

DRB GROUP RALEIGH

MAJORITY STRATEGIES CASE STUDY

As one of the largest builders in the nation, DRB Group provides a variety of home options in competitive markets across the country. The Raleigh division partnered with Majority Strategies to promote communities across Raleigh-Durham DMA.

DRB Group Raleigh was already executing multi-channel advertising and needed to overcome a challenge faced by many businesses — how to know if your advertising efforts are generating sales?

THE SOLUTION IS MOBILE ADVERTISING WITH VERIFIED WALK-IN ATTRIBUTION.

Majority Strategies started with a data-driven approach, developing buyer profiles specific to each community, combined with a proprietary in-market movers audience.

The campaigns utilized additional tactics, such as geofencing realty offices to announce communities and targeting apartments with a high propensity of buyers.

Majority Strategies delivered 2,000,000 impressions, sent 11,000 clicks to the site, and saw a click-through rate 2.3x higher than average.

When an impression is served, Majority Strategies identifies the device ID. Then we measure the devices that were seen in the sales centers or other target locations to find a match. When a device is served an ad and is later seen in the measurement location, this is called a Verified Walk-In.

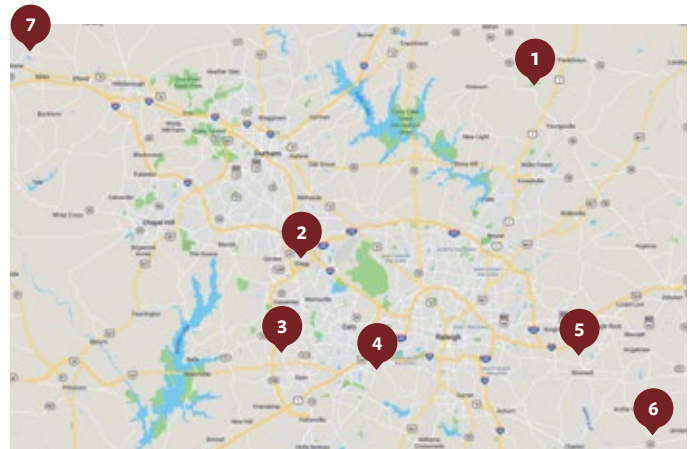
Majority Strategies generated an average 1.42 Walk-Ins per month.

“Majority Strategies provides us with a distinct competitive advantage in our market with a highly defined method of connecting us to our target audience.

“Our new orders have increased considerably since we started our partnership, and our sales success has been so profound in one of our communities supported by Majority Strategies that a high-profile national developer with whom we have a relationship decided that they needed to get in on the program and use them, too.”

– Jay Lewis, DRB Group Raleigh President

On average, DRB Group’s communities sold **1.8x** more homes while Majority Strategies was advertising.



1. Olde Liberty Manors / Olde Liberty Estates / Ashberry Village / 560 Clubhouse Drive Youngsville, NC 27596
2. Morris Place / 1309 Church St, Morrisville, NC 27560
3. Wayland Grove / 6821 Old Jenks Rd Apex, NC 27523
4. Pipers Crossing / Pipers Grove / 315 Fenella Drive, Raleigh, NC 27606

5. Wendell Falls / 1732 Shady Oaks Drive, Wendell, NC 27591 & Model Homes
6. Forge Creek / 44 Warm Wind Drive, Clayton, NC 27527
7. Havenstone / 6801 Royal Oak Lane Mebane, NC 27302

