

SUCCESS STORY:

Real Estate Agent

An Augusta Based Real Estate Brokerage combined their Nexstar station and HYFN Local's capabilities for promotion.

THE ASK

An Augusta based real estate firm sought to increase their companies Facebook video views in an effort to increase online leads. To help achieve this, the company partnered with Nexstar and HYFN Local to launch a Facebook Video Campaign! We also paired the Facebook video ads with display ads WJBF.com.

During the month of June the video ads were served 26,125 times and were clicked on 215 times resulting in a click through rate of .823%. This is higher than average for video ads. Total we were able to reach an additional 25,184 people outside of our TV core audience.

We developed a series of display and rich media ads which delivered on wjbf.com. In all we served 156,065 ads and received 103 clicks.

THE GOAL

Increase online leads.

Facebook Video Ads

We partnered with the client to develop a Facebook targeted campaign.

OPTIMIZATION

We continuously optimized the campaign to ensure it achieved the client's goals.


RESULTS



182,190
IMPRESSIONS



318
CLICKS



.823%
Click Through
Rate