

HOMEBUILDER CASE STUDY

DIGITAL MARKETING

Visits

11,914

↑ 463.58%
last month

No data
last year

Bounce Rate

8.66%

↓ 73.07%
last month

No data
last year

Conversions

74

↑ 42.31%
last month

No data
last year

Regional Homebuilder Challenge

Conversion Pipeline helped a large regional homebuilder decrease their Cost Per Acquisition (CPA) by 75%. A revamped digital marketing strategy along with website optimizations and enhanced conversion tracking helped the client achieve their best performing quarter in company history.

Challenges

A South Eastern U.S. homebuilder was plagued by the seasonality of the home buying market, as well as the rising cost and decreasing effectiveness of print advertising.

They were not effectively tracking their print or digital campaigns and could not justify marketing spend, with no CPA information or definitive ROI.

Sample Monthly Homebuilder Report

Goals and Strategy

Conversion Pipeline's first step was to establish baseline metrics and target CPA. We worked with the client to create website and call tracking conversion goals and then implemented those goals as tracked metrics on the website.

Conversion Pipeline also optimized their website for better user experience, yielding higher conversions with new landing pages optimized for search and advertising campaigns and additional clear calls to action.

Conversion Pipeline increased the home builder's quality assurance practices and honed conversion tracking by adding call tracking to their website and all print materials. This allowed them to improve tracking for both their offline and online campaigns, and establish a more accurate ROI, as many prospective home buyers prefer to call with their inquiries.

Once tracking was in place, Conversion Pipeline evaluated website traffic sources and overall conversion data. The data demonstrated that print was a higher cost, lower converting solution than digital advertising.

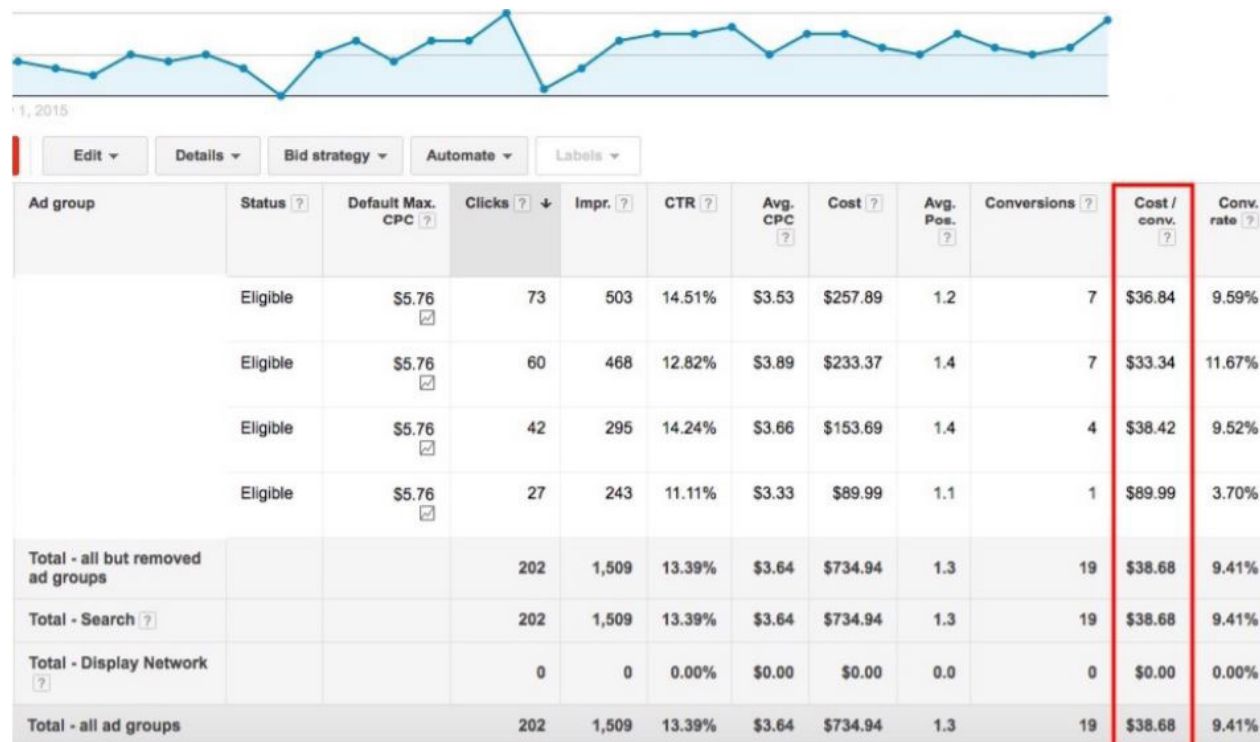
Return on Investment

ROI and Results

Based on transparent analytics and accurate conversion goal tracking, Conversion Pipeline decided to shift budget away from print advertising toward digital marketing strategies including content marketing, behavioral targeting, remarketing, social media lookalike audiences, lead generation forms, Google AdWords, Bing ads, and more.

Within just a few months of implementing the new digital strategy, Conversion Pipeline decreased the client's average CPA by 75%. Originally, CPA was upward of \$600. Our adjustments decreased CPA around \$150 (nonbranded) by using effective targeting methods and ad placements across digital media. By consistently monitoring and optimizing campaign performance, Conversion Pipeline identified high performing keywords, ad placements, and audiences to maximize ROI.

The client had the best revenue quarter in company history after working with Conversion Pipeline, even in a month that was traditionally slower in business.



Sample Homebuilder Community with a \$38 cost per conversion.



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