

Success Story

When the Israeli Building Center joined forces with agency Fialkov Digital to attract potential property buyers to a trade fair, they laid the foundations for success.



Fialkov Digital is an Israeli based social advertising agency, focuses on delivering performance-based results for clients worldwide.

The Israeli Building Center is a group of companies supplying various services to the private and professional market, including a visitor's center, the Building College and the Ultima School of Design, as well as consultation, and housing and real estate fairs.

Goals

The end goal of the campaign was to register possible buyers to the Housing Fair at Tel Aviv's Israel Trade Fairs Center. **Fialkov Digital** based its campaign on three main segments: those interested in purchasing apartments, people who are similar to those interested in purchasing apartments and Israeli Building Center fans.

Using Facebook's advanced tools raised awareness to the Housing Fair, diverting surfers to a registration site, as well as offering tickets to the event, thus enabling the Israeli Building Center to host many potential buyers at the fair.

Strategy

Using Facebook's advanced tools was instrumental in the campaign's success. Considering the limited number of potential buyers of new apartments in Israel this year, finding these potential buyers on Facebook at a low cost, enabled registration of many of these to the fair.

Fialkov Digital used Custom Audience to target these potential buyers, based on existing information available to the Israeli Building Center. Correct use of the Lookalike option caused Facebook to present the ad to individuals similar to these in the Israeli Building Center's original lists. Furthermore, wide and segmented use of Facebook remarketing (WCA) enabled re-finding customers who did not register their details, segmenting possible buyers on Google, Facebook and internet banners.

Creative

Fialkov Digital creative stressed the advantages of the Housing Fair as well as the strength of the Israeli Building Center's brand name. The use of newsfeed ads and side ads succeeded in diverting surfers to the Housing Fair's site. Using Facebook's new Call-to-Action (CTA) buttons helped raised the ads' CTR.

Results

42%
Lower CPL

340%
Higher ROI

190%
Higher CTR

230%

Higher Conversion Rates, in comparison to other forms of advertising (banners, Google)

Takeaways

The campaign secured more registrants than any other marketing channel, while Cost per Lead (CPL) was 30 percent lower than other marketing channels. The cost per click was significantly cheaper – by 50 percent – that cost per click using Google advertisements.

Facebook Page Post Ad



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