CASE STUDY

Sagacity
Part of Accenture Song

Leveraging Data for Targeted Digital Marketing in Real Estate

Client
Housing Association

Digital - Paid Social

Client Problem & Impact

A housing association was struggling to efficiently market their properties to potential homebuyers. Traditional marketing methods, such as direct mail and email, were not generating the desired level of enquiries or conversions.

The client needed a more effective way to reach the right audience and boost sales of their available properties.

How Did Sagacity Help?

Analyse

Segment

Append

In partnership with our client, their existing customer data was analysed to identify key demographics and behaviours of previous buyers, such as age, income level, family size, and location preferences. As well as individual level attributes, property migration was also considered.

This insight was then used to segment the target audience into four specific segments.

These audience segments were then matched to our Prospect database to append email addresses for matching into Meta. Social campaigns were enabled, alongside a control audience segment.

Outcome & Business Benefits

77% uplift

Our data-driven approach led to a significant increase in engagement and enquiries from potential homebuyers. The client saw 77% of homes sold from the campaign came from our audience selections.

By targeting the right prospects with the right message at the right time, the client was able to reduce marketing costs and improve their return on investment.

The success of this strategy also provided the housing association with a sustainable model for future digital marketing efforts, ensuring continued growth and sales

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