



HUBBARD PLACE

Chicago, IL | hubbardplacechicago.com



UNDER THE INFLUENCER



FEELING YOU GET FROM
BARD IS THE AMBIENCE
M A FINE HOTEL, NOT
M 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