

THE DAILY BEAST

National Association Of REALTORS®

Campaign Objective:

Drive awareness of NAR as an advocate for homeowners. Build awareness of the value REALTORS® to homebuyers.

Tactics:

- 8-part Branded Content Series about housing history in America
- Interactive recirculation module
- 8x “This Day In Housing History” branded cheats
- 10-part Instagram series defining home buying terms
- Custom promotional media

Case Study

4X

Total campaign CTR was 4x Daily Beast benchmark

3.5X

Campaign-level interaction rate was 3.5X Moat Average

1.5X

Time Spent on branded content was 1.5x Daily Beast Benchmark

110%

Branded Cheat CTR was 110% Daily Beast Average



Our 8-part series covered housing history from America's founding, including NAR's ongoing role