

## The Horizon Penthouse

Type in Z04 m Sanaldane Building

Location: Expansive terraces  
Project Scope: Open-plan living, Rooftop gazing  
Project Scope: Smart Home Technology dasing  
Custom Designs / Tuistic aut sou/C, Conppoaty Luxurts

Key Features: Private Client  
Status: Completed 2023  
Architecturla: Contemporary Luxury

## The Cube Residences

Modern Modern Sanadane Building

Features: Distinctive facade  
Project Scope: Rooftop gardens, Rooftop gardens  
High-efficiency Glazing Hapefoulon, Tom Double materiorty

Client or ktyh: Durable Maible Materials  
Status: Multiple Entertainment zones (Estnmpletion 2024)  
Architecturla: Energy-efficient Design

## The Oasis Villa

Tobe in Tos iben Luxury Private Villa

Fecation: Grand Entrance  
Status: Large Garden, Connr 8-finisim (Estimated Completon 2024)  
Contemporary Urban

Architectstyle: Private Client  
Style: Completed 2022  
Style: Modern Medterreaan / Contemporary Luxury

# Project Overview

01

The campaign launched a new product line on social media, email, and paid search to increase awareness, engagement, and conversions. It had 12.8 million impressions, 890,000 clicks, 34,500 conversions, 3.87% conversion rate, and 180% ROI. This strategy achieved market entry and exceeded revenue and performance goals.

# Key Metrics

02

Metric	Value
Impressions	12,800,000
Clicks	890,000
Conversions	34,500
Conversion Rate	3.87%
ROI (Return on Investment)	180%

# Campaign Channel Breakdown

03

Channel	Impressions	Clicks	Conversions	Conversion Rate	ROI
Social Media (Paid)	4,500,000	300,000	12,000	4.00%	220%
Email Marketing	2,000,000	150,000	6,000	4.00%	200%
Search Ads (Paid)	6,300,000	440,000	16,500	3.75%	150%

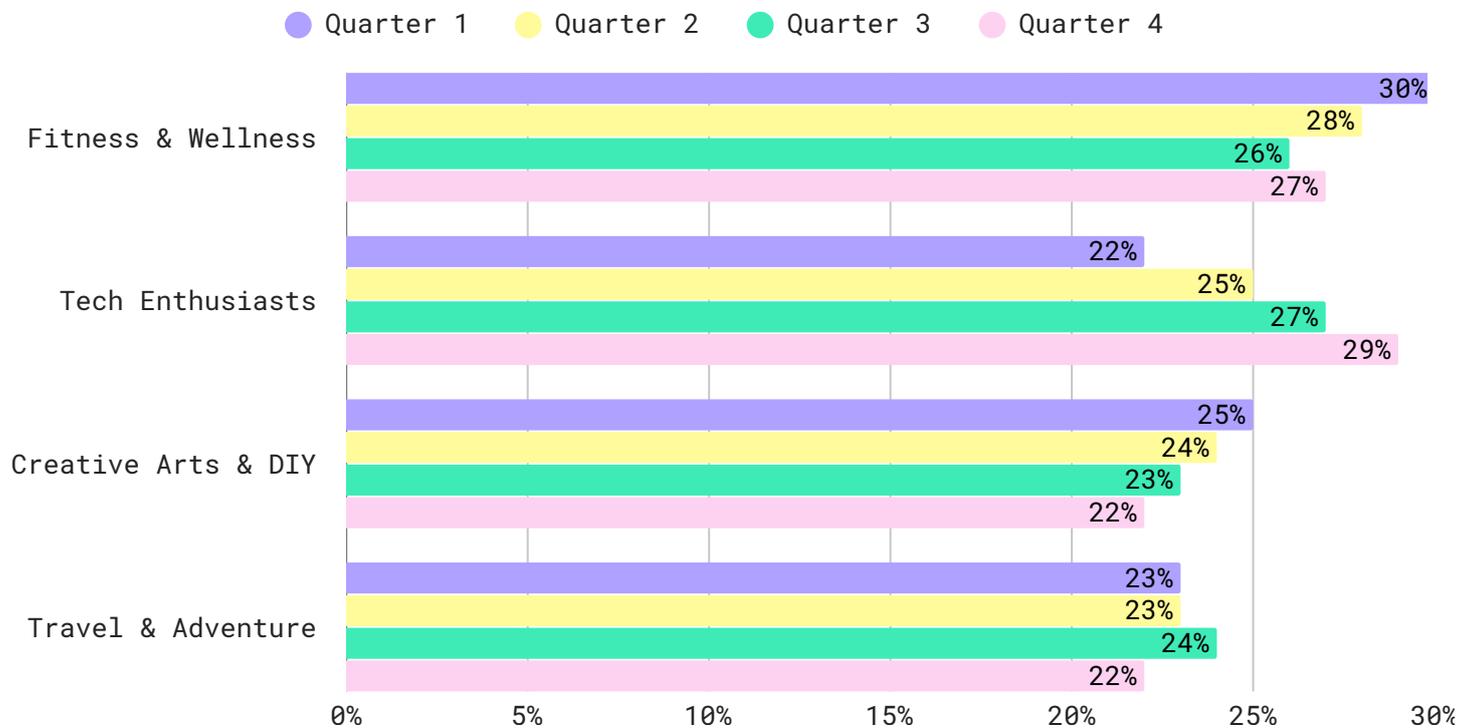
# Performance Insights

04

1. Social media (Paid) had the highest ROI of 220% and a 4.00% conversion rate with 4.5 million impressions, 300,000 hits, and 12 thousand sales.
2. Email marketing performed well with 2 million impressions, 150 thousand clicks, and 6 thousand conversions, resulting in a 4.00% conversion rate and a 200% ROI.
3. Search Ads (Paid) received 6.3 million impressions, 440K clicks, and 16.5K conversions for a 3.75% conversion rate and 150% ROI. There is room for improvement.

# Target Audience Engagement by Interest

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# Areas for Improvement

06

Optimizing campaign techniques with better targeting, tailored landing pages, and intelligent email segmentation will greatly increase engagement, conversion rates, and campaign ROI. Here are the facts from the last campaign:

01

DESPITE HIGH CLICK VOLUME, PAID SEARCH COULD BOOST CONVERSION RATES WITH BETTER TARGETING AND LANDING PAGE MODIFICATIONS.

02

SEGMENTING EMAIL LISTS TO ACQUIRE MORE HIGH-VALUE LEADS COULD ENHANCE CONVERSION RATES AND ROI.

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# Future Campaign Suggestions

07

1. Paid Media Optimization aims to improve return on investment by allocating more funds to high-performing channels such as email and social media, while also refining search ad tactics.
2. Influencer Alliances: Take advantage of influencer partnerships to expand your audience and establish your authority.
3. Email campaigns with behavior triggers can boost conversions from users who are already interested.

The campaign was highly successful in achieving key objectives, with strong performance across all channels. Social media, email, and paid search all contributed significantly to the overall success. Moving forward, optimizing underperforming areas and experimenting with new creative approaches will help drive even greater success for future campaigns.



THE CAMPAIGN'S IMPRESSIVE RESULTS REFLECT A WELL-EXECUTED STRATEGY THAT SUCCESSFULLY SURPASSED ALL EXPECTATIONS.

FURTHER ANALYSIS & DISCUSSION ARE WELCOME FOR OPTIMIZATION INSIGHTS.

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2040 CAMPAIGN REPORT

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