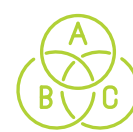
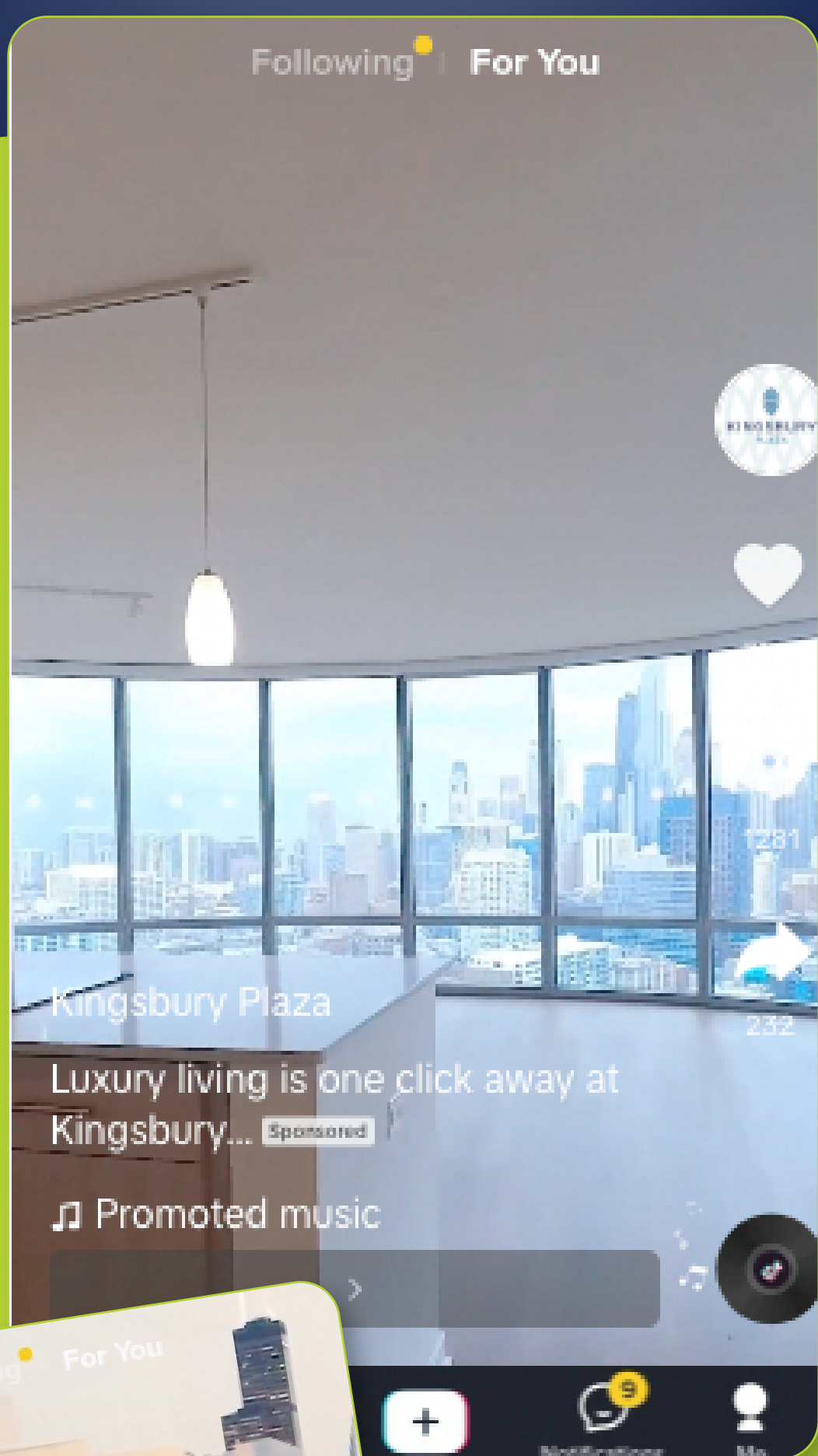


envida Case Study



**KINGSBURY
PLAZA**

Chicago, IL



CAMPAIGN DETAILS

Goals

- + Create brand awareness
- + Drive Lead Generation through TikTok forms that go directly to leasing teams
- + Reach a hyperlocal, untapped audience
- + Highlight Kingsbury Plaza's standout features & amenities

Details

- + 30-Day Campaign
- + Platform: TikTok
- + \$499 Ad Spend
- + Assets: 18-Second Video



THE RESULTS

28

Leads

\$17.82

CPL
\$20 Industry Avg.

31,004

Impressions

376

Clicks

1.21%

CTR
0.58% Industry Avg.

\$1.33

CPC
\$1.00 Industry Avg.

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SOCIAL / MEDIA

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