



What did an estate agency receive in return for spending

R3,350 on Flex Ads over 4 weeks?

Actual results from an agency operating in a large metropolitan area in South Africa, advertising for sale listings and using a custom buyers audience set up by our team

Flex Ads

Automated listing ads for social media





Reach

How many people saw their listing ads?

43,393

#brandbuilding

Stay top of mind with buyers in your area

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Impressions

How many times were their ads displayed?

197,224

#brandbuilding

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Link clicks

How many click throughs were recorded to listings on their Flex website via these ads?

17,469

#audiencebuilding

Flex Ads tracks user interaction on your website including property types, area and price ranges for better retargeting

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Leads

How many lead enquiries did they receive as a result on their website? (phone calls excluded)

18

#leadgeneration

Generate quality leads from your ads and slowly build a social media audience that you own

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How Flex Ads compared

	Competitor	Entegral Flex Ads
Ad spend	from R3000	R3350
Ad views / Impressions	up to 85,000	197,224
Listing views on website	up to 2,000	17,469

Flex Ads delivered x8 more website listing views and x2 more ad views for a similar budget. Flex Ads charges a fixed R900/month management fee, other products usually charge a percentage fee.

Flex Ads

For more info or to sign up www.entegral.net/flex/ads



How it works

1. Load your listing in Base CRM
2. Listing data sent to Facebook
3. Carousel ads automatically created
4. Clicks go through to your website
5. Lead automatically captured in Base

#setandforget

Your listing ads are updated automatically

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