

# THE CAMERON

Tempe, AZ | thecamerontempe.com

## envida Case Study

LIFESTYLE & AMENITY VIDEO SHORTS



WATCH  
A SAMPLE

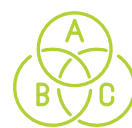
5 Amenities We Love  
At The Cameron

Resident Bar  
Business Center  
Pet Wash Space



2 BED | 2 BATH | 1137 SQ. FT.

IMPRESSION BRANDING & INTERACTION



## CAMPAIGN

### The Lease-Up

#### Timeline

6 Months  
March to August

#### Ad Budget

\$500 /month

#### Tools Used

Facebook Instagram

Photography & Videography

User-generated Content

Branding Elements



## SNAPSHOT

### Social Channels

19,619

total engagements

10,499

profile actions

\$0.23 vs \$1.71

Envida's cost per click versus industry average

### Property Website

5,275

total clicks from ads

EXTERIOR  
BUILDING AD

top performing ad

3.6% vs 0.9%

Envida's average click through per impression  
versus industry rates



## HIGHLIGHTS

### Facebook

378,293

total impressions

18,533

engagements

4.9% vs .09%

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

### Instagram

87,453

total impressions

1086

engagements

# envida

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

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