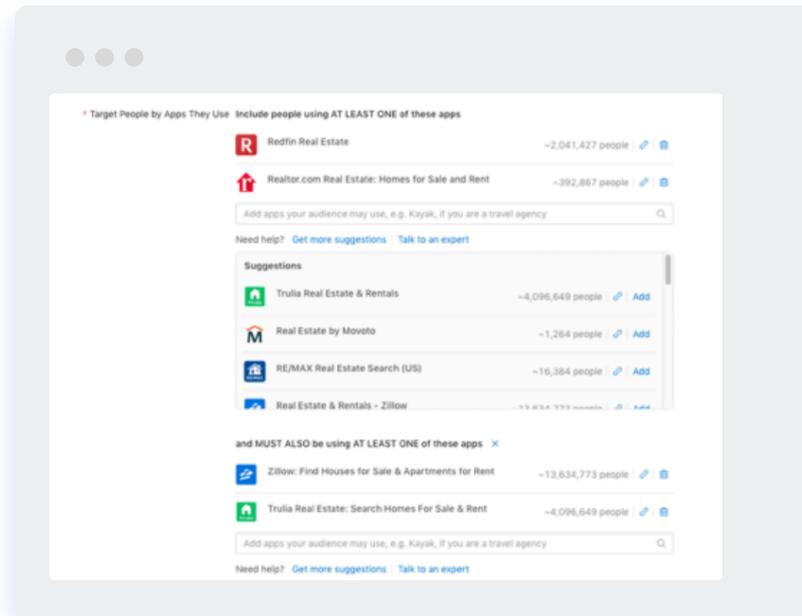
The traditional way to do this would have been to target "Home owners" on Facebook, however, Facebook removed this targeting option in August 2018. Alternative ways could have been to target people based on related interests, such as real estate services like Zillow, Redfin, or other housing-related services. The challenge is to avoid targeting people who just visited these sites once and to know who's truly in the market now. Cast Services needed another option.

Always eager to find the best audience for his clients using innovative techniques, Cast Services experimented with 42matters' Audience Finder.

How Audience Finder Helped

With the 42matters Audience Finder, it was possible to target very specific users that actually have real estate apps installed, which is a much stronger indication that they are actively checking the market. Moreover, Cast Services has chosen to export a combination of people using the apps Redfin or Realtor.com and people using the Zillow or Trulia apps (the latter two also open to renters).

With one click, Cast Services was able to add this hyper-targeted audience to his Facebook Ad Account. Audience Finder also triggered a lookalike creation with Facebook's outstanding technique to even further increase the reach. Later, Cast Services combined these audiences with other Facebook targeting options, such as residents in Denver and an age range of 30 to 65.



Audience Finder: Finding an audience that has specific real estate apps installed



Success

Cast Services ran a split test between targeting by Facebook interests and targeting by app audience. Facebook interest audience was set up in a similar way, people who showed interest in Redfin or Realtor.com and in Zillow or Trulia. All other factors, like location, age, creatives, budget, schedule, etc. were identical. Targeting by Facebook interests alone yielded a website conversion rate of 5.7%, while targeting by 42matters' app audience yielded a conversion rate of 8.3%, a 42% increase. This demonstrates that the Audience Finder finds higher quality leads that are more likely to convert.



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Product Introduction

Audience Finder is a self-service tool that allows you to target people on Facebook's ads platform based on what apps they use. We have sampled data of 100+ million users and their installed apps. It's even possible to target interest niches, brands, or your competitors, and combine that data with Facebook's own targeting option. Data is at the core of 42matters, a leader in app intelligence. Our high-quality mobile insights and audience data are used by industry-leading ad companies and major DMPs operating worldwide.