

THE BATTERY

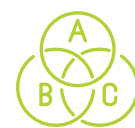
Phoenix, AZ | thebatteryphx.com

envida
Case Study

TOP PERFORMING AD



IMPRESSION BRANDING & INTERACTION



CAMPAIGN

Pre-Lease

Timeline

6 Months
January to June

Ad Budget

\$300 /month

Tools Used

Facebook Instagram

Photography

User-generated Content

Branding Elements



SNAPSHOT

Social Channels

11,170

total engagements

6,980

profile actions

\$0.19 \$1.71

Envida's cost per click versus industry average

Property Website

10,443

total clicks from ads

EXTERIOR
BUILDING AD

top performing ad

4.97% 0.9%

Envida's average click through per impression versus industry rates



HIGHLIGHTS

Facebook

219,00

total impressions

10,494

engagements

6,193

profile actions

145

fans gained

4.8% .09%

Envida's average Facebook engagement rate versus median rates across ALL industries

Instagram

106,144

total impressions

676

total engagements

787

total profile actions

238

new followers gained

envida

S O C I A L / M E D I A

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