

Using photo to promote Fotocasa

fotocasa.es



Fotocasa is one of Spain's largest real estate companies. The company offers a market-place that specializes in buying, selling and renting second-hand housing, as well as newly built houses and vacation rentals. In Spain, Fotocasa has the largest real estate listings website.

Fotocasa's website has monthly traffic of 5.9 M unique visitors, from which 50% are mobile users.



Reduced time in ad creation while using DPA

Goal

Working with MakeMeReach, Fotocasa wanted to stay competitive in a rapidly evolving mobile market. The main goal was to acquire new users looking for apartments to buy or rent through the installation of the mobile app through Facebook and Instagram, while driving down the cost per installation.



3 times less cost per interaction inside the app while using DPA

Solution

Using MakeMeReach solutions and expertise, Fotocasa launched an **acquisition campaign** to encourage people to download its app. Using the **Dynamic Ads format**, they were able to automatically show the most outstanding properties from their 3M property catalogue to the relevant audience in real-time. Using this format, they saved time in their campaign creation process since the tool automatically chose the most appealing properties in their catalogue. They also **decreased by 3 the cost per interaction inside the app**. Thanks to Dynamic Product Ads, the creative ads were more relevant and close to their interest, so users were more inclined to perform actions.

MakeMeReach is known for its **advanced integration with third parties**. Fotocasa used this expertise to optimize their campaigns based on mobile app installations and mobile app events that were tracked with **Appflyer**.

This advanced integration between Appflyer and MakeMeReach enabled them to **lower the cost per installation by 30%** as compared to the initial CPI objective.

To reach new audiences without spending more time managing their campaigns, Fotocasa used the **Mixed Placement option** recommended by MakeMeReach.

This option enables anyone using the platform to automatically run their ads on both Facebook and Instagram. There is no need to create new creatives. Ads are automatically optimized to show on the placement that gets the most clicks at the lowest cost.



CPI
30% lower than objective

Mireia Seoane, Search & Online Marketing specialist Fotocasa

"By launching a Facebook dynamic ads campaign, we knew that this strategy could be very powerful. Because of the complexities of the real estate model, we asked MakeMeReach to help us adapt this product to our business so that we could achieve these outstanding results"

