

# 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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