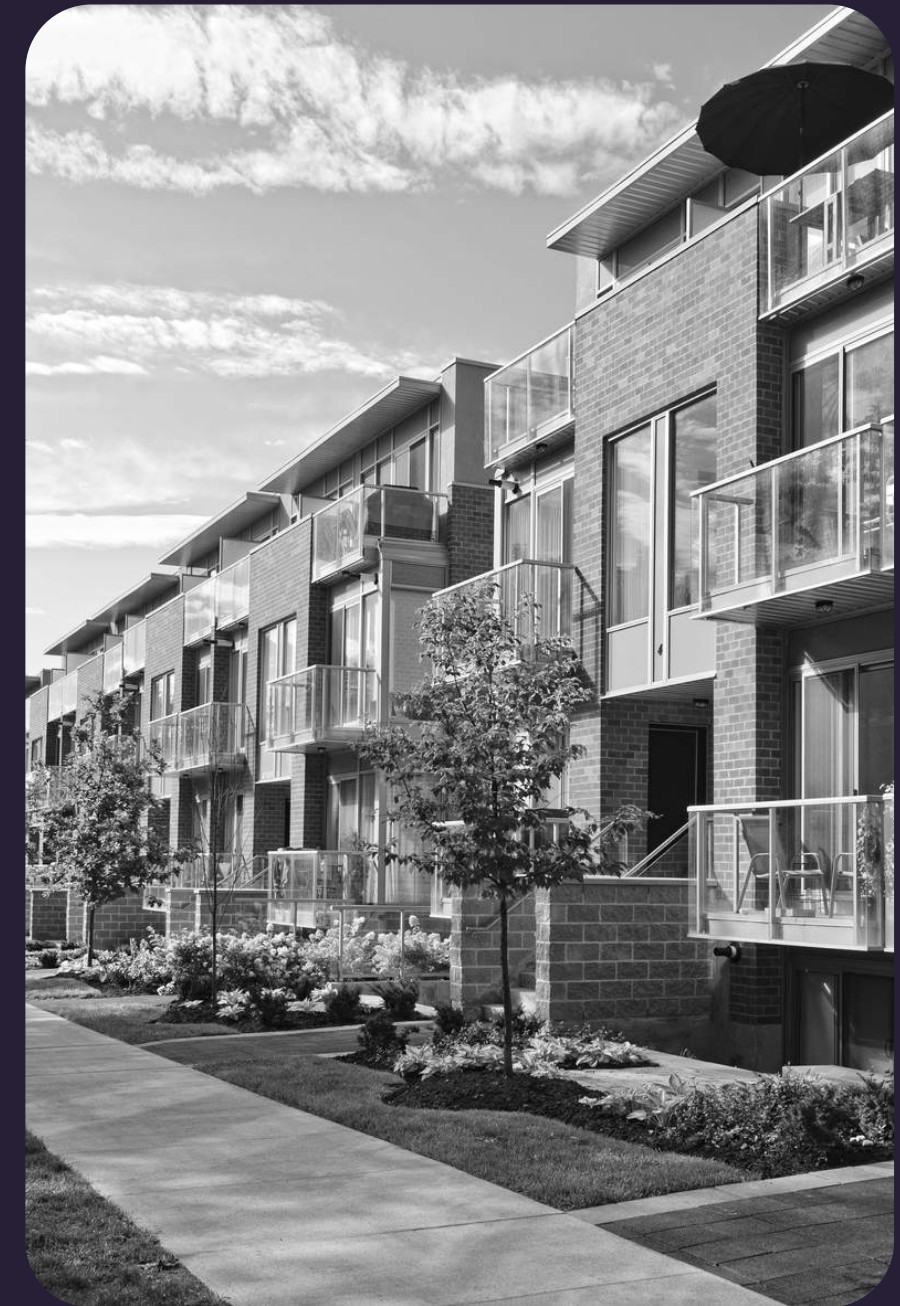

CRESTMARK STUDIO

Nestify Spaces Case Study

www.crestmarkstudio.com

About Nestify Spaces

Nestify Spaces is a forward-thinking real estate platform specializing in unique, eco-friendly housing solutions, including tiny homes. Their mission is to connect clients with sustainable and innovative housing options while promoting a minimalist lifestyle.



