

Using photo to promote Fotocasa



fotocasa


makereach
Scalable social ad tech solutions,
tailor-made.

fotocasa

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.



3x

**LESS COST PER INTERACTION
INSIDE THE APP WHILE USING DPA**



30%

**LOWER CPI
THAN OBJECTIVE**



**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.

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.



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Mireia Seoane, Search & Online Marketing specialist Fotocasa

“MakeMeReach and its DPA campaigns has allowed Fotocasa to significantly optimize the downloads campaigns, offering us the lowest costs ever and maintaining high levels in terms of quality users. Powerful technology and customer service is the best combination to help the advertisers to get the best results.”

