



# DAYTONA HOMES



Daytona Homes is a production homebuilder operating in 7 cities across western Canada. After 25 years in business, they have built over 8,000 homes.

Before working with us, Daytona Homes wasn't able to justify the cost of digital advertising after working with numerous agencies, but not getting the results they knew were possible.

## WHAT WE DID

- Audit & Account Overhaul
- Paid Search, Display & Social Advertising
- Keyword Expansion & Ad Optimization

## RESULTS

- Increase Ad Conversions by 300%
- Decreased Cost Per Acquisition by 46.91%
- Customer Cross-Device Ad/Conversion Tracking

## IDRIS F, MARKETING MANAGER

*"All in all, we more than tripled our overall campaign conversions (without additional spend) in the first year of working together, and now we track those conversions across the entire customer journey through a technology stack that is being used across our divisions."*

**WANT TO INCREASE YOUR CONVERSIONS & DECREASE YOUR CPA LIKE DAYTONA HOMES? BOOK A CALL WITH US TODAY!**