

CASE STUDY

Adtaxi Welcomes Leads “Home” For A Real Estate Client

Using Claritas Digital & 4D Team Expertise



The Business

Adtaxi, a client-centric digital organization, partners with advertiser clients spanning all industries – from retail to travel to real estate. They work with their clients to identify which digital marketing channels are best positioned to reach their ideal audience, and analyze how each marketing channel contributes to campaign success to drive the most value overall.

The Challenge

Adtaxi had been a long time user of Claritas data and they came to the Claritas 4D Team (Digital Data Discover Desk) to find a unique solution that addressed two business goals of their real estate/developer client. They needed to:

- **Bring awareness**, via a Facebook lead generation campaign, to their client’s new housing development site being built in a low traffic area south of metro Denver
- Help their client **find qualified buyers** for condos and single family units using social media, a digital channel that was new to them

*Adtaxi’s client saw a **200% increase in leads** in the first quarter after targeting audiences based off the PRIZM® Premier segments recommended by the Claritas 4D team.*

To accomplish these goals, Adtaxi needed to understand which PRIZM® Premier segments indexed highest in their client’s target household income range and matched the lifestyle traits of their target buyers.

The Process

With multiple real estate developers under the umbrella of a larger parent company, Adtaxi’s client has a high level of brand loyalty in their region, but they wanted to market digitally to a fresh audience of qualified potential buyers. The Claritas Digital Data Discovery Desk (4D) experts stepped in to help Adtaxi find the best possible audiences to meet their client’s goal.

This complimentary service is offered to help clients quickly activate on best possible audiences to sell smarter and win bigger. Contact the 4D Team (at ClaritasDigital@Claritas.com) and we’ll send you an audience recommendation in **4 hours or less**.

adtaxi

“It’s my firm belief that the help from Jenna and the 4D team had a big impact on our client’s social presence and engagement, and they could have a similar impact for you.”

MIKHAIL LEITER - ADTAXI



The Process

1

Adtaxi reached out to the Claritas Digital Data Discovery Desk (4D) for audience recommendations to meet their real estate/developer client's digital objectives.

2

Adtaxi provided key performance indicators (KPIs), their desired audience characteristics and preferred digital platform to activate on – Facebook.

3

The Claritas 4D team used Adtaxi's request to identify characteristics and behaviors that best aligned with their campaign objectives.

4

Claritas provided a clean report to Adtaxi with unique audience recommendations using the top PRIZM Premier segments likely to exhibit those behaviors that were important to their real estate/developer client.

5

With segment recommendations in hand, Adtaxi went to Facebook, searched for the PRIZM Premier segments, and easily activated the recommended digital audience segments across their campaign.

The Results

Adtaxi's first campaign using the recommended PRIZM Premier segments from Claritas saw a **200% increase in leads** in the first quarter of application, scaled across multiple real estate developers with individual projects and sites in the south metro Denver region.

Having already been a user of the 4D services for 6+ months, the Adtaxi team plans to continue using this complimentary—and fast—free service to find the best recommended audience for their own client base.

Email ClaritasDigital@claritas.com and find new customers today!



+200% increase in leads in the first quarter after application

Claritas 4D is a free service that uses privacy-safe solutions to help you realize your best customers and attract more – all within 4 hours or less!

