

Driving Engagement for Luxury Real Estate

Building awareness and demand in a restricted advertising landscape

OVERVIEW

A luxury real estate developer wanted to generate awareness for a new property while navigating Meta's strict housing ad targeting limitations. To succeed, they needed a content-led strategy that could attract qualified prospects, sustain engagement over time, and build a re-engageable audience without relying on traditional targeting levers.

APPROACH

Postmedia launched a 12-month Sponsored Content program designed to elevate the project's prestige and reach audiences who matched the developer's ideal buyer profile. Articles published across leading publications—including the *National Post*, *Calgary Herald*, and *Edmonton Journal*—highlighted the property's craftsmanship, design, and location advantages, appealing to high-intent readers.

To extend impact, Postmedia activated a social remarketing layer on Meta using first-party audience data collected from content interactions. This strategy allowed the campaign to re-engage warm prospects and maintain strong visibility despite targeting restrictions. The content drove more than 31,000 unique views and achieved an on-network click-through rate of 0.61%, more than double the industry benchmark*, reinforcing that the audience was not just aware but actively exploring.

CONCLUSION

The integrated approach delivered exceptional performance, combining the credibility of premium editorial environments with the efficiency of data-driven remarketing. The campaign built a qualified and highly engaged audience, outperforming industry benchmarks across all key metrics and demonstrating how strategic content and smart data use can overcome even the most restrictive advertising environments.

2M+

IMPRESSIONS

2.92%

SOCIAL ENGAGEMENT
3x industry benchmark of 1%*

\$31.80

CPL
Benchmark: \$50*

*Benchmarks are industry averages.

