

The View Communities

GOAL:

Community Awareness

CHANNELS:

Direct Mail, Social Media, Google Display ads and Informed Delivery

GRAPHICS:

Direct Mail Pieces



Online Follow Up Ads



RESULTS:

Campaign Engagements/KPI's

TOTAL TOUCHES: 37,463

32,193 digital displays and 5,270 Direct Mail Pieces. You received 6 times more exposure on your direct mail by including digital ads.

ENGAGEMENTS: 215

Total clicks from Campaign Accelerator, Online Follow-Up, Social Media Follow-Up and SocialMatch.

TOTAL LEADS: 503

Number of people who clicked on your ad that were not on your mailing list.

TOTAL LEADMATCH: 15

Number of people who clicked on your ad that were on your mailing list.



Mail Tracking

5,296 were mailed

5,270 pieces confirmed delivery; 99% delivered in 2 days

Informed Delivery®

536 emails sent

365 emails opened; **68%** email open rate

7 ads clicked

Online Follow Up

26,005 Google display ads

90 times your ads have been clicked on

Social Match

2,241 people that see your content

2,834 ads were displayed to those people identified

26 clicks (these people would continue to be followed with your ads)

Social Media Follow Up Ads

>1,000 unique visitors w/social media.

NOTE: Facebook will not report a definitive number of followers until the number is greater than 1,000

2,963 ads were displayed

92 clicks (these people would continue to be followed with your ads)

LEADMatch

503 total leads **15** of them were people from your mail list

Most Visited Pages:

Number of Visits:

https://theviewcommunities.com/	1,289
https://theviewcommunities.com/our-community/the-view-at-johnson-creek/	106
https://theviewcommunities.com/services/	99
https://theviewcommunities.com/about-us/	88
https://theviewcommunities.com/contact-us/careers/	71