

# Construction Company

Housing estate property development, building construction, infrastructure, mining, civil construction.



+145%

Conversions

11624

Impressions

8.43%

CTR

## The Challenge

A prominent construction company built on a prestigious legacy needed an effective Digital Marketing solution to sell apartments for their ongoing historic housing estate development.

The construction company's marketing objectives were to increase leads of users that were interested in buying an apartment.

The success metric was 20 conversions per month.

## The Approach

Shaded Savanna (Pty) Ltd researched and created a Google Ads campaign for the construction company.

We targeted keywords that were relevant to the construction company's housing estate development.

We targeted locations that were relevant to the construction company's housing estate development.

We created and displayed high quality Text Ads for users searching for the construction company's targeted keywords on Google's Search Engine Results Page, and Search Partner websites.

We utilized the bidding strategy Enhanced Cost Per Click (ECPC) to increase conversions and decrease cost.

We performed daily optimizations to the account.

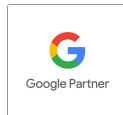
## The Results

+145% more Conversions than the monthly conversion goal.

Reach 11624 impressions in a single month.

Engagement 8.43% CTR

The construction company needed more leads, not only did we provide a great solution, we did so by exceeding the agreed upon Key Performance Indicators, whilst also providing excellent client service.



This information has been compiled from various sources, including Google Ads and Google Analytics, over the period of 2021/05/01 - 2021/05/31. All data represented in this case study are from marketing efforts instigated and managed by Shaded Savanna (Pty) Ltd during the stated period.