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APARTMENTS

Sponsored Content Report

Sept '23 – Nov '23

Article Results

1 x article package focusing on the luxury inner-city location and lifestyle of completed West Side Place development. Aimed at driving brand awareness and attract owner occupier and investors.

The article was successful with over 10,000 article views onsite and saw a good amount of leads.

100% to target

Time on site performance: **14%** above average (122secs)

10,000	10,032	139sec	22
Article target	Total page views	Time on article	Leads

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News | Insights | Guides | Lifestyle | Video

News > Buying And Building New > Melbourne

Luxury inner-city lifestyle attracting buyers in Melbourne CBD's western end

Presented by West Side Place
Updated 26 Sep 2023, 11:59am
First published 21 Sep 2023, 9:31am

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One of the most visually striking CBD mixed-use developments in Melbourne's history, the now-complete West Side Place precinct redefines inner-city luxe

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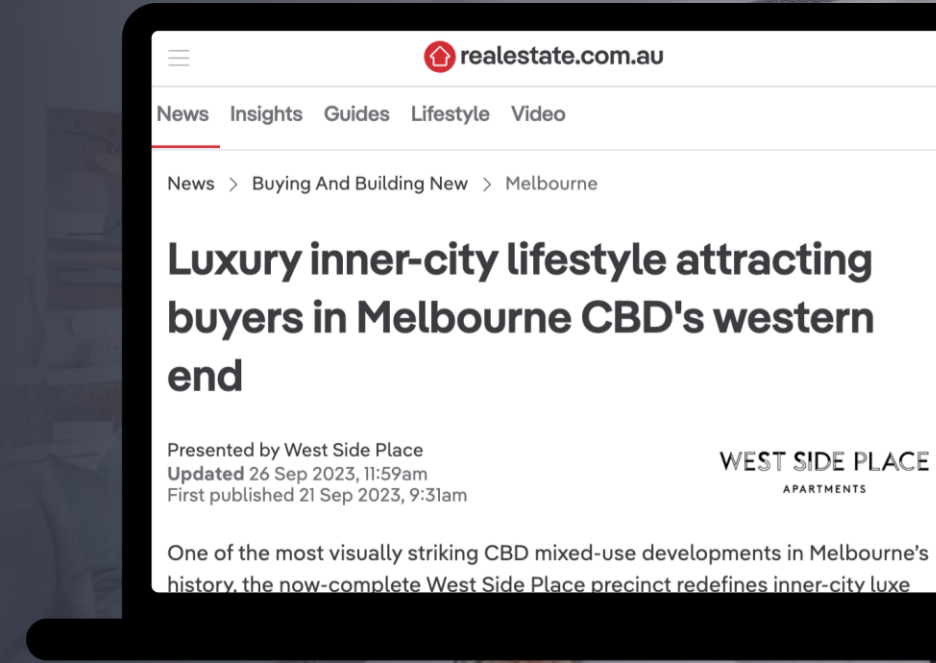
Display

120 clicks at a CTR of **0.40%**; Significantly above average for comparable campaigns (0.15%-0.19%)

The social campaign achieved an impressive reach of over **200,000** reaching a wide audience and generating significant engagement.

30,165

Impression

0.40%

CTR

207,120

Social reach

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References

Content & Social Results

Article #	Title	Section	Live date	**Page views**	Unique visitors	Time on page
1 of 1	Luxury inner-city lifestyle attracting buyers in Melbourne CBD's western end	News	26-Sept	10,032	9,032	139
TOTALS				**10,032**	**9,032**	**139**

Facebook	Reach	Post reactions	Post comments	Post saves	Post shares	TOTAL post engagement
FB Post 1	207,120	213	47	24	9	293
TOTAL	207,120	**213**	**47**	**24**	**9**	**293**

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Display Results

	Total
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REA - Lifestyle, News & Guides - Developer Sponsored Content - Digital Article #1	
Impressions	30083
Clicks	117
CTR%	0.38%
Impressions	82
Clicks	3
CTR%	3.65%
Campaign Total Impressions	**30,165**
Campaign Total Clicks	**120**
Overall CTR	**0.40%**

Glossary

Page Views	The number of visits to the article page.
Unique Visitors	The numbers of users who visited the article page at least once.
Ads rendered	Total number of ad requests that are returned and rendered on screen.
Amplification & Drivers	The way that we distribute and serve content on different platforms to reach your target audience.
Impressions	The number of times the ad/driver is shown on a page.
CTR %	The percentage of Ads Rendered that resulted in a click.
Conversions	The number leads generated either from display activity or lead form submissions
Engagements	A combination of shares and comments on Facebook posts
Reactions	A combination of different emoji responses to posts on Facebook

This report provides a monthly overview of results achieved through the Sponsored Content Campaign
Source: Editorial performance (REA Omniture reporting); Display performance (Sizmek adserver reporting); Social performance (Facebook Ads Manager)

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Thank you

Any questions please reach out to the content team