

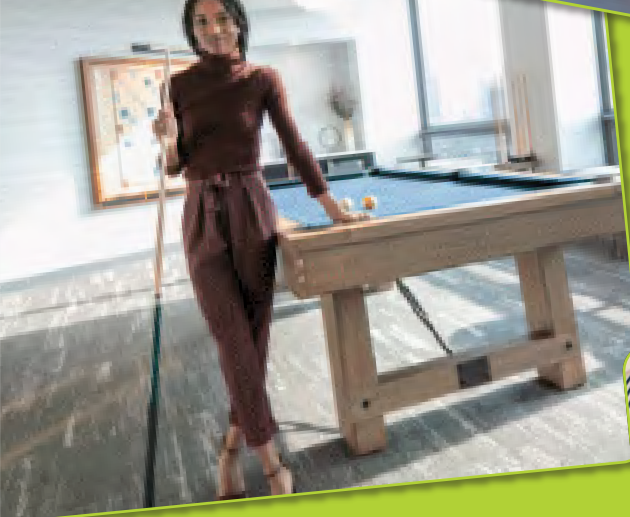


HUBBARD  
PLACE

Chicago, IL | hubbardplacechicago.com

envida  
*Case Study*

UNDER THE INFLUENCER



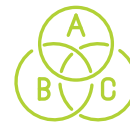
HUBBARD  
PLACE

FEELING YOU GET FROM  
BARD IS THE AMBIENCE  
M A FINE HOTEL, NOT  
AN APARTMENT  
DING! EVERYTHING  
FEELS FRESH AND NEW.

// SHARON VIA GOOGLE



IMPRESSION BRANDING & INTERACTION



## CAMPAIGN

### Revised Stabilization

#### Timeline

January 2020 -  
December 2020

#### Ad Budget

Average \$250

#### PPC Budget

Average \$1,000

#### Tools Used

Facebook Instagram

Photography

Influencer

Google Ads

User-generated Content

Branding Elements



## SNAPSHOT

#### Social Channels

19,506

total engagements

9,983

profile actions

\$0.19 vs \$1.71

Envida's cost per click versus industry average

#### Property Website

17,032

total clicks from ads

1-BEDROOM  
FLOOR PLAN

top performing ad

4.94% vs 0.9%

Envida's average click through per impression  
versus industry rates



## HIGHLIGHTS

#### Google Ads

122K

Total Website Sessions

1,042

Total Goal Completions

14,102

Clicks to the Website

\$35.38

Cost-Per-Conversion

6.02%

Click-Through-Rate

# envida

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

ENVIDA.COM @envidasocial