Project Overview

Nestify Spaces partnered with Crestmark Studio to promote their eco-friendly tiny homes, with a focus on driving inquiries and bookings. With a limited budget, we needed to create a highly efficient campaign to maximize ROI.

After analyzing their offerings and potential markets, we identified Orlando as an ideal starting point. This decision was driven by the growing interest in sustainable housing in the region and the opportunity to capture a niche audience through precise location targeting.

Our campaign strategy focused on showcasing the affordability, sustainability, and unique lifestyle appeal of Nestify Spaces' tiny homes, ensuring every dollar spent contributed to high-quality leads and measurable results.





Challenges

Limited online visibility

Despite having a niche offering, Nestify Spaces struggled to reach a broader audience interested in tiny homes in the competitive Orlando market.

Low conversion rates

Existing marketing strategies weren't effectively translating interest into bookings or inquiries, impacting growth.



Our Solutions

Custom Google Ads campaign

Developed a hyper-targeted search campaign focusing on keywords and phrases that resonate with prospective buyers of tiny homes.

Enhanced ad performance

Created compelling ad copy highlighting affordability, eco-friendliness, and location benefits to engage their ideal audience.

Data-driven optimizations

Monitored performance daily to adjust bidding strategies, improve CTR, and focus on high-performing ad groups for maximum ROI.



Overview

Recommendations



Campaigns

Insights and reports

Campaigns

Campaigns

Ad groups

Ads

Experiments

Assets

Audiences, keywords, and content

Change history

View (2 filters) [All campaigns](#) Campaign [Tiny homes in Orlando](#) Ad groups (1) [Select an ad group](#)

Paused Account: Nestify Spaces Type: Search Budget: \$6000/day Simulate campaign changes Campaign settings

Ad groups

Custom Oct 17 - Nov 4, 2024 Show last 30 days

Clicks None Expand Adjust



	type	Clicks	Impr.	CTR	Avg. CPC	Cost	Conv. rate	Conversion:	Cost / conv.
<input type="checkbox"/>	Ad group								
<input type="checkbox"/>	Orlando - Tiny Homes (General)	45,850	250,000	18.34%	\$2.50	\$114,625.0	8.92%	4,090	\$28.03
Total: Ad groups in your current view		45,850	250,000	18.34%	\$2.50	\$114,625.0	8.92%	4,090	\$28.03
<input checked="" type="checkbox"/>	Total: Campaign	45,850	250,000	18.34%	\$2.50	\$114,625.0	8.92%	4,090	\$28.03

Campaign Success

- **Increased visibility:** Reached over 250,000 potential customers through highly relevant and engaging ads.
- **High engagement:** Achieved an industry-leading CTR of 18.34%, demonstrating the effectiveness of targeted messaging.
- **Cost-efficient lead generation:** Delivered 4,090 high-quality conversions at just \$28.03 per conversion, significantly boosting ROI.
- **Sustainable growth:** The campaign positioned Nestify Spaces as a market leader in the eco-friendly housing niche, driving tangible growth.

250,000
Impressions

18.34%
Click Through Rate (CTR)

4090
Conversions



Optimization Strategies

Precise Keyword Targeting

Focused on high-intent keywords like “affordable tiny homes in Orlando” and “eco-friendly housing solutions” to attract ready-to-convert audiences while minimizing irrelevant clicks.

A/B Testing for Ads

Tested multiple ad copies and visuals to identify the best-performing combinations, continuously refining messaging to maximize CTR and conversions.

Budget Reallocation

Monitored campaign performance daily and shifted budgets toward top-performing ad groups to ensure the best use of the limited budget.

THANK YOU

For

Your

Attention

www.crestmarkstudio.com
