

Generating High-Quality Leads

With Postmedia in Alberta and Ontario

OVERVIEW

A well-established home builder with a strong reputation in Alberta and Ontario partnered with Postmedia to increase inbound inquiries for their latest developments. The primary goal was to generate qualified leads by capturing contact information from Prospective buyers across both Provinces.

APPROACH

Postmedia launched a targeted social lead campaign aimed at individuals actively interested in purchasing a new home. The campaign utilized short, user-friendly lead forms directly within the social platform to streamline the conversion process.

To further boost efficiency, the strategy incorporated advanced targeting methods – such as lookalike audiences and retargeting website visitors – to reach the most relevant prospects. This data-driven approach helped maximize engagement and lead quality.

CONCLUSION

The campaign delivered exceptional results, generating more than 110 qualified leads in just 10 days with a 37.5% conversion rate. Performance exceeded industry benchmarks, achieving 4x higher conversion rates and a 70% reduction in cost per acquisition. The outcome demonstrated the effectiveness of Postmedia's precise targeting and optimization strategies in driving meaningful business results.

37.5%

CAMPAIGN CONVERSION RATE

*Source: Benchmark Wordstream

110+

QUALIFIED LEADS IN 10 DAYS

70%

LOWER COST PER ACQUISITION

