

Engaging Edmonton Communities

Reaching local homebuyers with targeted content

OVERVIEW

A prominent real estate developer partnered with Postmedia to increase awareness and engagement for its Edmonton communities. The focus was on attracting local residents interested in family-friendly homes and vibrant neighborhoods. By combining visually compelling sponsored content with precision targeting, the campaign successfully captured audience attention and encouraged meaningful interaction.

APPROACH

Postmedia deployed a mix of dynamic infographics, infeed ads, and social media advertising to maximize engagement. Infographics acted as the cornerstone of the campaign, delivering high visitor numbers and strong interaction. Social media and infeed ads complemented this content, producing notable click-through rates and expanding the reach to relevant audiences.

The campaign achieved 7K total visitors to infographic content and 7.5K page views, with 7K unique visitors exploring the community pages. Social media posts reached a CTR of 3.28%, well above the benchmark of 0.90%*. Infeed ads delivered 75K impressions and a CTR of 0.95%, surpassing the benchmark of 0.25%*. Visitors spent an average of 2:05 minutes on page, exceeding the benchmark of 1:25*, indicating strong engagement with the content.

CONCLUSION

By leveraging dynamic visuals and sponsored content placements, Postmedia successfully boosted awareness and engagement for the Edmonton communities. The campaign effectively reached local residents, promoted interaction with the developer's offerings, and reinforced the appeal of family-friendly neighborhoods.

7K

INFOGRAPHIC VISITORS

7.5K

PAGE VIEWS

2:05min

AVG TIME ON PAGE
Benchmark: 1:25*

*Benchmarks are industry averages.

