

Domain at Founders Parc

CASE STUDY

THE CHALLENGE

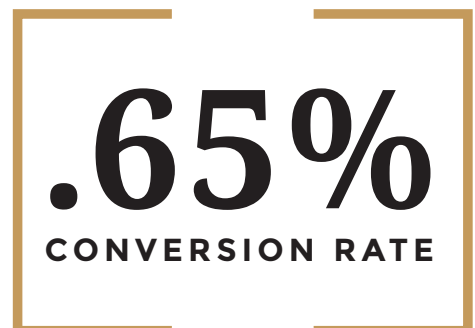
Embrey is a large development, construction, and property management company that partnered with Catalyst to assist in a digital strategy to help drive qualified leads to Domain at Founders Parc — a luxury multifamily community in Euless, Texas. The brand-new apartment community needed a creative approach/new platform for extended exposure to drive awareness for a strong leasing effort.

Due to the location of the community, the target demographic needed to be reached more effectively for users who may not know where the property is but would be interested in living there based on the luxury amenities at a more affordable price. The goal was to attract prospects who want to live near downtown Grapevine but may need an apartment at a more efficient cost.

THE SOLUTION

To gain recognition within the market, get prospects excited about the new community, and increase signed leases, the Catalyst team created a video ad to push Domain at Founders Parc's digital presence via an OTT (over-the-top) campaign. The ad was designed to complement the community's existing branding by utilizing a creative combination of lifestyle images, property photos, a blue and white color palette, and typography for a cohesive, appealing visual look for prospects.

The video ad was placed on different television streaming networks, which were determined based on the audience selected. The ad ran from November 6, 2020, through February 5, 2021, with the goal to drive users to their website's homepage when the ad was clicked. The targeting strategy included appealing to prospects in specific ZIP codes determined by the client with strategic input from Catalyst to reach users currently living in surrounding ZIP codes where the average household income met the minimum qualifications for Domain at Founders Parc.



THE RESULTS

The campaign successfully increased awareness and name recognition of Domain at Founders Parc in the market, as well as exceeded all benchmark goals, especially considering it delivered 145,409 impressions resulting in 1,170 hours watched. Other key campaign success highlights include the following:

- Of the 145,409 impressions that were served, 921 users visited the website.
- The average video completion rate for this campaign was 96.59%.
- The campaign had a .65% conversion rate.
- Of the users that converted, most visited the site via Connected TV and Mobile In-app.
- The top five performing apps were Discovery ID, Pluto, Xumo, TLC, and HGTV.



ABOUT US

Whether you're looking to supplement your existing marketing strategy or build a brand from the ground up, our in-house team members are experts in multigenerational research, branding and logo design, and digital brand presence strategies that include custom real estate web design, SEO, search engine marketing, and reputation management.