

Case Study: TheRedPin.com



Impressions: 222

Emails captured: 121

Conversion: 54.5%



The Business

Rokham Fard is the CMO and co-founder of TheRedPin.com, a new kind of brokerage company headquartered in Toronto, Canada that aims to make home buying and selling easier, rather than centering their business around agents and brokers. They are the first online brokerage in Canada to be named one of the world's most innovative real estate companies, and it shows.

The Campaign

Rokham and his team wanted to create unique landing pages for each property, making it easy for a prospective homebuyer to access information and get help as they shop. They decided to use Heyo because of its design flexibility and publishing options. For Southside Condos, Rokham and his team used Heyo, along with a smart promotion strategy, to generate 121 highly targeted, qualified leads via Facebook.

“Heyo has allowed us to use Facebook as a new platform for getting leads. As a new age technology company, our ad budget is spent online through SEM, SEO, and other digital channels. Our CPA through Heyo has been comparable if not better than through other channels. We’ve been extremely pleased!” – Rokham Fard, CMO at TheRedPin.com

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residences at gramercy park

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